

Privacy Notice – University of York – Research Using Public Data on YouTube, surveys and controlled experiments

This privacy notice is to provide you with details of the ways in which personal data gathered from YouTube users is processed by the University of York, including how it is gathered, used, stored and shared.

Who is responsible for the data?

For the purposes of this privacy notice, the University of York is a Data Controller, as defined in the General Data Protection Regulations (EU) 2016/679 (the 'GDPR') and the U.K. Data Protection Act 2018 (together the 'Data Protection Laws').

The University of York ('York') is registered with the Information Commissioner's Office and its entry can be found here. Registration number: Z4855807.

We have an appointed Data Protection Officer who can be contacted as follows: Data Protection Officer, University of York, University of York, Heslington, York, YO10 5DD, UK.

dataprotection@york.ac.uk

What is the purpose of this research?

ASMR: Sound interventions for mental health and wellbeing in adolescents is a PhD research project conducted by Claudia Nader Jaime at the University of York, supervised by Dr Mariana Lopez. This investigation aims to contribute to define potential psychosocial interventions that support and improve mental health and wellbeing in young people.

Firstly, the researcher will use publicly available comments on user experience in relation to Autonomous Sensory Meridian Response-inducing media (ASMRim) on YouTube in addition to video analysis and surveying content creators in order to conduct a state-of-the-field analysis.

Secondly, different people will be exposed to different type of ASMRim content and sound formats in a controlled experiment. The aim of this research is to evaluate potential user experience differences based on sound format and type of audio-visual content as well as the potential health benefits to determine if this type of media can be used as an intervention for wellbeing.

Information about the research we undertake can be found here

<https://www.york.ac.uk/tfti/study/postgraduate/profiles/claudia-nader-jaime/>. This project is investigating the following topics:

- Sound recording and rendering techniques for ASMRim
- Potential links between ASMRim and affect
- Potential links between ASMRim and synaesthesia
- User experience in relation to ASMRim sound formats
- Feasibility and acceptance of ASMRim as a psychosocial intervention to support and improve mental health and wellbeing in adolescents

The results aim to inform mental health practitioners as well as sound specialists and audio-visual artists on user preferences based on sound formats and potential health benefits as a result of

ASMRim exposure. Further details of the projects can be obtained by contacting the researcher to cni504@york.ac.uk.

What data do we have?

All the publicly available commentators' usernames on YouTube videos will be pseudonymised by the researcher upon collection, which means that the researcher has no means of identifying an individual.

Survey participants' (YouTube-based ASMRtists) special category data on online name, health, gender, race, ethnic origin, and opinion, as per the Information Commissioner's Office (ICO) definitions, will also remain pseudonymised to protect participants' privacy. ASMRtists' physical aspect, if they visually appear in their content, or voice, if they speak in their content, will not be possible to keep anonymous as this research includes an analysis of the personas, speech and *mise en scène* (setting) in the videos.

Where does the researcher get data from?

Data collected for the state-of-the-field study of this project originate from publicly available user comments on YouTube, publicly available YouTube videos and surveys which these YouTube video owners (ASMRtists) have agreed to participate in voluntarily.

What is our legal basis for processing your data?

Under the General Data Protection Regulation (GDPR), the University has to identify a legal basis for processing personal data and, where appropriate, an additional condition for processing special category data. Some of the data we process (ethnicity and data concerning health) is in the category of special data.

In line with our charter which states that we advance learning and knowledge by teaching and research, the University processes personal data for research purposes under Article 6 (1) (e) of the GDPR: *Processing is necessary for the performance of a task carried out in the public interest*. Special category data is processed under Article 9 (2) (j): *Processing is necessary for archiving purposes in the public interest, or scientific and historical research purposes or statistical purposes*.

How will we use your data?

Data will be processed for the purposes outlined in this privacy notice, in order to conduct research involving the analysis of ASMRim, user experience and its potential benefits.

Will we share your data with third parties?

No. Only authorised individuals will have access to your data, including the main researcher, research supervisor and thesis advisors at the University of York, as well as internal and external examiners. Special category data from survey responses will be removed from the University's Thesis Repository submission to protect identifiable individuals' sensitive information. This data can be requested for future research supported by legal basis and subject to ethical approval.

How will we keep your data secure?

The University will put in place appropriate technical and organisational measures to protect your personal data and/or special category data. For the purposes of this project we will store data using secure University services provided by Google and the University Filestore. Data will be gathered and processed through the University's virtual private network (VPN) *Pulse Secure*.

Information will be treated confidentially and shared on a need-to-know basis only. The University is committed to the principle of data protection by design and default and will collect the minimum amount of data necessary for the project. In addition, I will anonymise or pseudonymise data wherever possible and will store it digitally in the University's cloud storage solution.

Will we transfer your data internationally?

Possibly. The University's cloud storage solution is provided by Google which means that data can be located at any of Google's globally spread data centres. The University has data protection compliant arrangements in place with this provider to ensure any international transfers are compliant. For further information see, <https://www.york.ac.uk/it-services/google/policy/privacy/>.

Will we identify you in any research outputs?

YouTube comment users will not be identifiable. As revised in the Data Protection Impact Assessment, approved by the University's Data Protection Officer, the researcher is committed to conduct careful output preparation to ensure usernames are pseudonymised in publications, and comments, which could include sensitive data and/or individual inadvertent identifiers, are paraphrased to reduce risk of reidentification.

Only YouTube content creators (ASMRtists) will be identifiable through physical appearance or voice in their videos.

How long will we keep your data?

Data will be retained for the duration of the funding of the project and until outputs from the research have been published. Data will then be stored digitally at the University online cloud for ten years after last accessed and be subject to review for retention extension prior to its destruction. Retention timeframes will be determined in line with the University's Records Retention Schedule (<https://www.york.ac.uk/about/departments/support-and-admin/information-services/information-policy/index/research-data-management-policy/#tab-3>)

What rights do you have in relation to your data?

Under the Data Protection Laws, you have a general right of access to your data, a right to rectification, erasure, restriction, objection or portability. You also have a right to withdraw. Please note not all rights apply where data are processed purely for research purposes. For further information see: <https://www.york.ac.uk/records-management/generaldataprotectionregulation/individualsrights/>.

However, as we do not know the identity of the individuals in the pseudonymised data, who publicly comment on YouTube videos, we are not able to secure your permission to take part directly nor are we able to tell if your details are included in the data we hold, hence we are unable to remove data relating to named individuals.

Questions or concerns

If you have any questions about this privacy notice or concerns about how your data are being processed, please contact Claudia Nader Jaime (cnj504@york.ac.uk) Queries can also be directed to the University of York's Data Protection Officer at dataprotection@york.ac.uk

Right to complain

If you are unhappy with the way in which your personal data have been handled by the University of York, you have a right to complain to the Information Commissioner's Office. For information on reporting a concern to the Information Commissioner's Office, see www.ico.org.uk/concerns. We will place any updates to this privacy notice on this webpage.