

PRIVACY POLICY

Confidentiality and privacy are important to us. As you participate in our research, we want to be clear about how your information is used and how your privacy is protected so that you can make an informed decision about your participation. All procedures that we have implemented for the collection, storage and protection of your data are controlled by the London School of Economics and comply with the UK Data Protection Act 1998 and EU legislation.

This leaflet explains:

1. What information we collect from you
2. How we collect and use that information
3. How we keep information secure
4. How we share the information that we collect
5. How you can contact us

1. What information we collect from you

In this research, we ask you to provide information about you and your knowledge, personal ideas and beliefs about individual behaviour and personality, which may involve issues of age, gender, worldview, ethnicity and education. All your information will be recorded and used in anonymised ways for scientific research as described in this Privacy Policy.

By providing us with your information, you consent to it being used as described in this Privacy Policy and in the Informed Consent Form. You will receive copies of all these documents to keep for your personal records.

Information we collect in the Online Studies

To register for participation in an Online study, we ask you to provide us with a valid email address. This is needed to send you an anonymous ID code and the link to access our LSE ID Research Smartsurvey.co.uk portal where you can first complete a Consent Form and then our Online Survey. We rely on Smartsurvey.co.uk because they are UK's leading survey company and are registered under the Data Protection Act 1998. You may withdraw your consent and discontinue participation in this study before submitting your survey responses by simply leaving the website.

To receive our £5 Amazon.co.uk voucher, you will be able to register your email address in a separate page that is not connected to the anonymised information that you have provided in the survey. You will be asked for your anonymous ID-code to make sure that only registered participants who have completed the survey will receive the voucher.

Information we collect in the Video Studies

Registration for participation and arranging an appointment

To register for participation with your friend/ acquaintance in a Video study, we ask you to provide us with a valid email address. You will not be required to provide your full name or any other personal details online. Your friend/ acquaintance does not need to register separately because you will come together to our Video Lab.

Upon registration, we will send you a confirmation email containing a link to a page with further information where you can download our Participant Information Leaflet, a 2-page Consent Form and our Privacy Policy. Please read and share these documents with your friend/ acquaintance. When you decide to participate, please book an appointment in our online scheduler where we will ask you for your first names and a valid email address and phone number for contacting you. You will find the link to our online scheduler in your registration confirmation email. If you have questions, you can contact us by email and telephone anytime. You will also be given the opportunity to clarify questions in the Video Lab before we start with the interview.

In the Video Lab at the LSE

When we have clarified all your questions and you are happy to participate in the SubCam Study in our Video Lab, you will be asked to provide your full names and contact details (telephone number, email and postal address) on a print-out of our Informed Consent Form and to sign this form before we start with the interviews. Your contact details are needed for requests regarding a possible publication of some scenes from your SubFilms and their anonymisation. On the Informed Consent Form, each participant will be assigned an anonymous ID-code. Only this anonymous ID-Code will be recorded in your SubFilm video. You will receive copies of these forms to take home with you. You can also download all of the documents on our website id-research.org.

Information we collect when you subscribe to our ID-Research Newsletter

To receive our *ID-Research Newsletter*, you can subscribe to our mailing list on our online portal. This subscription is independent from a participation in our studies and only requires a valid email address. You can unsubscribe from the newsletter anytime via the link provided in the subscription confirmation email and on our website id-research.org/newsletter.

2. How we collect and use that information

All information that you provide about you and your personal ideas and beliefs about individual behaviour and personality will be completely anonymised. Only the anonymous data will be used and processed for scientific research and will be kept separate from your identifiable information. The results of this research are released in aggregate statistics, usually in academic journals and conferences. Your words may be quoted in publications, reports, web pages and other research documents in anonymised ways; that is, your real name will not be used.

Online Studies

On the ID Research Smartsurvey.co.uk portal, all your survey responses will be recorded only with your anonymous ID-code but not with your name, email or IP-address. Thus, these data will be collected separately from your identifiable information and in anonymised ways.

SubCam Video Studies

In the interviews, your own subjective perspectives on the video films that we are discussing will be recorded with special mini-cameras worn at eye-level (SubCams). You may be visually or audibly identifiable on your own and your friend's SubCam videos. You will be asked to provide written consent as to whether you agree with this or request anonymisation in the case of scenes from your videos being selected for publication. If you agree, we will contact you again prior publication. The videos will be coded and the set of encoded data will be anonymised using your individual ID-Code. Only this set of anonymised data will be used for research.

3. How we keep your information secure

Your personal information such as name, email address, phone number and postal address will be kept strictly confidential and in accordance with the Data Protection Act and EU legislation.

Appropriate technical and organisational measures are taken against unauthorised or unlawful processing of your data and against accidental loss or destruction of the data. All electronic data will be encrypted and stored on password secured servers or hard-disks. No persons other than the researchers of this project and the Data Protection Officer appointed for this project (see below, Section 5. *How to contact us*) have access to the video data on which you are identifiable. The data will be securely destroyed by the London School of Economics after 10 years.

The London School of Economics (LSE) holds the property rights of your SubFilms. You will not receive a copy of these videos because this is the only way to ensure the personal rights of all persons who may be identifiable on your SubCam videos, that is, you, your friend/ acquaintance and the researcher. Following the Data Protection Act, you have the right to access the personal data collected from you. This includes the right to come to the LSE and to view your video but not the right to receive a copy of it. The contact details are provided in Section 5. *How to contact us*.

4. How we share the information that we collect

Your information is recorded and used for research purposes. Other researchers may have access to the anonymised set of your data and may cite your words only if they agree to adhere to the confidentiality of the information as stated in this Privacy Policy and the Data Protection Act 1998.

5. How to contact us

You can contact us with any questions or comments about this policy, our use of your information and your consent choices. You can also contact us when you wish to exercise any of your rights in relation to the information you provided in this research.

For the purposes of the Data Protection Act 1998, the data controller is:

The London School of Economics and Political Science
Houghton Street
London WC2A 2AE
United Kingdom

Our nominated Data Protection Officer is:

Rachael Maguire
Governance, Legal and Policy Division
Records Manager and Data Protection Officer
Room TW1 6.01, Telephone: 020 7849 4622
Email: r.e.maguire@lse.ac.uk or glpd.info.rights@lse.ac.uk

More information about the Data Protection Act can be found on the Information Commissioners Website <http://ico.org.uk/>.