



PRIVACY NOTICE FOR SCIENTIFIC RESEARCH

You are participating in scientific research. This privacy notice informs you about the processing of your personal data as part of the research. You have a legal right to receive this information.

1. Data controller(s) in the study The impact of subscription price increases on consumer continuance intention in music streaming services

The data controller is responsible for the lawful processing of personal data in this research.

Note to researchers: Emma Lagren (data controller and implementer of the study), emma.s.c.lagren@student.jyu.fi

Supervisor(s): Lauri Frank, University researcher, lauri.frank@jyu.fi

2. Processor(s) of personal data

A *processor of personal data* refers to a party that processes personal data on behalf of the data controller and according to the data controller's instructions. A data processing agreement must be signed with the processor of personal data. In this research, the processors of personal data are the following:

- Microsoft
- Webropol Oy, survey software

During the implementation of the research, the data controller can also use processors of personal data who cannot be named in advance. Appropriate agreements must always be made with processors. Suitability of the processors for the secure processing of personal data must be assessed before an agreement is made. The data subject will be informed separately about the use of another processor if the change is significant from the data subject's point of view.

To ensure the accuracy of research data, the data controller may submit data for processing (primarily without direct identification data) to a so-called research reviewer or verifier for a defined period when necessary. These reviewers or verifiers work under the supervision of research staff. Data processing agreements are made with them if they receive personal data.

3. Other disclosure of personal data during research

Your personal data will be handled confidentially and will not be disclosed to third parties.

4. Personal data to be processed in The impact of subscription price increases on consumer continuance intention in music streaming services

Your personal data will be processed for the research purpose described in the information letter.

In this research, we will collect the following personal data on you: age, gender, employment status, monthly income, survey answers. The collection of data is based on the research plan.

5. The legal basis for processing personal data in scientific research

The processing of your personal data is necessary for scientific research purposes on the grounds of public interest, in compliance with Section 4, Subsection 3 of the Data Protection Act.

6. Transfer of data outside the EU/EEA

In this research, your personal data will not be transferred outside the EU/EEA.

7. Protection of personal data

The processing of personal data in this study is based on an appropriate research plan, and the study has a designated person in charge. Only personal data necessary for the purpose of the study will be processed as research material.

The personal data of research subjects is only processed in environments and using tools that the data controller has determined to be sufficiently secure for the processing of personal data. A separate data management plan has been drawn up for the processing of the data.

Whenever possible, identifying information is removed from the data as a protective measure (pseudonymisation). Identifiability can then be restored using a code or similar information. During the life cycle of the data, the principle of minimising personal data and the requirement of necessity are taken into consideration.

8. Duration of the processing of personal data

The research data set consists of survey answers. The estimated time for the destruction of the research data is after the approval of the thesis, but 12.2026 at the latest. The entire data set will be destroyed.

9. Rights of the data subject

Right to access data (Article 15, General Data Protection Regulation GDPR)

You have the right to obtain information about whether your personal data is processed, and which personal data is processed. If you want, you can also request a copy of the personal data processed in the study.

Right to have data rectified (Article 16, GDPR)

If there are inaccuracies or errors in your personal data processed in the study, you have the right to request their rectification or supplementing.

Right to have data erased (Article 17, GDPR)

You have the right to request your personal data to be erased in certain situations. However, you do not have the right to erasure if it prevents or significantly complicates the realisation of the purpose of processing in scientific research.

Right to the restriction of processing (Article 18, GDPR)

You have the right to restrict the processing of your personal data in certain situations, for example, if you deny the accuracy of your personal data.

Derogation from the rights

Derogation from the aforementioned rights is possible in certain individual situations on the basis of the GDPR and the Finnish Data Protection Act, insofar as the rights prevent or significantly complicate the realisation of scientific or historical research purposes or statistical purposes. The need for derogation must always be assessed

separately for each situation. Furthermore, derogation from these rights is possible if the controller demonstrates that it is unable to identify the data subject. As a rule, the rights of the data subject must be fulfilled if the data subject, for the purpose of exercising their rights, provides additional information enabling their identification.

Automated decision-making

In this study, your personal data will not be used in automated decision-making.

You have the right to file a complaint with the supervisory authority of your permanent place of residence or employment or place of the alleged infringement, if you feel that the processing of personal data is in breach of the GDPR (EU 2016/679). In Finland, the national supervisory authority is the Data Protection Ombudsman.

Current contact information for the Office of the Data Protection Ombudsman: Tietosuojavaltuutetun toimisto, Lintulahdenkuja 4, 00530 Helsinki, tietosuoja@om.fi, +358295666700