

## **Information and Declaration of Consent**

### **For the scientific research project “Hollywood Memories: Cinematic Remaking and the Construction of Global Movie Generations” – HOLLYWOOD MEMORIES**

Dear participants of the scientific research project, we ask for your consent to participate in the scientific research project HOLLYWOOD MEMORIES and the involved processing of your personal data. For this reason, you receive the following information about the content and the research design of the scientific research project as well as the intended use of your data.

#### **What is the scientific research project about?**

The scientific research project is conducted to find out more about how popular culture, memory, and generation intersect. We suggest that the repetition and serialized continuation of familiar material – in the form of film remakes, sequels, and reboots – encourages an ongoing engagement with the stories, characters, and storyworlds made in Hollywood. The repeated return of the already-known generates, maintains, and firmly anchors memories, as each new *Star Wars*, *Ghostbusters*, or *Die Hard* movie reminds viewers of previous installments. We want to explore how such memories of Hollywood movies become entwined with memories of certain life stages (childhood, youth, adulthood, late life) and shape feelings of generational belonging. HOLLYWOOD MEMORIES is a research project that is funded by the German Research Foundation (DFG) and conducted at Leibniz Universität Hannover, Germany.

#### **What is the research design of the project and how will my data be used?**

Your participation in the research project HOLLYWOOD MEMORIES will take about 60-90 minutes to complete a multi-part questionnaire. We will then analyze your answers. We use a software solution from Kernwert GmbH to conduct this scientific research project. The Kernwert GmbH's software solution is provided on server systems exclusively located in Germany. The data centers are certified according to "ISO/IEC 27001." This certificate is an internationally recognized standard for information security, which takes into account aspects such as data security, data protection and fail-safe operation.

#### **How does Kernwert GmbH handle my data?**

##### *Recipients of personal data:*

The recipients of personal data are Kernwert GmbH and its service providers:

- Kernwert GmbH, Gubener Straße 24, 10243 Berlin, Germany (provider of the software solution).
- Mpex GmbH, Werner-Voss-Damm 62, 12101 Berlin, Germany (provider of the server systems)
- Quality Hosting AG, Uferweg 40-42, 63571 Gelnhausen, Germany (hosting of the Exchange servers).

#### *Scope of data processing:*

Kernwert GmbH processes the following data on behalf of the researching institution. This is a so-called commissioned processing pursuant to Article 28 DSGVO. Within the scope of commissioned processing, Kernwert GmbH processes personal data when these are provided via a form of the software solution. In this context, the following personal data is processed:

- Survey data (e.g. answers)
- Communication data (e-mails sent or received within the platform)
- Contact data (name, e-mail)
- Usage data (tasks completed, pages visited)
- Quotation criteria (e.g. age, gender)
- Access data (IP address, browser/operating system).

#### *Cookies:*

When visiting the Kernwert GmbH software solution, only technically necessary session cookies are used. With the help of these cookies, participants who enter a protected area in the software solution remain logged in for the entire user session. The session cookies are discarded after the user session has expired.

#### *Duration of storage:*

At the end of the agreed contract period with Kernwert GmbH, all project data associated with this contractual relationship will be deleted within one month of the end of the contract with Kernwert.

#### **How does the scientific research project handle my data?**

The scientific research project HOLLYWOOD MEMORIES exports your contact data and the project data and stores them on a secure server at Leibniz Universität Hannover (LUH), to which only authorized employees of the scientific research project and authorized scientists have access. After completion of the scientific research project, the anonymized data of the questionnaires are transferred to GESIS (Leibniz Institute for the Social Sciences) for archiving and secondary use. At LUH, the raw data are stored in encrypted form on a separate drive and destroyed after 10 years.

#### **Are there any costs involved if I participate in the scientific research project? Will I be paid an expense allowance?**

By participating in the scientific research project no additional costs are incurred. No remuneration/expense will be paid for your participation in the scientific research project. Claims for further remuneration, royalties or other participations in financial benefits and profits, that may be achieved on the basis of the research results, are excluded.

#### **Am I insured during the execution of the scientific research project?**

Please note that no special insurance has been taken out for the implementation of this scientific research project.

#### **Who decides whether I should withdraw from the scientific research project prematurely?**

Participation in this scientific research project is voluntary. You may terminate your participation at any time without giving reason and without incurring disadvantages.

Under certain circumstances, however, it is possible that a scientific research project is terminated prematurely, for example for organizational reasons. If, during the course of the scientific research project, important new information comes to light which could affect your decision to continue your participation in this scientific research project, you will be informed.

### **Which data are collected in the scientific research project?**

In the context of the scientific research project the following data will be collected from you:

- contact data: name, e-mail
- project data, which means the information about you produced in the context of the scientific research project, in particular: questionnaire data about your person

### **How is the data processing in the scientific research project carried out?**

The produced project data, i.e. your answers in the questionnaire, will be evaluated by the project staff. As part of the evaluation, transcripts will also be produced in which all information that could lead to an identification of your person (e.g. names) and other references will be changed, abstracted or removed from the transcripts. In scientific publications, such as in papers or at meetings and conferences, no personal data of you will be mentioned, i.e. the research results will be published without reference to your person. The information in the questionnaires will only be quoted in excerpts in order to ensure to third parties that the resulting overall context of events cannot lead to an identification of your person. Your contact data will be provided with an identifier for the project data and stored separately from the project data in different locations to which only authorized employees of the scientific research project and authorized scientists have access. After the scientific research project has been completed, your contact data will be deleted automatically.

### **Who has knowledge of the data and which persons and institutions have access to the data?**

Access to your data is restricted to employees of the scientific research project as well as authorized scientists. These persons are obliged to observe the data protection requirements. The data is protected against unauthorized access.

### **What rights do those persons have affected by the data processing?**

Participation in the scientific research project HOLLYWOOD MEMORIES is voluntary; if you do not participate, you will not suffer any disadvantages. You have the possibility to assert the following rights at any time:

- **Right of access** about the personal data processed concerning you (art. 15 GDPR),
- **Right to rectification** of inaccurate personal data concerning you (art. 16 GDPR),
- **Right to erasure** of personal data concerning you (art. 17 GDPR),
- **Right to restriction** of processing of personal data concerning you (art. 18 GDPR),
- **Right to object** the processing of personal data concerning you (art. 21 GDPR),
- You also have the right to lodge a **complaint** with a **data protection supervisory authority** about the processing of personal data by us concerning you (art. 77 GDPR),
- If you have consented to the processing of your data, you have the right to **withdraw** this consent at any time for the future (art. 7 paragraph 3 GDPR). In this case, all personal data must either be deleted or made anonymous. However, the revocation shall not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

**Who is responsible for the scientific research project and the associated data processing? Who can I contact if I have further questions?**

The scientific research project is conducted by Leibniz Universität Hannover (LUH), English Department, Königsworther Platz 1, 30169 Hannover. Prof. Dr. Kathleen Looch, English Department, Königsworther Platz 1, 30169 Hannover, Head of the HOLLYWOOD MEMORIES research project, Leibniz Universität Hannover, is responsible for data processing.

For questions regarding data protection, please contact the data protection officer of Leibniz Universität Hannover, Welfengarten 1, 30167 Hannover, Tel. +49 511 762-0, e-mail: [datenschutz@uni-hannover.de](mailto:datenschutz@uni-hannover.de).

If you have further questions regarding the scientific research project, please contact the project director Prof. Dr. Kathleen Looch at: [office@engsem.uni-hannover.de](mailto:office@engsem.uni-hannover.de).