

To influencers included in the Survey experiment

What you need to know about Aarhus University's processing of your personal data

Here you will find information about why and how Aarhus University processes your personal data.

1. Who is the data controller?

Aarhus University (AU) is data controller for the processing of your personal data. Our information:

Aarhus University
Nordre Ringgade 1
8000 Aarhus C
CVR-no.: 31119103

Aarhus University has a Data Protection Officer. You can contact our Data Protection Officer at dpo@au.dk.

If you have any questions about the research project, including participation and processing of personal data, please contact Anja Bechmann, Professor, anjabechmann@cc.au.dk

2. What is personal data?

Personal data is any information that directly or indirectly can be attributed to you. This can, for example be your name, your age, but it can also be a lot of information that, when linked to other information, tells something about you, for example your address combined with information from a public register.

3. Why do we process personal data about you?

As a university in Denmark, we have an obligation to conduct research. In order to conduct research, we often need to process personal data. In the research project "*When Influencers Act Politically*", we process personal data to understand the potential impact of influencers on people's political attitudes and actions.

4. What information do we process about you?

We will process the following categories of personal data about you: General personal data

For example, information such as the number of followers, the name of the influencer, profile picture, and other information that you have shared on your social media profile.

We collect the information from social media.

5. What is the legal basis for processing your personal data?

The processing of personal data requires that there is a legal basis for the processing in the data protection rules or other legislation. We process your personal data pursuant to Article 6(1)(e) of the General Data Protection Regulation. This means that processing is necessary for the performance of a task carried out in the public interest, including for scientific research purposes. Therefore, we do not request your consent for the processing of your personal data.

6. How long do we process your personal data?

At present, it is not possible to say for how long Aarhus University will process your personal data, as this depends on the purpose of the research project and the rules on storage according to responsible research practice. When your personal data is no longer required for processing, it will be anonymised, transferred to the Danish National Archives or deleted.

When assessing how long it is necessary to process your personal data, we take into account, among other things: achieving the research purpose, disseminating the research results and being able to account for the accuracy of the research findings for a period after the research has been completed (e.g. according to the rules on responsible research practice or according to law).

7. Who do we share your information with?

We must provide you with information about who we share your personal data with: Participants in the study, researchers at the same or other universities, for peer review or other similar purposes of reproduction, validity, or reliability (including the FAIR principles), as well as for other research purposes, including research dissemination and dissemination of the findings to the public.

8. What are your rights?

According to the General Data Protection Regulation, you have a number of rights when we process your personal data. Your rights are limited when the processing is carried out for research purposes. Therefore, you can read below what rights you have in connection with the processing of your personal data in research.

Rights in research

- You have the right to have your data erased if the erasure of your data does not make it impossible or seriously impede the achievement of the research purpose.
- In the event that we erase your personal data, we are obliged to notify any recipients of your personal data of the deletion, unless this proves impossible or is disproportionately difficult.

You can assert your rights by contacting Anja Bechmann, Professor, anjabechmann@cc.au.dk.

9. How can you complain?

The processing of your personal data and your trust are important to us. Therefore, we hope that you will contact us if you have any questions or are unhappy with the way we process your information.

If you nevertheless wish to complain about our processing of your personal data, you can contact the supervisory authority in Denmark:

Danish Data Protection Agency (Datatilsynet)
Carl Jacobsens Vej 35
DK-2500 Valby