

# PRIVACY POLICY AND INFORMATION STATEMENT

This privacy policy and information statement (“Privacy Policy”) sets out the conditions of the processing of your personal data carried out on the website <http://m.web.cs.unibo.it> (the “Experiment Website”), in the context of your participation in the experiment named “Milgram Reloaded!”, in which you may decide to take part, and the related prize draw (“Lucky Draw” and, the experiment and Lucky draw collectively, “Experiment”) as better described at <http://milgram.cs.unibo.it/info.php>

You may take part in the Experiment in three ways: as an “Originator”, as an “Intermediate” or as a “Target”. The meaning of these terms is the one attributed to them in the Experiment description available at <http://m.web.cs.unibo.it/info.php>

University of Bologna, with offices in Via Zamboni, 33, 40126 Bologna (“UoB”) is the author, organizer and manager of the Experiment.

Since the Experiment is about private communications among individuals, analysing a significant amount of data, and sharing the results of such analysis with the scientific community, protecting privacy of participants is evidently essential and UoB takes this task very seriously.

## 1 The Applicable Legislation

UoB is an Italian education institution, and the personal data processing operations will be carried out in Italy. We will therefore collect and process your personal information in accordance with Legislative Decree No. 196/2003, consolidated (“Privacy Code”), and Recommendation No. 2/2001, adopted on May 17, 2001 by Article 29 Data Protection Working Party in relation to the minimum requirements for the collection of information on-line within the European Union and any other applicable data protection legislation.

## 2 Categories of Data Collected

UoB collects and processes the personal data provided by you on the occasion of your interaction with the Experiment Website, or otherwise provided by you in the context of your participation in the Experiment.

Personal data processed by UoB include some of your contact information, namely email and/or phone number: these data will be used by UoB to form your unique user ID, which will help us track the path of communications from Originators, through the various Users, to the final Targets.

If you participate in the Experiment as an Intermediate, e.g. after being contacted by an Originator or by another Intermediate, you shall be required to also provide specific data about the Originator/Intermediate who contacted you, in particular its unique ID and the Sender’s Network, as described in the Experiment description available at <http://milgram.cs.unibo.it/info.php>. Conversely, Users contacted by you will be asked to provide the same kind of data regarding you.

You will be asked to provide personal information about you. Such information include: year of birth, gender, User’s Network. Some of this data may qualify as “sensitive data” pursuant to Section 4, letter (d), of the Privacy Code.

In case you get contacted by another Intermediate or Originator, but you decide not to actively take part in the Experiment, none of your personal data will be collected by UoB.

## 3 Surfing Data

When you visit the Experiment Website, the computer systems and software procedures employed in the website will automatically collect some of the so named surfing data. This transmission is implicit in the use of internet communication protocols. These data are not collected to be associated with identified interested parties, however their very nature may mean that processing

and association with data held by third parties could allow for user identification. This type of data includes IP addresses or domain names of the computers used by the user connecting to the websites, URI (Uniform Resource Identifier) addresses of the resources requested, date and time of the request, the method used in submitting the request to the server, the size of the file obtained as a result, the number code indicating server data response status (successful, error, etc.), and other parameters relating to the user's operating system and computer environment. These data are used for the sole purpose of gathering anonymous statistical data on the use of the Experiment Website, and to check correct functioning and are immediately deleted after such anonymous processing has been completed. The data may be used to verify responsibility in the event of possible computer crime: with the exception of this possibility, at present, the so called navigation data are stored and deleted as set forth by the applicable legislation, in connection with the purposes for which they were collected and subsequently processed.

## **4 Data of Third Parties**

In case you provide us with personal data of third parties you shall provide that said communication to us and our further processing for the purposes as specified in the Privacy Policy comply with the Privacy Code and applicable legislation, so for example you may provide data relating to third parties only after having duly informed them and having obtained their consent, if requested by the Privacy Code.

## **5 Purposes of the Personal Data Processing**

The Experiment is conducted by UoB for purposes of scientific and statistic research.

In particular, the data collected will be the subject matter of certain measurements such as: (a) average path length of the communication chain from Originators to Targets; (b) number of networks used and node distribution in the communication chain; (c) other general analysis.

As better explained below, before the above measurements be carried out, the data collected will be anonymized and then analysed in aggregated form.

Your personal data will be processed and stored by UoB for the purpose of managing your participation in the Experiment. For example, your contact information will be used by UoB in connection with the formation of your unique user ID, which, as anticipated above, helps us analyze the path of communications and make it possible for us to identify the winners of the prizes at stake in the Lucky Draw.

We will also process your personal data to manage any requests for information or assistance, questions, communications or feedback from you to UoB as well as to comply with obligations imposed by laws, regulations and Community legislation and to establish or defend a legal claim of UoB.

## **6 Data Processing Conditions**

Processing of your personal information for the purposes described above will be carried out through electronic, information technology and non-electronic (manual) means managed by specifically authorized staff designated to access and process the data, including staff designated for performance of non-routine maintenance operations of the Experiment Website. Processing will be carried out according to logics and procedures consistent with the above mentioned purposes and compliant with the applicable confidentiality and security rules set forth by the applicable legislation, including, without limitations, Annex B of the Privacy Code (Technical Specifications on Minimum Security Measures). Pursuant to art. 3 of the Privacy Code (principle of necessity of data processing), the information systems and computer programs are configured so as to reduce as much as

possible the processing of personal and identification data, which are processed only where essential to the purposes time by time pursued.

Please note, however, that whilst we have used our best efforts to ensure the security of your data, we cannot guarantee the security of the data transmitted over the Internet.

Before being subjected to the statistics measurements summarized above we will apply a privacy preserving system to the collected data, including your personal data. In particular, by applying special algorithms, the data will be anonymized and all the subsequent processing thereof will be carried out on aggregated and anonymized sets of data. Also the sets of data that we will share with the scientific community will be in their anonymized form.

The data which allow us to trace the personal information being the origin of a specific anonymized datum will only be used and stored for the purposes which are necessary for the management of the Experiment. These data will be deleted as soon as possible, in compliance with the applicable rules of law.

## **7 Nature of Provision of Data**

Provision of the requested contact information in order to take part in the Experiment is optional. Please note, however, that denial to provide such data would make it impossible for UoB to manage your participation in the Experiment.

Providing of additional personal information, which you may give us on a voluntary basis, is optional and denial to provide such optional information will have no consequences, including in your participation in the Experiment.

## **8 Communication and Dissemination of Data**

Within our organization your personal data will be accessed by our personnel on a need to know basis as persons charged with data processing operations and by the data Processor, if appointed. The updated list of Processors and data recipients will be available to you upon request to UoB.

UoB may communicate your personal data to institutions, authorities, public entities, professionals, independent consultants, also in associate form, third parties to which we may revert to in relation to performance of professional and technical services functional to the managing of the Experiment and to the achievement of the processing purposes herein specified. Your personal data may also be communicated to whomever is the legitimate addressee of communications as provided by applicable laws and regulations, thus for example in case of judicial processes, request by competent courts and authorities or other legal obligation, and if UoB in good faith holds the data communication as necessary to comply with obligations deriving from applicable legislation, to protect and defend the rights and property of UoB and the Experiment Website. Such third parties will be provided only with the information necessary to performance of their respective functions; they agree to use the information received only for the processing purposes above specified, to keep it confidential and secure and to comply with applicable law. Except for the foregoing, your personal data will not be shared with third parties, natural persons or legal entities, that are unrelated to, or that do not legitimately perform any service for UoB. The third parties will process your personal data as Controllers, Processors or persons in charge of processing, as the case may be, for the same purposes specified in this Privacy Policy and according to applicable privacy laws.

In the context of the Lucky Draw, for transparency reasons, the identity of the winners of the prizes will be published on the Experiment's website for 30 days.

In NO case UoB will sell or rent your personal data to third parties.

## 9 Your Privacy Rights

You have several rights under art. 7 of the Privacy Code, for example the right to obtain confirmation that your personal data exist or not, verify their content, origin, accuracy, ask for their integration, updating, amendment, deletion, transformation in anonymous form, block for breach of laws, oppose for legitimate reason the processing. You also have the right to obtain the updated list of Data Processors and other data recipients.

To exercise your privacy rights, you can contact UoB, or the Data Processor, if appointed, using the contact information set out below.

## 10 Cookies

A cookie is a small data file that websites often store on your computer's hard drive when you visit their sites. There are different types of cookies. Some are necessary to navigate on the Experiment Website, others have a different purpose such as ensuring internal security, performing system administration tasks and statistical analysis, understanding which sections of the website are more relevant to users, or offering a personalized experience on the website. The Experiment Website does not use cookies that run programs on your device, upload viruses onto it, or allow any kind of control over the device. In addition, the Experiment Website does not use cookies to access information on the device, to store data on it, or to monitor activities. The Website only uses cookies to help you in selecting a suitable language to guide you through the experiment.

In order to decide which cookies to accept or reject, please find below a description of the cookies used on the Experiment Website in Table 1.

1. Essential Cookies are strictly necessary for the operation of the Experiment Website. In order to access the Experiment Website, your internet browser will need to have cookies enabled.
2. Session cookies are stored temporarily on the device and are deleted when the user closes the browser.
3. Persistent cookies are stored on the device of the user between browser sessions, allowing the Experiment Website to remember preferences and actions on the Experiment Website.
4. First party cookies are set by the website visited by the user, whose address appears in the URL window.
5. Third party cookies are set from a different domain than the one visited by the user. When a user visits a website and a different company sends the information through that website, that is a third party cookie. UoB has no access or control over cookies, web beacons or other tracking technologies used by third-party sites which you may access from the Experiment Website and in this regard UoB expressly disclaims any responsibility accordingly. You are encouraged to read the privacy policies of third party websites accessed through the Experiment Website, to understand the conditions applicable to the processing of personal data. By continuing to use this Site you give your consent for cookies to be used as set out above.

Most browsers automatically accept cookies, but you can usually change settings to disable this function. It is possible to block all types of cookies, or agree to receive only some of them disabling others. The "Options" or "Favourites" sections in the browser menu permit to accept or avoid receiving cookies and other tracking technologies, as well as to receive notification from the browser when these technologies are used. Alternatively, it is possible to manage cookies consulting the "Help" section of the toolbar present in most browsers. It is also possible to select the browser from the list below and follow the instructions: - Internet Explorer; - Chrome; - Safari; - Firefox; - Opera.

| Cookie Name              | Function  | Domain   | Duration | Type of cookie |
|--------------------------|---|----------|----------|----------------|
| renderid                 | rend01  | unibo.it | Session  | First party    |
| Session Persistence      | Collect browser information and screen resolution. Tracking cookie.         | unibo.it | 1 year   | First party    |
| s_cc                     | Determine if cookies are enabled  | unibo.it | Session  | First party    |
| s_sq                     | Collect information about the previous link that was clicked on by the user | unibo.it | Session  | First party    |
| s_vi                     | Unique visitor ID time/date stamp. Does not store any user data.            | unibo.it | 1 year   | First party    |
| BIGipServerm1s1c112-pool | Load balancing session cookie for session persistence                       | unibo.it | Session  | First party    |
| JCAPI-Token              | SSO Token   | unibo.it | Session  | First party    |
| jive.server.info         | Jive site information   | unibo.it | Session  | First party    |
| jive.user.loggedIn       | Determine if the user is logged in  | unibo.it | Session  | First party    |
| JSESSIONID               | Identify a session  | unibo.it | Session  | First party    |
| JSESSIONID               | Identify a session  | unibo.it | Session  | First party    |
| JSESSIONID               | Identify a session  | unibo.it | Session  | First party    |
| _session_id              | Identify a session  | unibo.it | 1 day    | Third party    |

Table 1: Cookies Description

## 11 Changes to the Privacy Policy

UoB from time to time may update and amend this Privacy Policy. The version published on the Experiment Website is that actually in force. If we change this Privacy Policy we will notify such changes by posting a warning on the Experiment Site that reads Newly Revised Privacy Policy, or similar wording. UoB invites you to periodically review the Privacy Policy to be informed of any relevant change.

## 12 Data Controller and Data Processor

The Controller of the personal data processing is University of Bologna, with offices in Via Zamboni, 33, 40126 Bologna, who may be contacted at Tel. (+39-051-2094848), E-mail: connect@cs.unibo.it.