

Information for Research Participants

You are taking part in a scientific study organized by the University of Oulu. This notice describes how your personal data will be processed in the study.

Participation in the study is voluntary. There will be no negative consequences for you if you choose not to participate in the study or if you withdraw from the study. However, if you withdraw from the study, data collected prior to your withdrawal may still be used in the study. For more information on your rights and how you can affect the processing of your personal data, please see section 17 of this notice.

1. Data Controller

University of Oulu

Address: PL 8000, 90014 Oulun yliopisto (Pentti Kaiteran katu 1, Linnanmaa)

Contact person in matters concerning the project:

Name: Niina Kotavaara

Address: Oulun yliopiston Kerttu Saalasti Instituutti, Biologintie 8 1 F, 90014 Oulun yliopisto

Tel.: +358294481714

E-mail: niina.kotavaara@oulu.fi

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

The aim of the 'Viesselä maaseutu' project is to develop the networking of businesses and residents in the rural areas of Koillismaa, to improve the supply and accessibility of services and thus maintain the vitality of the countryside. The project will increase customer understanding of rural service needs and explore the current service offerings of businesses and opportunities for business expansion, for example through new product or service innovations. As a result, existing services have become easier to find, service paths have become clearer and their accessibility in the region has improved. Networking and cooperation between rural businesses will increase as a result of the project. 'Viesselä' is an old Southern Kuusamo dialect word meaning good – 'viesselä maaseutu' thus ensures good living and entrepreneurship in the countryside.

As part of the project, a survey will be conducted for multi-local residents and people working remotely in the region. The aims of the survey are to: 1) identify the forms and groups of remote work carried out from the area to elsewhere, including those who work remotely

either regularly or occasionally; 2) assess the local development needs and need for support related to remote work; and 3) assess the adequacy of the current infrastructure for remote work and for smooth multi-local living. The results of the survey will be presented in such a way that individual respondents cannot be identified among other respondents.

3. Parties and their responsibilities in research collaboration

‘Viesselä maaseutu’ is a cooperation project led by Koillismaa regional development company Naturpolis Oy. The University of Oulu Kerttu Saalasti Institute is responsible for carrying out the survey and for processing the personal data related to the survey. The data controller is the University of Oulu. Naturpolis Oy is not the data controller for the survey and does not process any personal data related to it.

4. Principal investigator or responsible research group

Name: Ossi Kotavaara

Address: Oulun yliopiston Kerttu Saalasti Instituutti, Biologintie 8 1 F, 90014 Oulun yliopisto

Tel: +358294487852

E-mail: ossi.kotavaara@oulu.fi

5. Contact details of the Data Protection Officer

You can contact the Data Protection Officer of the University at dpo@oulu.fi.

6. Persons processing personal data in the study

Researchers of the University of Oulu Kerttu Saalasti Institute who work in the project

7. Name, nature and duration of the study

Name of the study: Viesselä maaseutu

One-time research

Monitoring study/longitudinal study

Duration of the study – how long your personal data will be processed for this study:

Personal data will be processed during the project period 1.6.2025-28.2.2027. After this, the data may be used for finalising publications based on the research project for the duration required by the publication processes. After active use, the data will be retained for the period deemed necessary to assess the reliability of the research. The necessity of storing the data will be reviewed annually. Direct identifiers will not be stored after the project ends, nor will they be linked to the survey responses at any stage of the study. The research results will be presented in such a way that individual respondents cannot be identified among other respondents.

8. Lawful basis of processing

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

- participant's consent
- compliance with a legal obligation to which the controller is 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 interests pursued by the controller or by a third party
 - description of the legitimate interest:

9. Personal data included in the research materials

The following information is collected in the questionnaire: the respondent's permanent region of residence in Finland; whether the respondent's workplace is located in Kuusamo or Taivalkoski; the respondent's relationship to Kuusamo and/or Taivalkoski (originating from the area, permanent resident, free-time/holiday resident, tourist, or another remote working related connection described in their own words); the working area at the village level and the type of working space for those who have worked remotely in Kuusamo or Taivalkoski; the structure of the respondent's household; and the respondent's age, gender, education, and occupational status. Other questions concern experiences, needs, and development ideas related to remote work in Kuusamo and Taivalkoski.

The questionnaire does not ask for direct identifiers from respondents. Those who complete the survey may, if they wish, participate in a lottery in a separate form, where they are asked to provide their name and contact details. At no stage will the name and contact details be linked to the survey responses.

10. Sensitive personal data

No sensitive personal data will be processed in the study.

11. Sources of personal data

Personal data are collected from the research participants.

If necessary, in order to increase the number of respondents, a sample of the names and contact details of adult permanent and free-time/holiday residents of Koillismaa will be purchased from the Digital and Population Data Services Agency. These data will be used for sending out survey invitations.

12. Transfer and disclosure of the personal data to third parties

Not transferred or disclosed

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

Not transferred or disclosed

14. Automated decisions

No automated decisions are made.

15. Safeguards to protect the personal data

The data is confidential.

Protection of manual material:

Personal data processed in IT systems:

username password logging access control
 other:

The personal data are confidential, stored in the university's IT systems, and protected behind the researcher's personal username and password.

Processing of direct identifiers:

The dataset does not contain direct identifiers. Respondents may, if they wish, participate in a lottery, for which they are directed to a separate form where they are asked to provide their name and contact details. The name and contact details will not be linked to the survey responses at any stage.

The names and contact details purchased, if necessary, from the Digital and Population Data Services Agency, will be destroyed after the survey response period has ended. The name and address information will not be linked to the survey responses at any stage.

16. Processing of personal data after the completion of the study

The research material will be deleted

The research material will be archived:

without identifiers with identifiers

Where will the material be archived and for how long:

The name and contact details provided by respondents for the lottery, as well as any name and contact information purchased, if needed, from the Digital and Population Data Services Agency for mailing survey invitations, will be destroyed. Direct identifiers will not be linked to the survey responses at any stage of the research.

The survey responses will be archived without identifiers on a secure network drive of the University of Oulu, accessible only with the researchers' personal usernames and passwords. After this, the data may be used for finalising publications based on the research project for the duration required by the publication processes. After active use, the data will be retained for the period deemed necessary to assess the reliability of the research. The need to retain the data will be reviewed annually. After this period, the data will be destroyed in accordance with the University of Oulu's data protection practices.

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

The contact person in matters concerning the rights of the participant is the person mentioned in section 1 of this notice.

Withdrawing consent (GDPR Article 7)

You have the right to withdraw your consent, provided that the processing of the personal data is based on consent. The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

Right of access (GDPR Article 15)

You have the right to obtain information on whether or not personal data concerning you are being processed in the project, as well as the data being processed. You can also request a copy of the personal data undergoing processing.

Right to rectification (GDPR Article 16)

If there are inaccuracies or errors in your personal data undergoing processing, you have the right to request their rectification or supplementation.

Right to erasure (GDPR Article 17)

You have the right to request the erasure of your personal data on the following grounds:

- a) The personal data are no longer necessary for the purposes for which they were collected or otherwise processed.
- b) You withdraw the consent on which the processing was based, and there are no other legal grounds for the processing.
- c) You object to the processing (the right to object is described below), and there are no justified grounds for the processing.
- d) The personal data have been unlawfully processed, or
- e) The personal data must be erased to comply with a legal obligation in Union or Member State law to which the controller is subject.

The right to erasure does not apply if the erasure of data renders impossible or seriously impairs the achievement of the objectives of the processing in scientific research.

Right to restriction of processing (GDPR Article 18)

You have the right to restrict the processing of your personal data on the following grounds:

- a) You contest the accuracy of the personal data, whereupon the processing will be restricted for a period enabling the University to verify their accuracy.

- b) The processing is unlawful and you oppose the erasure of the personal data, requesting the restriction of their use instead.
- c) The University no longer needs the personal data for the purposes of the processing, but you need them for the establishment, exercise or defence of legal claims.
- d) You have objected to processing (see details below) pending verification of whether the legitimate grounds of the controller override those of the data subject.

Right to data portability (GDPR Article 20)

You have the right to request to receive the personal data you have submitted to the University in a structured, commonly used and machine-readable format and have the right to transmit these data to another controller without hindrance from the University, provided that the processing is based on consent or a contract, and the processing is carried out by automated means.

When exercising your right to data portability, you have the right to have your personal data transmitted from one controller to another, where technically feasible.

Right to object (GDPR Article 21)

You have the right to object to processing your personal data, provided that the processing is based on the public interest or legitimate interests. The University will no longer have the right to process your personal data unless it can demonstrate compelling legitimate grounds for the processing that override the interests, rights and freedoms of the data subject, or unless it is necessary for the establishment, exercise or defence of legal claims. The University can continue processing your personal data also when necessary for the performance of a task carried out for reasons of the public interest.

Derogating from rights

In certain individual cases, derogations from the rights described above in this section “Your rights as a data subject”, and exceptions to these rights may be made on the basis of the GDPR and the Finnish Data Protection Act, insofar as the rights render impossible or seriously impair the achievement of scientific or historical research purposes or statistical purposes. The need for derogations will always be assessed on a case-by-case basis.

Right to lodge a complaint

You have the right to lodge a complaint with the Data Protection Ombudsman's Office if you think your personal data has been processed in violation of applicable data protection laws.

Contact details:

Data Protection Ombudsman's Office (Tietosuojavaltuutetun toimisto)

Address: Ratapihantie 9, 6th floor, 00520 Helsinki

Postal address: B.O. Box 800, 00521 Helsinki

Tel. (switchboard): 029 56 66700

Fax: 029 56 66735

E-mail: [tietosuoja\(at\)om.fi](mailto:tietosuoja(at)om.fi)