

## Information sheet for the Processing of Personal Data in the Promoting circularity and sustainability for the construction and real estate sector (CircBuild) project

*This file is a translation of the [Finnish version](#) and the original should be consulted in cases of uncertainty.*

This sheet describes the processing of personal data in the CircBuild project. The project's privacy notices consist of three parts (events, scientific research, and photography) as described below.

The aim of the project is to bring the research expertise of higher education institutions into better use by companies and to create new business opportunities both in Finland and internationally. The nationwide project compiles the latest knowledge and implements a set of pilot projects in cooperation with Finnish real estate and construction companies, where circular economy solutions and methods are tested in practice.

The project organises workshops, webinars, study trips, and other events. These events are subject to a privacy notice concerning photography and a privacy notice for events. As part of workshops and events, research data may also be collected through interviews. These situations are additionally subject to the privacy notice for scientific research. Participation in workshops is possible without consenting to the collection and storage of interview data.

Your personal data is processed 1) As part of conducting scientific research 2) To enable your participation in events (e.g. workshops) 3) For practical event arrangements (e.g. catering, room reservations) 4) For informing you about new events (webinars, workshops, seminars) 5) For establishing cooperation relationships 6) For statistical purposes (required by the funder) 7) For developing activities and collecting feedback.

Your contact details have been obtained from your event registration. They are used for organizing the event and communication related to it. Audio-recorded interview material is considered personal data, as individuals may be identifiable by their voice. No other personal data is collected.

The purpose of workshops is to gather participants' views and opinions as research material. Specifically, interview-based research does not study the interviewees themselves, but their views on the construction sector. Anonymization and further use of data are described in the scientific research privacy notice.

Webinars will also be organized and recorded with the presenters' consent and published on the CoreLab YouTube channel. Recording is announced in advance and at the beginning of the event. A final seminar will be held in Brussels in late 2026.

After reviewing this notice, you will have the opportunity to ask questions, after which consent to participate in the research will be requested.

### Photography

Separate consent will be requested for taking photographs during workshops and events. These photos may be used for project communications on websites and social media (LinkedIn, X, Instagram). Communication is part of the project's public visibility and its objective to make project activities visible and accessible. Further information about the data protection notices is available on the project website: <https://projects.tuni.fi/circbuild/>

## **Purpose and Conduct of the Research**

The purpose of the research is to collect information from Finnish real estate and construction professionals about circular economy methods and their business applications.

The research starts with a welcome to the workshop, introduction to the project and requesting for participation consent. The research includes small group work, group discussions and a summary. Each workshop lasts approximately two hours and is held during 2025–2026.

No compensation is paid for participation.

It is possible to participate in workshops without consenting to the use of your data for research. In such cases, a non-recorded discussion group will be provided.

## **How do we collect data?**

During the research, discussions are audio-recorded with your permission, and written notes are also collected. Audio recordings are transcribed as soon as possible after recording, and the transcripts are used internally by the research group, including in further research. Written comments provided by participants are anonymous. During workshops, participants' names, professions, roles within their organisations, and necessary contact details are collected. Audio recordings are destroyed when the research project ends. Published research results do not include personal data, and excerpts from transcripts are published in a way that does not allow identification of individual participants. Photographs of workshop participants are not included in research publications. You may read more about our privacy notices. (links at the website <https://projects.tuni.fi/circbuild/>).

No research is conducted during seminar or webinar events. The details of any pilot studies are agreed upon separately with funding companies on a case-by-case basis.

## **Benefits and risks of the research**

Participation in the research may provide professional benefits, as it offers opportunities to discuss with other professionals in the field and to apply what has been learned in professional practice. The research results may also be more broadly utilised within the real estate and construction sector to support business models based on circular economy principles and a transition towards a net-positive society.

The research methods do not involve health, social, or financial risks. Risks related to the processing of personal data include, for example, cyber theft or unauthorised access to participant lists.

### **Confidentiality, data processing and retention**

All collected data is processed confidentially in accordance with the EU General Data Protection Regulation and Finnish data protection legislation. Personal data is processed using applications commonly used by higher education institutions, such as Microsoft software, and on university devices. Personal data is not linked to research results, and research publications are anonymous so that individuals cannot be identified.

Research data and personal data are processed by members of the CircBuild research group and by an external transcriber with whom appropriate agreements have been made. The transcriber processes audio recordings that were recorded during workshops, but the recordings are not published. Transcripts are used by the research group, including in further research. Only devices and software that comply with the information security policies and recommendations of the higher education institutions are used. Written data is photographed or digitised and transferred to work computers, after which they are either securely stored in accordance with data security guidelines or destroyed.

Anonymised transcripts are used in this research and may also be used in future research on the same topic. Audio recordings are used only for the duration of the research project and are not disclosed to third parties, with the exception of the transcriber.

Photographs taken at events are stored, and published photographs remain visible on social media accounts and the project website.

### **The privacy of individuals is protected in scientific publications.**

The research results and anonymised excerpts from transcripts are intended for publication, provided that individual participants cannot be identified. Audio recordings containing participants' voices are stored only for a short time under the control of the research group and the transcription service. Research publications do not include personal data, except indirectly in terms of the professional groups represented in the workshops, and they do not indicate from which specific workshop the data originate. Additional protection is provided by the fact that many participants attend each workshop simultaneously. The photographs taken during events are published on social media and on the project website.

### **Project funders**

The project is co-funded by the European Union, and the funding has been granted by the South Savo Centre for Economic Development, Transport and the Environment. The project is implemented by Tampere University and Häme University of Applied Sciences. Project partners and co-funders include A-Kruunu Oy, Hartela-yhtiöt Oy, Foundation for Student Housing in the Helsinki Region (HOAS), Kiinteistöalan Koulutuskeskus Oy (Kiinko), Saint-Gobain Finland Oy, and Y-Säätiö.

## **Voluntariness**

Participation in the research is entirely voluntary, and you may withdraw from the research at any time. You may also temporarily interrupt your participation.

Interrupting participation refers to a temporary pause in a research situation, such as taking a break during an interview, whereas withdrawing participation means completely leaving the research.

If you wish to withdraw from the research, contact the project manager, Jaakko Kinnunen ([jaakko.kinnunen@tuni.fi](mailto:jaakko.kinnunen@tuni.fi)). Because the legal basis for processing personal data is public interest scientific research, the data may continue to be used for research purposes even if you withdraw.

## **Insurance, compensation and fees**

Participants are not insured by the higher education institutions, and no compensation or remuneration is provided for participation. Tea, coffee, and biscuits are available at workshops.

## **Research communication**

The research results are reported on the project website, in relevant publications, and in reports submitted to funders.

## **Use of material for purposes other than research and use of material for further research or destruction of research material**

Anonymised transcripts may be used by members of the research group in further research, and the research group refers to individuals who are salaried by the project or who work under the supervision of project staff.

## **Additional information**

Further information can be obtained by asking questions during the workshop or afterwards by contacting the researchers using the contact details provided.

## **Project contacts**

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