

# FinnCycle Winter Mobility Survey Privacy Notice

Effective from: 20 February 2025

## Why do we process your personal data?

The FinnCycle Winter Mobility Survey aims to identify the most common reasons for reducing or discontinuing active modes of transport during winter. The study seeks to find ways to increase the attractiveness of winter cycling and reduce the carbon emissions from transportation.

## Do we use automated decision-making or profiling?

We do not use automated decision-making or profiling..

## What personal data do we process?

Participants respond to questions about their socio-demographic background, including their place of residence, postal code, gender, age group, occupational category, education level, number of cars in the household, and number of bicycles in the household.

Participants also report attitudes and lifestyle factors related to mobility, such as cycling activity and estimated annual cycling kilometers. Additionally, participants provide self-assessments of their well-being.

Participants may also provide feedback on the perceived quality of winter maintenance in their locality. Respondents have the option to enter a prize draw, for which they provide their contact information separately. These contact details are not linked to the research data at any point.

## Why are we allowed to process your personal data?

The basis for processing personal data is Article 6(1)(e) of the EU General Data Protection Regulation (GDPR):

- (e) Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller (scientific or historical research or statistical purposes).

## Where do we obtain your personal data?

Personal data is collected from the participants themselves via an online questionnaire.

## Who processes and discloses your personal data?

Internally:

Personal data is processed and stored only by the research project that collected the data (FinnCycle), specifically by Doctoral Researcher Harri Vaarala from the Transport Research Center Verne.

Externally:

Research data containing personal data may be pseudonymized and disclosed for research purposes within the research consortium. Additionally, it may be shared with third parties, such as scientific journals, for peer review or validation of research findings. The collected research data may also be used for follow-up research in the same field or for research in other supporting disciplines. As part of potential follow-up studies, the data may be shared with other universities or research institutions if necessary for conducting the research.

## Do we transfer your personal data outside the EU/EEA?

We do not transfer your personal data outside the EU/EEA.

## How long do we retain your personal data?

The research data, including personal data, will be stored until 31 December 2026.

## What rights do you have as a data subject?

### **Right to withdraw consent (GDPR Article 7, Section 3)**

If the processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

### **Exceptions to data subject rights**

Under the GDPR and national data protection law, certain exceptions may be made to data subject rights if the processing of personal data is for scientific research purposes and exercising these rights would make the research impossible or significantly hinder it.

In this research study, the following rights are not applied:

- Right of access to personal data (Article 15)
- Right to rectification (Article 16)
- Right to erasure ("right to be forgotten") (Article 17)
- Right to restriction of processing (Article 18)
- Right to data portability (Article 20)
- Right to object (Article 21)

### **Right to lodge a complaint with a supervisory authority (Article 77)**

You have the right to file a complaint with a supervisory authority if you believe that your personal data is being processed in violation of applicable data protection laws. Additionally, you have the right to use other administrative and legal remedies.

#### **Supervisory Authority:**

Data Protection Ombudsman's Office

PL 800, 00531 Helsinki, Finland

Email: [tietosuoja@om.fi](mailto:tietosuoja@om.fi)

Phone: +358 29 566 6700

Website: [www.tietosuoja.fi](http://www.tietosuoja.fi)

## **Contacting us regarding data protection issues**

To submit a request related to your data subject rights, you can contact us via email at: [tau@tuni.fi](mailto:tau@tuni.fi)

Alternatively, you may send a written request by post to:

Tampere University

33014 Tampere University, Finland

## **Who is responsible for processing your personal data?**

The data controller responsible for processing your personal data is:

Tampere University Foundation sr

33014 Tampere University, Kalevantie 4, 33100 Tampere, Finland

Business ID: 2844561-8

## Who to contact regarding the register?

Doctoral Researcher Harri Vaarala

Faculty of Built Environment, Transport Research Center Verne

+358 44 703 2180

harri.vaarala@tuni.fi

## Contacting the Data Protection Officer

dpo@tuni.fi