

Privacy Notice

“The effect of Risk Communication through Numerical Formats on Perception and Understanding of Risk Scores”

This privacy notice applies to the Personal Data processed in connection with “The effect of Risk Communication through Numerical Formats on Perception and Understanding of Risk Scores” (the “**Initiative**”).
Last update: 7-2-2020

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 26-11-2019.

Who are the data controllers?

Tilburg University

Data Protection Officer: Moswa Herregodts

M.R.G.Herregodts@tilburguniversity.edu

Warandelaan 2, Cobbenhagen building,
Tilburg, Noord-Brabant 5037 AB, The Netherlands

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)

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
Demographics (Age, gender, nationality: Dutch or other), education level	To make an overview of the study population. We will only make a general overview, and not on an individual level.	Principal researcher	At Tilburg University: 10 years pseudonymized
Email	If you choose to receive the results of the study, we collect your email address in order to send you the study results. To prove compliance to study ethics.	Principal researcher	Deleted after completion of research
		Tilburg University	At Tilburg University: 10 years
Digital Informed consent	To prove compliance to study ethics.	Tilburg University	At Tilburg University: 10 years
Responses to online questionnaire regarding perception and understanding of risk scores	To test hypothesis, as explained below in the section: Based on your consent .	Principal researcher	At Tilburg University: 10 years

To protect your privacy, all directly identifying data (example: 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 signed consent form (which may include your name), 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:

- Principal researcher
- Research team

What is the purpose and legal basis of the processing?

Based on your consent Tilburg University and Philips process your Personal Data for the following purposes:

- The main purpose is to answer the research question: "What is the effect of numerical formats (relative, absolute, or risk ratio) of the risk score on the understanding and perception of this score? And is this effect moderated by the degree of the risk?"
- Personal data is purely collected to describe the participant sample in the report. Personal data will not be shared with anybody other than the relevant researchers.
- If you choose to receive the results of the study, you will be asked to provide your e-mail address. Your e-mail address will be used to send you the results of the study once the study is complete.
- Other non-personal data will be used in analysis and pseudonymized data will be stored for 10 years according to requirements of Tilburg University.

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;
- 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;

To comply with legal obligations Philips may process or disclose your data for the following purposes:

- For audits, to verify that our internal processes function as intended and are compliant with legal, regulatory or contractual requirements;
- To comply with applicable law - this can include laws outside of your country of residence;
- To respond to requests from public and government authorities, these can include authorities outside your country of residence;
- To cooperate with law enforcement, for example law enforcement requests and orders;
- We may also process or disclose your data to protect your or someone else's vital interests.

With whom do we share your Personal Data?

We may disclose your Personal Data:

- To the parties specific to the initiative you take part in, as set out on page 1;
- Our affiliates or subsidiaries for the purposes in this privacy notice. Affiliates all process data under the same set of Binding Corporate Rules (www.philips.com/privacy);
- To our third party service providers who provide services such as website hosting, data analysis, payment processing, order fulfilment, information technology and related infrastructure provision, customer service, email delivery, auditing and other services;

Security

We seek to use reasonable organizational, technical and administrative measures to protect personal data within our organization. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the “How can you contact us?” section below.

What are your rights?

If you would like to:

- Ask questions about how we handle personal data;
- Request to review, correct, update, suppress or restrict the use of your personal data;
- Request that your personal data be removed;
- Withdraw your consent (Only possible if the processing is based on your consent. It will not affect the lawfulness of processing based on your consent before the withdrawal);
- Object to our use of your personal data for our legitimate business interests;
- Request to receive an electronic copy of your personal data for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law),

please contact us via the details provided under the “How can you contact us?” section below. We will respond to your request consistent with applicable law.

In your request, please make clear what personal data you would like to have changed, whether you would like to have your personal data suppressed, or otherwise let us know what limitations you would like to put on our use of your personal data. For your protection, we only implement requests with respect to the personal data associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

Please note that we need to retain certain information for recordkeeping purposes (e.g., there could be legal obligations to retain certain information, if so, you are not be able to change or delete the personal data provided until after the retention period in that respect has passed).

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 that you cannot participate in the study.

Updates to this Privacy Notice

We may change this privacy notice. The “Last update” legend at the top of this privacy notice indicates when it was last revised. Any changes will become effective when the revised privacy notice is made available (online if it was already online, otherwise mail or email). If the change to this privacy notice is indicative of a fundamental change to the nature of the processing (e.g. enlargement of the categories of recipients or introduction of transfers to third countries) or a change that may be relevant to and impact upon you, then we will inform you in advance of the change taking effect in an explicit and effective way.

How can you contact us?

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

Principal researcher:

Name: Lydia Meulendijks

e-mail: l.e.meulendijks@tilburguniversity.edu

Phone: +31683605610

If you have any questions about this privacy notice or about the way Philips uses your personal data, please contact our Data Protection Officer via our [contact form](#) (www.philips.com/contactprivacy) or at Philips Center HBT 16

Attn.: Data Protection Officer
P.O. Box 77900, 1070 MX
Amsterdam, The Netherlands

Alternatively, you have the right to lodge a complaint with a data protection authority for your country or region, or where an alleged infringement of applicable data protection law occurs.