



PROMISING IMAGES

PROMISING IMAGES OF LOVE
The Mediatisation of Values and Norms
in Religious and Secular Wedding Narratives

www.unimc.it/promisingimages

*This project has received
funding from the
European Union's
Horizon 2020 research
and innovation
programme under the
Marie Skłodowska-Curie
grant agreement No
101024115*



H – Requirement No. 2

D 1.2

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Project title	Promising Images of Love. The Mediatisation of Values and Norms in Religious and Secular Wedding Narratives
Project acronym	PROMISING IMAGES
Grant No	101024115
Call identifier	H2020-MSCA-IF-2020
Start of project	1st March 2022
Duration	24 months
Deliverable filename	D1.2_ethics_promising_images
Deliverable no	D 1.2
Work package no	WP1
Authors	Marie-Therese Mäder
Dissemination¹	CO
Deliverable date	March 31, 2022

D1.2

H – Requirement No. 2

Detailed information must be provided on the informed consent procedures that will be implemented for the participation of humans.

¹ **PU=** Public; **CO=** Confidential, only for members of the consortium (including the Commission Services)

All participants of the study are informed in detail about the research and in accordance with the general regulation on the protection of personal data (Regulation (EU) 2016/679, GDPR). The following participant information sheet (PIS) will be provided in written form and in advance:

Participant Information Sheet

on Processing and Protection of Personal Data for Participants in the project

Promising Images of Love

The Mediatisation of Values and Norms in Religious and Secular Wedding Narratives

funded by the European Union (EU) under the Horizon Europe Programme, MSCA individual fellowship 2020

Dear Sir/Madam,

we wish to inform you that the general regulation on the protection of personal data (Regulation (EU) 2016/679, hereafter “GDPR”) provides for the protection of individuals (the “data subjects”) with regard to the processing of personal data as a fundamental right. According to the GDPR, the processing of personal data must be based on principles of correctness, lawfulness and transparency and the protection of your privacy and your rights.

This information sheet provides information about how and in what conditions your personal data may be processed in the course of the project *Promising Images*. The project is funded by the European Union (EU) under the Horizon Europe Programme, Grant Agreement no. 101024115, from 01/03/2022 to 28/02/24, see www.unimc.it/promisingimages. The Marie Skłodowska-Curie fellow PD Dr. Marie-Therese Mäder is the principal investigator hosted by the University of Macerata (UNIMC). The UNIMC supervisor of the research fellow is Prof. Dr. Carla Danani.

The aim of the project *Promising Images of Love. The Mediatisation of Values and Norms in Religious and Secular Wedding Narratives* is to better understand the role of media, such as photos, videos, and social media in wedding practices. The research includes conversations with professional wedding planners, videographers, and photographers to better understand how photos and videos are included in wedding receptions and parties. Interviews will also be conducted with couples about their experiences regarding media usage during their wedding and what role the photos and videos play in retrospect.

1. Data controller

The Data Controller of the personal data you provide is the University of Macerata, based in Macerata, via Crescimbeni nn. 30-32, in the person of the Rector as legal representative.

In case of any issue involving you in your role of participant of this research study, you are invited to contact the principal investigator of the project, PD Dr. Marie-Therese Mäder, at m.maeder@lmu.de and her supervisor Prof. Dr. Carla Danani danani@unimc.it.

You can contact the Data Controller at the above address or by sending an e-mail to urp@unimc.it or to the pec address ateneo@pec.unimc.it

2. Data protection officer

The Data Protection Officer is appointed at the Data Controller, according to Article 37 of the GDPR. The Data Protection Officer can be contacted at the following email address: dpo@unimc.it (or alternatively give specific other details)

3. Description of the personal data which is collected

The following personal data are collected:

- contact information
- demographic data (age, sex, nationality)
- religious affiliation
- wedding date and place
- images, audio and video recording

4. Purpose and methodology of data processing

Pseudo-anonymized personal data (also in the form of images, photos and audio-video recordings) will be processed for the following purposes:

- Research purpose: to better understand the role of media in the context of weddings.
- communication activities, institutional campaigns, editorial initiatives concerning the presentation of the research, for publications both on paper and on the institutional website, also for a specific historical purpose, in the institutional social media channels (Facebook, Twitter, Instagram, Youtube, etc.). The installation and use of the images are considered services free of charge.

The data will be processed according to the following methodologies:

Methods of data collection

The project uses a qualitative approach to collect data through semi-structured interviews. The interviews of 1 hour will be audio or video recorded. The researcher will ask you questions about your experience of the role of the media in your own wedding or in weddings planned by you. The interviews will later be transcribed *verbatim*, and analysed. The software Atlas.ti will be used for this purpose. An open-ended questionnaire will guide the interviews.

The University undertakes not to make any use of the images that could be detrimental to the dignity, reputation or decorum of the person concerned.

Anonymization of personal data

Full names and age of participants will be collected as part of the consent form. They will then be (pseudo-) anonymised before analysis and writing up for the findings. Age, country of residence, religious affiliation, gender will constitute the dimensions of the data analysis. The written consent form will be shredded and disposed of in five years after the study is completed. The data identifying participants will be removed from the written record and stored separately with password protection. The participants will be anonymised in all written records.

Only the principal investigator and collaborators will have access to the data collected. The data will be kept strictly confidential and will be used for academic purposes only. Further, we will strictly follow UNIMC research data management policy.

Data archiving

The consent forms and interview video and audio files will be kept in a separate locked filing cabinet. Electronic data without the identifiers will be stored in encrypted, password protected files in a secure server of zenodo.org accessed only by the PI and collaborators.

Research data resulting from the qualitative analysis of the interviews will be stored as electronic copies which will be retained by the research team for 5 years before the data is deleted and destroyed. Research data used in any publication will be kept for a minimum of 5 years before being discarded in case the original dataset needs to be referred to.

Research findings

You will be able to obtain the main results of the study after the investigation is complete by contacting m.maeder@lmu.de or by visiting the project website (www.unimc.it/promisingimages). The website will provide downloadable publications and links to external publications.

5. Data retention period

Your personal data will be retained for the duration of the project (28.02.2024). At the end of the project and with your permission:

- your contact information will be retained by the project participants, for the purposes of communication with interested persons in the context of subsequent, closely-related projects;
- your responses to surveys will be anonymised such that they no longer constitute personal data, and will be retained by the project members to allow complementary analyses in subsequent, closely-related projects;

otherwise these data will be destroyed.

6. Recipients of data and possible transfer of data

Personal data (including images, photos and audio-video footage) acquired for the aforementioned purposes may be used by employees and collaborators of the University only and exclusively for institutional purposes.

The management and storage of personal data collected by the University of Macerata takes place on servers located within the University and / or on external servers of suppliers of certain services necessary for the technical-administrative management.

Data will also be collected in Switzerland. In order to guarantee the comparability of the data, the exact same procedures are carried out as in Italy and Germany and the same ethical and legal standards are applied.

7. The rights of the data subjects (revocation, access, rectification, cancellation, limitation, opposition, portability, claim)

In your capacity as data subject, you have the right to request from the University of Macerata, as Data Controller, according to articles 15, 16, 17, 18, 19 and 21 of the GDPR:

- access to your personal data and all information referred to in Article 15 of the GDPR;
- the correction of inaccurate personal data and the integration of incomplete ones;
- the cancellation of your data, except for those contained in documents that must be kept by the University and unless there is a legitimate overriding reason to proceed with the processing;
- the limitation of processing in the cases referred to in Article 18 of the GDPR.

You also have the right:

- to oppose the processing of your personal data, without prejudice to the provisions regarding the necessity and obligation of data processing in order to use the services offered;
- to revoke any consent given for non-mandatory processing of data, without thereby compromising the lawfulness of the processing based on the consent given before the revocation.

You can exercise all the above rights by sending an e-mail to the Data Protection Officer at the above mentioned e-mail address.

In your capacity as data subject, you also have the right to lodge a complaint with the Authority for the Protection of Personal Data pursuant to Article 77 of the GDPR.

The following consent form will be signed in advance:

Consent Form

Principal Investigator: Marie-Therese Mäder, Università die Macerata

In this form you are consenting to participate in the research study:

Promising Images of Love

The Mediatization of Values and Norms in Religious and Secular Wedding Narratives.

Informed consent form, if the data subject is an adult

I, the undersigned date _____, declare as follows:

I have received a copy of the *Participant Information Sheet* (PIS) that explains the use of my data in this research. I understand its contents and agree to the collection and use of my

- data for this research.
- I am voluntarily taking part in this project.
- I do not expect to receive any benefit or payment for my participation;
- I authorize the University of Macerata to process my personal data;
- I have been able to ask any questions I might have, and I understand that I am free to contact the researcher with any questions I may have in the future.
- I confirm that I have been informed of my right of access to any personal data related to me, a right to correct, and a right to oppose the processing of personal data relating to me for direct marketing purposes. I can also withdraw my consent for the future at any time without any justification.
- I will not have any rights to any commercial benefits that result from this research. I also agree that I will not derive any monetary or other benefits from this research.

Place and date _____