

Privacy Notice Master Thesis Research

This privacy notice applies to the Personal Data processed in connection with Master Thesis Research on Healthy Food Marketing and the effect of self-efficacy and health values on the intention to adopt healthy eating behaviors. ("The Initiative")

Last update: 07-02-2020

Please note that this is an updated version of the Privacy Notice. Please contact the research team (contact details below) should you wish to obtain the previous version of the Privacy Notice dated 19-12-2019.

Who are the data controllers?

Philips Electronics Nederland B.V. ("Philips")
 Boschdijk 525, 5621JG, Eindhoven, The Netherlands
 Contact our Data Protection Officer via our [contact form](#).
www.philips.com/contactprivacy

Tilburg University
 Data Protection Officer: Moswa Herregodts
M.R.G.Herregodts@tilburguniversity.edu
 Warandelaan 2, Cobbenhagen building,
 Tilburg, Noord-Brabant 5037 AB, The Netherlands

What Personal Data are collected; Why are these Personal Data collected? With whom are Personal Data shared?; How long will the Personal Data be kept?

What	Why	Whom	How long
<p>Survey responses.</p> <p>The questionnaire includes questions on:</p> <ul style="list-style-type: none"> - personality characteristics (like nutrition and cooking self-efficacy, health values and intention to adopt healthy eating habits), - the appeal of food advertisements in the forms of Instagram stories. <p>Only responses on the above mentioned topics will be collected. No demographical questions will be asked.</p>	<p>To find out if self-efficacy and health values have an influence on the intention to adopt healthy eating behaviors.</p> <p>To determine if these factors influence the way that food marketing is perceived.</p> <p>Furthermore, to determine which food advertising is the preferred and most persuasive one.</p>	<p>Principal Researchers</p> <p>Tilburg University</p> <p>Philips</p>	<p>At Tilburg University: 10 years in a pseudonomized form</p> <p>At Philips: periodic review* of 5 years</p>
<p>Click-through consent.</p> <p>You can provide online consent to participate in the study via a ticking box. At this exercise, no</p>	<p>To prove compliance to study ethics.</p>	<p>Principal Researchers</p> <p>Tilburg University</p>	<p>At Tilburg University: 10 years</p>

demographics are collected.			
Email address	If you choose to receive the results of the study, we collect your email address in order to send you the study results.	Principal Researchers Tilburg University	At Tilburg University: 10 years
Recruitment; Participation Reward	Amazon Mturk will take on the recruitment for this study. Upon recruitment, you will be redirected to a separate, external site managed by Tilburg University with Qualtrics via a link. As a participant, you will receive a participation reward arranged via the Amazon Mturk reward system.	Amazon Mturk	In accordance with the Amazon MTurk reward system policy.

* Periodic review: Philips will delete your data after a certain time, unless a clear reason exists why the data is still useful and relevant. Then again a periodic review cycle starts.

To protect your privacy, all directly identifying data (such as your email address) will be separated from the research data (such as questionnaire data) and replaced by a participant code. On all study-specific documents, other than the email address you may have submitted, you will be referred to by a participant code, not by name.

Your participation in and any information you provide in relation to this initiative is confidential. Records identifying you will be kept confidential to the extent allowed by the law.

In addition to the information above, the following people might have access to records directly identifying you:

- Individuals performing the study;
- Individuals who have a business need to access your Personal Data, such as the personnel tasked with arranging for the online consent.

What is the purpose and legal basis of the processing?

Based on the legitimate interests of Philips, Philips processes your Personal Data for the following purposes:

- Getting insights into how self-efficacy and health values influence the intention to adopt healthy eating behaviors, and how this influences the way a food advertisement is perceived.
- Analyzing the results of the study as part of a Master Thesis about Food Marketing.

Insofar as we have a legitimate interest, Philips may process your data for the following purposes:

- To conduct scientific research related to the initiative;
- For data analysis, for example, to improve the efficiency of the Initiative.

- For identifying usage trends, for example, understanding which parts of the Initiative is of most interest to users;
- For enhancing, improving, or modifying our current products and services;
- For developing new products and services;
- To aggregate and/or anonymize Personal Data, so that it will no longer be considered Personal Data. We can do so to generate other data for our use, which we may use and disclose for any purpose;
- For fraud and security monitoring purposes, for example, to detect and prevent cyberattacks or attempts to commit identity theft;
- To enforce our terms and conditions and to protect our rights, privacy, safety or property of our affiliates, you or others;

Please read [Generic privacy information for data subjects \(EN\)](https://www.philips.com/c-dam/corporate/research/privacy-notices/generic-privacy-information-en.pdf) (https://www.philips.com/c-dam/corporate/research/privacy-notices/generic-privacy-information-en.pdf) for additional (generic) purposes.

Are you obligated to provide the data asked?

It is voluntary to provide the data requested in this notice.

If you fail to provide the information, this will mean you cannot participate in this study.

More information

If you have any questions, please contact the research team:

Principal Researcher:

Name: Julia Heckmanns

Email: j.a.s.heckmanns@tilburguniversity.edu

For more information on: **Other processing purposes, Security, Your rights, Updates on this specific privacy notice** or **How you can contact us**, please read [generic privacy information for data subjects](#).