



Date: 30.9.2021

## Information for participants of the research project “Food perception and evaluation in multisensory eating environments”

In connection with your participation in a research project at University of Turku and Aarhus University, pursuant to the General Data Protection Regulation, we are required to inform you about how your personal data will be processed. As joint controllers we also provide you with information about our arrangement concerning the processing of personal data.

### 1. Data Controller

University of Turku  
FI-20014 Turun Yliopisto  
Finland

and

Aarhus University  
Nordre Ringgade 1  
DK-8000 Aarhus C  
CVR no.: 31110103

are the data controllers responsible for the processing of personal data in the research project.

The study groups “Food Quality Perception & Society” (Aarhus University) and “Functional Foods Forum” (University of Turku) are responsible for the study, which is being headed by Signe Lund Mathiesen who can be contacted at: Agro Food Park 48, 8200 Aarhus N; tel.: +45 2577 2779; e-mail: [signelma@food.au.dk](mailto:signelma@food.au.dk)

### 2. Description of the study and the purposes of processing personal data

The study aims to investigate how multisensory eating environments affect food perception and eating experiences. You will be asked to eat a prepared lunch meal inside the Aistikattila, adjacent to the Flavoria restaurant. During the experiment, you will be instructed to answer a series of questions in an online questionnaire. The questions relate to your evaluation of the food (e.g., liking), appetite, and experience of the environment. The study should take no more than 30 minutes, but the time will be dependent on how much or little time you need to finish your meal and complete the questionnaire.

The research study will process the following information about you as a participant: age, gender, height, and weight, for statistical analysis. All personal information will be collected anonymously and you will not be identifiable in the data.

Your name and email-address will be used when you sign up for the study through the electronic system. This is not linked to any data collected during the study and will be deleted after you complete the study.

The research results will be published as a peer-reviewed article in a scientific journal.



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### 3. Principal investigator or research group

Name: Signe Lund Mathiesen  
Address: Agro Food Park 48, 8200 Aarhus N  
Tel.: +45 2577 2779  
E-mail: signelma@food.au.dk

### 4. Contact details of the Data Protection Officer

The Data Protection Officer of the University of Turku is available at contact address: dpo@utu.fi.  
The Data Protection Unit at Aarhus University is available at contact address: dpo@au.dk

### 5. Persons processing personal data in the study

No sensitive personal data is being processed in the study. Your name and e-mail when registering for the study are not connected with the research material and will only be stored until you complete the study. All other data is processed by Signe Lund Mathiesen and her team at Aarhus University, and Anu Hopia and her team at University of Turku.

### 6. Name, nature and duration of the study

Name of the study: Food perception and evaluation in multisensory eating environments.

Duration of the processing of personal data: Data collection is ongoing in the months of October and November 2021. Hereafter, data will be retained only for so long as is necessary to fulfil the purposes, i.e., scientific publication, for which it was collected. When data is no longer required, it will be erased.

### 7. Lawful basis of processing

Personal data is processed on the following basis, which is based on Article 6(1)(e) of the General Data Protection Regulation:

- data subject's consent;
- processing is based for the performance of a contract;
- compliance with a legal obligation to which the controller is subject;
- processing is necessary in order to protect the vital interest of the data subject;
- 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 purposes or statistical purposes;
  - archiving of research materials or cultural heritage materials;
- legitimate interest pursued by the controller or by a third party.

### 8. Personal data included in the research materials

Only anonymous data will be gathered during the study. These will be obtained through self-reporting in the online questionnaire (hosted on Qualtrics.com) and includes age, gender, height, and weight.



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## 9. Sensitive personal data

There is no sensitive personal data that will be processed in the study.

## 10. Sources of personal data

All data about you as a participant will be obtained from you through the online questionnaire.

## 11. Transfer and disclosure of the personal data to third parties

The personal data will not be transferred to other recipients outside the Aarhus University and University of Turku/research groups/researchers.

## 12. Transfer or disclosure of personal data to countries outside the EU/European Economic Area

Personal data will not be transferred outside the EU/ European Economic Area.

## 13. Automated decisions

No automated decisions are made.

## 14. Processing of personal data after the completion of the study

The research material will be deleted.

## 15. Your rights as a data subject, and exceptions to these rights

The research study does not require a participant to be identified and therefore the researchers cannot identify a participant from the research material. In this case, a data subject's right to access the data, right to rectify, right to erasure, right to restriction of processing, right to data portability do not apply. (GDPR art. 11)

### Exceptions to data subject rights

Under the General Data Protection Regulation and the Finnish Data Protection Act, certain exceptions to the rights of data subjects can be made when personal data is processed in scientific research and fulfilling the rights would render impossible or seriously impair the achievement of the objectives of the processing (in this case, scientific research).

The need to make exceptions to the rights of data subjects will always be assessed on a case by case basis. It is likely that exceptions to the following rights will be necessary in this study:

- Right of access (GDPR Article 15)
- Right to rectification (GDPR Article 16)
- Right to erasure (GDPR Article 17)
- Right to restriction of processing (GDPR Article 18)
- Right to data portability (GDPR Article 20)
- Right to object (GDPR Article 21)



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Reasons and the extend for the exceptions:

### **Right to lodge a complaint**

You have the right to lodge a complaint with the Data Protection Ombudsman (Finland) or the Danish Data Protection Agency (Denmark) if you think your personal data has been processed in violation of applicable data protection laws.

Contact details of Data Protection Ombudsman:

Office of the Data Protection Ombudsman  
Visiting address: Lintulahdenkuja 4, 00530 Helsinki  
Postal address: P.O. Box 800, 00531 Helsinki, Finland  
E-mail: tietosuoja@om.fi  
Tel.: +358 (0)29 566 6700

Contact details of The Danish Data Protection Agency

The Danish Data Protection Agency  
Address: Carl Jacobsens Vej 35  
DK-2500 Valby, Denmark  
E-mail: dt@datatilsynet.dk  
Tel.: +45 33 19 32 00