

## Privacy policy for the use of the ETH Research App

Data protection is a matter of trust, and your trust is important to us. The responsible and legally compliant handling of personal data is of great concern to us, MotionTag GmbH and Swisscom (Schweiz) AG (hereinafter "**we**"). This privacy statement ("**statement**") describes how we process your personal data in connection with the study app (hereinafter "**app**"). It also contains information about the rights you are entitled to under the applicable data protection laws.

### 1. Applicability

This statement applies to the processing of personal data in connection with your use of the app. The use of the app is also governed by specific terms of use. In addition, the terms of use and privacy policy of the provider from whom you download the app may apply.

### 2. The app

The app offered by Swisscom (Schweiz) AG analyses the mobility of users. This enables users to gain an overview of their personal mobility. For this purpose, the tracking technology of MotionTag GmbH is used in the app. The app is programmed by Swisscom, which also provides evaluation services.

In addition, users are occasionally asked from within the app to participate in research surveys accompanying the ETH Research App by the company DemoSCOPE AG. Participation is voluntary. DemoSCOPE AG processes personal data in accordance with section 6.4.

### 3. Contact details of the responsible persons

The following companies bear joint responsibility for the use of the app:

- Swisscom AG, Corporate Responsibility, 3050 Bern, Switzerland;
- Motion Tag GmbH, Rudolf-Breitscheid-Str. 162, 14482 Potsdam, Germany.

### 4. Contact details of the data protection officers

- Swisscom (Switzerland) Ltd, Data Protection Officer, P.O. Box, 3050 Bern, datenschutz@swisscom.ch
- Motion Tag GmbH, Data Protection Officer, Rudolf-Breitscheid-Str. 162, 14482 Potsdam, datenschutz@motion-tag.com - external data protection officer: Roman Maczkowsky, m-privacy GmbH, Werner-Voss-Damm 62, 12101 Berlin
- DemoSCOPE AG, Stefan Klug, Klusenstrasse 17, 6043 Adligenswil, Switzerland

### 5. Registration data

The registration of users is governed by section 3.1 of the Terms of Use. You register exclusively with your participant number. In the registration process, you consent to these data protection provisions. We use your participant number to ensure your re-identification when using the app.

### 6. Processing of personal data

We process different categories of personal data in connection with your use of the App. Personal data is any information relating to an identified or identifiable natural person ("data subject"). Personal data is processed as follows:

## 6.1 Location and movement data

With the help of the app, we collect your location data based on GPS data. This enables us to recognise at what time you are at a location determined by spatial coordinates. For this purpose, the GPS data is compared with geodata (so-called "geomatching"). In exceptional cases, your mobile phone determines your location data by identifying the nearest mobile phone antennas. In addition, we collect your movement data based on acceleration patterns.

As each mode of transport has a specific acceleration pattern, by analysing these patterns, we can infer the mode of transport you use as well as the duration and distance of use. We can also see if and how long you are walking. If you use several means of transport for a certain route (e.g. on your way to work), we can create a movement profile and record which means of transport you used at which stage (so-called modal split). If you use the app over several days, we collect movement profiles for several days.

Your location and movement data are transmitted to the German data centre of MotionTag GmbH when a WLAN connection exists or, if switched on, via mobile data and stored there in a database. Your location and movement data are transmitted exclusively using secure encryption procedures. Once your location and movement data have been transferred to the MotionTag GmbH data centre, they are automatically deleted from the app on your mobile phone.

Only the participant number for the login of the last use is stored in the app. This makes it easier to log in again, as the participant number does not have to be entered again. Passwords and other user-related data are not stored.

The location and movement data are pseudonymised by MotionTag by providing them with a randomised user ID (uuid). Individual stages can be assigned to a user via this uuid. This assignment is necessary to calculate individual statistics.

MotionTag does not know any personal data such as email, telephone number or name of the user at any time. Nevertheless, conclusions could be drawn about the place of residence and work and thus about individual persons through recurring locations. Even if no identification of the participants is made, the movement profiles collected are personal data. Accordingly, they are treated as sensitively as your personal registration data (participant number).

An agreement on permissible evaluations has been reached between Swisscom and MotionTag. MotionTag employees are prohibited from carrying out evaluations not covered by this agreement.

## 6.2 Personal statistics and contact details

The distances travelled per means of transport and similar statistics are calculated from the pseudonymised mobility data by Motion Tag and stored in the app on the respective user's mobile phone. In addition, these statistics are temporarily stored and evaluated by Swisscom.

In principle, these statistics can be further released by the user in order to be able to compare themselves with other participants. In the process, the mobile telephone number and an identification number are uploaded to Swisscom's App Cloud for each contact in the contact book and stored pseudonymously in Swisscom's App Cloud. This is necessary to enable comparison with other participants. The user can decide whether he wants to share his statistics with other users in his contact book or not.

### 6.3 Personal Data at a Glance

We process the following personal data:

- Mobile phone model;
- version of the respective operating system;
- version of the app;
- Location data (GPS coordinates);
- The movement activity pre-assessed by the mobile phone (e.g. "motorised" or "on foot")
- Mobile phone number;
- E-mail address
- User identification via SMS (2-factor authentication);
- Mobile phone number and identification number of the contacts;
- Location Time of localisation;
- Geo coordinates and accuracy (determined by the GPS chip);
- Acceleration values (determined via sensors in the mobile phone);
- Gyro sensor/gyroscope values (determined via sensors in the mobile phone);
- Barometer/air pressure data (determined via sensors in the mobile phone);
- Magnetometer (determined via sensors in the mobile phone);
- Movement activity;
- Recognition reliability (confidence) of the movement activity

### 6.4 Data collected through Surveys

The information you provide in surveys is linked to other data collected via the app via your participant number and analysed together for research purposes. The IP address from the survey and, if provided by you, your email and mobile phone number will be processed. Furthermore, your attitudes, description of behaviour, assessment and opinions on various mobility topics or demographic characteristics such as age, gender or education are processed pseudonymously and not in a personalised manner. This data is stored and processed in a data centre in Switzerland on an infrastructure operated by DemoSCOPE AG.

DemoSCOPE AG does not receive access to the location and movement data.

## 7. Purposes of the processing of personal data

We process your personal data for the following purposes:

- Offer, manage and improve the app's services, such as tracking mobility, calculating the app's impact or comparing it with others;
- Anonymised, aggregated evaluation of movement data for cities and municipalities;
- Survey of means of transport used;
- Duration and distance of movement stages;
- Collection and analysis of one-day and multi-day movement profiles;
- Calculation of personal statistics and comparison with other users;
- Manage the contractual relationship between you and Swisscom;
- Validation of your data;
- Opening and updating the user account;
- User identification;
- Communication with the user;
- User support;
- Answering your concerns and questions;

- Sending newsletters and other news regarding the app;
- Security of the app and the infrastructure of Swisscom and MotionTag;
- Troubleshooting, data analysis, testing and research;
- Develop new features and functions, improve the user experience and increase usability;
- Verification of compliance with applicable laws and regulations and the terms of use;
- Preventing misuse of the app; and
- Compliance with applicable laws and regulations or requests from competent courts and authorities.
- Conducting evaluation studies and research projects

Swisscom and MotionTag use the personal data to improve the performance of the app. Aggregated, the data helps to improve traffic models, for example, to support cities and municipalities.

## 8. Recipients of personal data

Employees of our companies have access to your personal data to the extent necessary to fulfil the purposes mentioned above.

Insofar as this is necessary to achieve the purposes set out above, we use service providers who support us in data processing within the scope of commissioned processing (service providers for the following services: Data analyses, IT and data centre operation, file/data carrier destruction, operation of websites). These service providers are subject to strict contractual agreements, including confidentiality.

Your usage data and the survey data will be forwarded to the research partners ETH Zurich and the University of Bern for research purposes. The research partners will process the data purely for research purposes. The data will be analyzed and processed pseudonymously and not in a personalised manner.

## 9. Data processing in third countries

In principle, we only process your personal data in Switzerland and Germany.

## 10. Your rights

You have the right to obtain information about your personal data processed by us in writing and free of charge at any time. You can send us your request for information in writing and enclose a copy of your identity card or passport to our postal or e-mail address: Swisscom (Switzerland) Ltd, Legal & Regulatory, Data Protection, P.O. Box, 3050 Bern or [Auskunft.Datenschutz@swisscom.com](mailto:Auskunft.Datenschutz@swisscom.com).

Likewise, you have the right to request the correction of inaccurate personal data.

We always delete personal data when it is no longer required for the above-mentioned purposes. We delete all personal data three months after the end of the survey period (completion of the study).

If you would like to have your personal data deleted before the study expires, you can request this at any time by sending an email to [Auskunft.Datenschutz@swisscom.com](mailto:Auskunft.Datenschutz@swisscom.com). Your data will be definitively deleted within one month.

Finally, you have the right to revoke any consent given to the processing of your personal data at any time and/or to object to the processing of your personal data.

## 11. Changes to the privacy policy

Changes in the law or our internal company processes may make it necessary to adapt this data protection information, which we reserve the right to do accordingly. In the given case, we will contact the participants of the study directly.

Last updated June 2023