

How Aarhus University processes personal data

Pursuant to the European General Data Protection Regulation (GDPR), we are required to inform you that a text that mentions personal details about a deceased next of kin of yours and that has been published online (<https://www.naturallywellwithin.com/post/2017/08/12/genetically-modified-foods-and-your-health>) will be used as a data source in a text-linguistics study at Aarhus University, Denmark. We are also required to inform you about how your next-of-kin's personal data will be processed.

The data controller:

Aarhus University

Nordre Ringgade 1

DK-8000 Aarhus C

CVR no.: 31119103

is the data controller responsible for the processing of personal data in the research project.

The research project is headed by Associate Professor Alexandra Kratschmer, who can be contacted at romak@cc.au.dk.

Data protection officer at Aarhus University E-mail: dpo@au.dk

Title of the research project: Trusting the Martyr

The purpose of the project and of processing the personal data:

We will use quotes from the abovementioned text to demonstrate the strategic use of the martyr archetype in argumentative storytelling. Specifically, we will show how a narrative form comprising an expert jeopardising their career by turning against the scientific community is applied in order to make argumentative texts compelling.

Which personal data will be processed in the project?

The project will process the following information about your next of kin: name; information about employment history.

Use of automated processing (profiling):

Profiling is the automated processing of personal data. For example, processing determined by an algorithm. Your next of kin's personal data will not be subject to automated processing.

For how long do we store your other personal data?

At present, we cannot say for how long we will be processing your next of kin's personal data. The personal data will be processed by Aarhus University in a personally identifiable form for as long as required by the research purpose and the rules on storage according to responsible conduct of research. When we no longer need these personal data for processing, the data will be erased.

Will personal data be made available or disclosed to others, e.g. researchers at other universities?

Your next of kin's personal data collected for the project will not be disclosed to others.

The personal data has been obtained from the aforementioned publicly-available text published on the internet.

Legal right to process your personal data:

We are entitled to process personal data pursuant to the rules of the General Data Protection Regulation and the Danish Data Protection Act. We are obligated to inform about the rules that apply to our work with personal data.

Article 6(1)(e) entitles Aarhus University to process non-sensitive personal data about persons without their consent, because the research project is a task carried out in the public interest and because processing of personal data is necessary for the performance of the research project.

Your rights under the General Data Protection Regulation:

You as the next of kin have the following rights on behalf of the deceased if Aarhus University processes their personal data as part of a research project carried out in the public interest:

1. Right to erasure or the “right to be forgotten”.
2. Right to data portability: In some cases, you have the right to receive your deceased next of kin’s personal data and to request that the personal data be transferred from one data controller to another.
3. Right not to be subject to an automatic decision based solely on automated processing, including profiling.

Note that these rights may be limited by other legislation or be subject to exemptions, e.g. in relation to research and the exercising of public authority.

Complaints:

If you wish to complain about the processing of your deceased next of kin’s personal data, you can do so by contacting the supervisory authority:

The Danish Data Protection Agency

Carl Jacobsens Vej 35

DK-2500 Valby