

# Consortium



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Greece  
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Mando Group AB  
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Internationella Engelska Gymnasiet  
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Biomedical Research Foundation, Academy of Athens  
Greece  
<http://www.bioacademy.gr>



Wageningen University  
The Netherlands  
<http://www.humannutrition.nl>



University College Dublin, National University of Ireland, Dublin  
Ireland  
<http://www.ucd.ie>



International Hellenic University  
Greece  
<https://www.ihu.edu.gr/>



Children's University Hospital  
Ireland  
<http://www.w82go.ie, www.cuh.ie>



ELLINOGERMANIKI AGOGI



Ekpaideftiria N. Mpakogianni  
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Livsmedelsverket  
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COSMOTE Mobile Telecommunications S.A.  
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<http://www.cosmote.gr>



MYSPIERA SL  
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We respect the privacy of all participants  
and maintain the confidentiality of  
their personal information



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Personal data  
& Privacy  
in BigO

# Keeping your personal information safe

BigO

By participating in the EU funded research project BigO “Big data against childhood obesity” we want to reassure you that the data you provide is collected, processed, stored, and shared safely and securely, in accordance with the regulations of the recent GDPR (General Data Protection Regulation).

What personal data is collected via the BigO app?

- **Physical activity and geolocation** (GPS) data from the sensors of your mobile phone or smartwatch
- **Photographs** of food that you consume and of food advertisements you encounter in your surroundings
- **Your age, height, weight, and answers to questions** about your physical activity, eating and sleep habits

## How is my personal data going to be used?

It will be analysed by the researchers of BigO in order to provide **statistical** evidence on eating and physical activity behaviours in different communities. Ultimate aim is to map the above behaviors in European cities such as Athens, Larissa, Thessaloniki, Stockholm and Dublin, and help local authorities take measures to promote healthy living.



## How will BigO protect my privacy?

**No directly identifiable information of the participants** (e.g. names, birthdays, etc.) **will ever enter the BigO system.** All data collected via the BigO app is protected through data anonymization, SSL encryption, and is stored on servers with certified security. In addition:

- **Geolocation** (GPS) is only temporarily stored to extract generalised and statistical information (such as the type of location visited and not the exact coordinates) wherefrom individuals cannot be detected. Then it is permanently removed from the BigO servers
- **All photographs** of food advertisements & consumed foods are reviewed by qualified BigO researchers for deleting photographs with faces or inappropriate content from the BigO servers.



## Who has access to my personal data?

Only authorised BigO researchers named in the ethical approvals obtained, and only through encrypted, password-protected web-access tools, which will allow access to the server-based analytics and additional manual data analysis.



BigO collects and analyzes eating behaviour, physical activity and sleep