



Collaborative Platform for trAnsmedia storytelling and cross channel distribution of EUROPEan sport events

Research and Innovation action – H2020-ICT-2020-1

ICT-44-2020 Next Generation Media

D8.6: Final legal and ethical assessment

Delivery date: October 2023

Dissemination level: Public

Project Title:	Collaborative Platform for trAnsmedia storytelling and cross channel distribution of EUROPEan sport events
Duration:	1 November 2020 – 31 October 2023
Project URL	https://www.copaeurope.eu/



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 957059.

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Document Information

Deliverable	D8.6: Final legal and ethical assessment
Work Package	WP8: Project and ethics management
Task(s)	T8.3: Ethical supervision
Type	Report
Due Date	M36, October 31st, 2023
Submission Date	M36, October 31st, 2023
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Document history

Version	Date	Changes	Contributor(s)
V0.1	07/07/2023	Initial deliverable structure	Philippos Philippou (EBOS)
V0.2	20/7/2023	50% of the deliverable content	Philippos Philippou (EBOS)
V0.21	25/07/2023	Internal Review	Elli Symeou (EBOS)
V0.3	02/08/2023	90% of the deliverable content	Philippos Philippou (EBOS)
V1.0	11/08/2023	Internal Review Version	Elli Symeou (EBOS)
V1.1	04/10/2023	1 st version with suggested revisions and Quality Review	Rosanna Garreta Lledos (WLI) Toni Paradell (WLI)
V1.2	04/10/2023	2 nd version with suggested revisions	George Margetis (FORTH)
V1.3	29/10/2023	Quality Assurance Review	Ioannis Chatzakis (FORTH)
V2.0	30/10/2023	Final version for submission	Philippos Philippou (EBOS)

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Project Partners

Logo	Partner	Country	Short name
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	IBM ISRAEL - SCIENCE AND TECHNOLOGY LTD	Israel	IBM
	NOVA TELECOMMUNICATIONS SINGLE MEMBER S.A.	Greece	NOVA
	EBOS Technologies Limited	Cyprus	EBOS
	VITEC GmbH	Germany	VITEC
	LiveU Ltd.	Israel	LU
	EKTACOM	France	EKT

List of abbreviations

Abbreviation	Definition
AI	Artificial Intelligence
API	Application Programming Interface
DMP	Data Management Plan
DOB	Date of birth
DPIA	Data Privacy Impact Assessment
DPO	Data Protection Officer
E2E	End-to-End
EB	Ethics Board
EM	Ethics Manager
EU	European Union
GDPR	General Data Protection Regulation
OTT	Over-the-Top
TuB	Technical University of Berlin
UC	Use Case

Executive Summary

This is the third and final deliverable in a series of reports addressing the legal and ethical assessments performed throughout the project duration up to its final completion date. Specifically, the requirements that have been identified in D1.1 early version and D8.3 final version of “Legal and ethical framework” and D1.2 early and D1.4 final version of “COPA EUROPE requirements and use cases definition” for research and other activities of COPA EUROPE are considered for this assessment. An integral part of this analysis remained with the Data Management Plans as the data inventory of the project which final version was submitted in April 2023 under D8.8. For the assessment the relevant European Union (EU) legal frameworks that apply to the activities of the project have been identified based on the findings that have been reported in D1.1 and subsequently D8.3.

Ethical risks have been identified, as well as mitigation actions for each specific case. Also, the requirement for a Data Privacy Impact Assessment (DPIA) was explored based on the evidence of the research activities throughout the duration of the project. Moreover, a full analysis of selected deliverable reports was carried out to investigate the security and privacy mechanisms designed in the project infrastructure to comply with the ethical considerations. Finally, the actions with respect to Ethics for the live demonstration events of the Use Cases and involved human research participants are reported in this deliverable.

The review in October 2022 produced specific comments by the reviewers and officer and naturally these are addressed in particular sections of the current report. For ease and clarity purposes these are summarised and mapped to specific document areas in chapter 1.2.

The Ethics considerations go beyond the protection of personal data and align the project with research integrity requirements, flow of data and equality and a number of recommendations and practises currently in place. This final version details the way specific elements were designed towards ensuring ethical aspects.

In summary the project has been successful in addressing legal and ethical objectives by recognizing the principles and framework that outputs and technological assets of the project need to comply with following a structured analysis of the various components and monitoring.

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1 Introduction

The COPA EUROPE project aims to engage transmedia storytelling of over-the-top (OTT) sports and esports events by providing end-to-end (E2E) integrated streamlined workflows. The project focuses on three use cases (UCs):

1. Disrupting premium sports television services
2. Cultivating European eSports as a broadcasting property
3. “Glass-to-Glass” live coverage streaming over 5G testbeds

To fulfil the goals of the three UCs, the project depends on the engagement of a wide range of actors and stakeholders, from technical partners to general audience (end users). The involvement of human subjects throughout the trials of COPA EUROPE requires the ethical supervision of the project activities, based on the legal and ethical framework adhering to the EU Regulations, as this has been originally defined in D1.1 “Legal and ethical framework”. Furthermore, the data security and privacy mechanisms are essential to safeguard the data processing and handling within the infrastructure and emphasis has been given to identify and mitigate risks arising through a privacy-by-design principle.

In this deliverable, the legal and ethical assessment of the project is documented, by reporting all the actions that have been taken until the completion of the project. Moreover, this assessment is based on the material that has been reported in a number of other deliverables namely:

- D1.4 “COPA EUROPE requirements and use cases definition – Final version”
- D1.5 ‘COPA EUROPE architecture - Final version’
- D3.5- ‘AI driven interoperable media management and repository – Final version’
- D3.6 ‘FL for multimedia content description, analysis and recommendation – Final Version’
- D4.6 ‘Digital Marketplace – Final version’
- D8.3 “Interim legal and ethical assessment”
- D8.8 “Data management plan – Final version”
- D9.1 “GEN – Requirement No. 1”

1.1 Mapping Project’s Outputs

The purpose of this section, is to map COPA EUROPE’s Grand Agreement commitments, both within the formal Deliverable and Task description, against the project’s respective outputs and work performed.

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Table 1: Adherence to COPA EUROPE’s GA Deliverable & Tasks Descriptions

COPA EUROPE Task	Respective Document Chapters	Justification
<p>T8.3.1: Ethical oversight, validation and updates</p> <p><i>“As the technological development of the project evolves, this Task will: i) provide oversight and guidance on the implementation of the legal and ethical requirements in the pursuit of an ethically and legally compliant development that safeguards the privacy and data protection of individuals involved in the use case scenarios; ii) provide clarification on legal and ethical issues that may arise;”</i></p>	4.6	In Section 4.6 guidelines of all the necessary steps taken to provide an ethically sound solution
<p><i>“iii) develop a Data Privacy Impact Assessment (DPIA) in accordance with the GDPR, to identify potential legal and ethical threats raised by the use of the technology and provide guidance concerning the measures, safeguards and mechanisms needed for the protection of personal data;”</i></p>	4.2 – Data Protection Impact Assessment	In Section 4.2 the necessity for a DPIA in relation to the project activities is discussed.
<p><i>“iv) keep the partners updated with regards to future legal developments that are relevant to the project; and v) validate the solutions from the legal and ethical point of view.”</i></p>	4 – Actions in COPA EUROPE involving ethical aspects	In Chapter 4 all the actions that have been taken up to date to safeguard the project ethically are documented.
<p><i>“A key result of this Task is the DPIA, which is concerned with the implementation of a comprehensive privacy and ethical impact assessment to mitigate the impact of COPA EUROPE on privacy and other fundamental rights and ethical values. It will include an assessment of the</i></p>	2- COPA EUROPE platform 3- COPA EUROPE risk audit	<p>In Chapter 2, all the components of the COPA EUROPE platform that require ethical oversight are documented.</p> <p>In Chapter 3, potential ethical risks that have been identified are listed with the accompanying mitigation measures.</p>

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<p><i>impact of the system and its modules on privacy and other fundamental rights from legal and ethical perspectives, and finding ways to mitigate or avoid any adverse effects. To conduct this DPIA, all the consortium members will engage in a collaborative exercise, which can be done through activities such as questionnaires, teleconferences and interviews of the legal and ethics partners with the different stakeholders involved (technical partners and end-users) with the goals of (1) refining the initial analysis and (2) identifying the most adequate mitigation measures. Then, an identification of the ethical and legal risks posed by COPA EUROPE and the most frequently adopted mitigation measures, will be conducted. This collaboration will serve as a platform for a dialogue between all the partners involved in the project with the common goal to ensure that the final product meets the ethical and legal standards identified in T1.4. The results will be discussed and explained in project meetings and internal workshops, to select the most appropriate and relevant mitigation measures.”</i></p>		
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2 COPA EUROPE platform

Based on the legal and ethical framework, as this has been originally documented in D1.1, all the building components of the COPA EUROPE platform have been reviewed and assessed with regards to the legal and ethical risks that they may pose. As a quick reminder the requirements are summarized below:

- **LR1:** GDPR compliance is required for personal data.
- **LR2:** e-Privacy Regulation compliance is required for electronic communications.
- **LR3:** Free Flow of Non-Personal Data Regulation compliance is required for data exchange of the COPA EUROPE platform.
- **LR4:** Platform-to-Business Regulation compliance is required to safeguard data of end-users and operational transparency and fairness.

This final deliverable takes a closer look as to how exactly the building blocks have been designed to cater for ethical considerations. . All functional components have already been listed in Table 2 and discussed in previous versions of this report however for completeness of this document they are repeated for easy reference based on the functionalities the categories are:

- Core components
- User applications;
- Content management;
- Processing components;
- Middleware; and
- Analytics.

Table 2: A list of all functional components that comprise the COPA EUROPE platform

Category	Components
Core Components	<ul style="list-style-type: none"> • COPA EUROPE Coordinator • User Authentication • Message Broker
User Applications	<ul style="list-style-type: none"> • End-User XR Application • Data-Driven Graphics Playout Dashboard • Livestream Director • Livestream Producer • Collaborative Transmedia Authoring & Event Production • TV Viewing App
Content Management	<ul style="list-style-type: none"> • Semantically Rich Media Asset Library
Processing Components	<ul style="list-style-type: none"> • Context-Tailored Transcoding & Delivery components • Transmedia Storytelling Tools • Media Artificial Intelligence components • Blockchain

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Middleware	<ul style="list-style-type: none"> • Third-Party Social Services • Third-Party Services for Real-Time Data Acquisition
Analytics	<ul style="list-style-type: none"> • Analytics Service

2.1 Functional components requiring ethical oversight

Revisiting the analysis carried out in specific elements in previous reports and for each component separately with respect to the methods employed for gathering, storing and processing data the discussion lies below. The key areas identified together with the team are the:

- Semantically Rich Media Asset Library
- Transmedia Storytelling Tools
- Middleware components
- Analytics Service

The outcome of this analysis highlighted the components which have been identified for potentially requiring ethical oversight right up to the last stages of the project.

2.1.1 Semantically Rich Media Asset Library

The Semantically Rich Media Asset Library is the only component that exists in the content management category of COPA EUROPE. It is responsible for hosting and managing the content provided on the COPA EUROPE platform, such as videos and their corresponding metadata. As such, this component may require some legal and ethical oversight, as it must be ensured that the hosted content does not contain anything illegal and that, for example, adult content is censored or removed. Moreover, content rating will be applied on all media available through the platform, thus ensuring that the end-users are only consuming content, which is suitable for their age group. Moreover, to mitigate any potential risks with respect to hosting illegal or sensitive content, the platform will be operating in a controlled environment, as the end users will be research participants during the trials. Nonetheless, in case that users upload content to the platform, which contains personal data, the content will be linked to electronic consent form signed by the uploader prior publishing. In the event of upscaling commercially after the lifetime of the project, the mitigation measures should be redefined. The report D1.4 “COPA EUROPE requirements and use case definitions -Final version” submitted in M24 contains all requirements with respect to any ethical issues during experimentation, whereas the mechanisms to be employed for satisfying the abovementioned requirements are documented in the respective deliverable D3.5 submitted in M30.

2.1.1.1 Update on final design elements:

Deliverable report D3.5- ‘AI driven interoperable media management and repository – Final version’ by VITEC was submitted in April 2023, discussed the basis for the COPA EUROPE repository: the COPA EUROPE MAM and EZ TV components. The analysis provides a detailed look on the archiving and retrieving functionalities of the components, their technological elements and the covering of the identified user needs.

Regarding the Ethical considerations, EZ TV supports fixed key AES encrypted content on UDP MPEG TS streams. Such content can be generated from VITEC IPTV encoders (Blade Systems or Portable encoders), from VITEC’s Ocaster that can encrypt MPEG streams or from a gateway installed by the content provider. To work with AES encrypted content, the EZ TV Server needs to be configured with the AES key for each channel that is encrypted.

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Moreover, the AI Platform has been developed as part of the COPA EUROPE MAM repository, which enables the content analysis and training without having to expose sensitive content outside of the company infrastructure. Anonymity and data protection see that each regular user has access to their own content.

The EZ TV system offers user management and access via the Microsoft Active Directory; the license is included in the EZ TV Platform. When the User Management with Microsoft Advisory Directory feature is activated, the EZ TV administrator can define the access of users to live stream and recording of video assets by setting unique access permissions to content groups and recordings. If this option is deactivated, all contents will be visible for all users. The administration portal has a specific section where the configuration with Active Directory can be performed. The user manual of EZ TV offers detailed information about the setup and configuration procedure, which must be executed according to the requirements of the COPA EUROPE project system.

When the User Management with the Microsoft Active Directory feature is turned on, the EZ TV administrator can set each content group to be available only to specific groups of users. All user and user group information are obtained directly from the central Active Directory server of the respective organisation.

It should be noted that the user management at this level of the system defines the users who will have direct access and control of the live streaming and recording mechanisms. In the scope of the UCs outlined for the

COPA EUROPE project, users defined at this level may not be the end users that use the complete platform. Administrative and system-internal users must be defined with the appropriate access rights, so that the components developed for the system enable these users to have access to the streams and recordings. Similarly, the users defined at this level will also have access to the archived content and metadata information in the COPA EUROPE MAM repository. The regular and administrative user defined for the COPA EUROPE project will have direct access to the available GUIs of the COPA EUROPE MAM system allowing a better control of the process. Several RESTful APIs that allow the required components of the COPA EUROPE project to access recordings, content and metadata information are available.

The archived streams can be made accessible to all users, groups or a single user. User authentication is strongly supported by the process of authentication with login and passport credentials and users and their corresponding access rights must be initially set up in the User Management interface having acquired a license to start operating the system will be provided as soon as the installation process of the COPA EUROPE platform and components is started.

Finally, Blockchain (BC) plays a central role in the project and specially in UC3. D1.2 and D1.4 specified the requirements of the Blockchain platform. It is responsible to define the mechanisms to provide secure content tokenization, distribution, transactions and rewards. A unique BC identification number (ID) is assigned to every content in the COPA EUROPE platform, allowing to follow the different operations where the content is involved. The deliverable D4.6 'Digital Marketplace – Final version' offers a closer insight to tokens and user security aspects.

2.1.2 Transmedia storytelling tools

The transmedia storytelling tools comprise multiple sub-components that help connected subscribers and media professionals in indexing, searching, navigating, synchronising, and editing compelling productions from heterogeneous media sources and a variety of social media channels. It is one of the services responsible for processing the content of the platform and, thus, part of the processing components' category. In particular, the *Transmedia Storytelling Manager* provides the backend mechanism and the assistive tools for the process of authoring and managing transmedia storytelling. The *Data-Driven Graphics Layout* component interfaces with real-time third-party data application programming interfaces (APIs), to conduct data-driven production of rich,

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illustrated information, infographics, and visual summarisations. The *Intelligent Narrative Manager* uses Artificial Intelligence (AI) to automatically spot actions within sports or esports videos, a feature that is utilised for understanding and analysing the events occurring in a game. Finally, the *Playout Manager* constitutes a playout and interaction framework targeting a variety of dashboard applications for a wide range of smart surfaces to allow spectators an enhanced and personalised viewing experience. Some of these sub-components store and process media in various formats, including images. Especially because these components can not only be used by media professionals but also by end users, it must be ensured that sensitive or illegal data is not stored, used, played out, and, if necessary, it will be censored or entirely removed.

Similarly, to the Semantically Rich Media Asset Library, to mitigate any risks with regard to importing illegal or inappropriate content, the platform will only be tested by specified end users during the trials. However, as mentioned earlier for the Semantically Rich Media Asset Library, content rating and age classification will be applied for the uploaded content. Moreover, as it has already been identified in the latest version of the Data Management Plan (DMP), which was documented in D8.8 “Data management plan – Final version”, images of players from the esports events are used based on image copyrights owned by our Stakeholders’ Board members.

2.1.2.1 Update on final design elements:

Content groups are collections of channels and VOD assets that are available and visible in the system for standard users and administrators. Depending on how the system is operated, it is possible to edit, assign (eg assign content rating for increased security) or remove content to and from content groups. It is possible to assign permissions to single users or groups of users to view certain content groups and to restrict access to others.

Deliverable D3.6 ‘FL for multimedia content description, analysis and recommendation – Final Version’ submitted in April 2023 provides an insight to data security and ethical oversight part of the project aiming at developing a recommender system (RecSys) for adapting recommendations to users or user groups. Specifically, this RecSys is to be developed in a federated learning (FL) setup to increase the personalisation of the RecSys towards individual users while preserving the user’s privacy. State-of-the-art FL techniques, such as neural network compression (NNC), to decrease the communication overhead, and clustered federated learning (CFL), to handle diverging user preferences, are being researched and employed.

In summary, principle of *data minimisation*, i.e., processing the data as early as possible (data processing is carried out on the client's device), only collecting data that is absolutely necessary (e.g., in Federated Averaging (FedAvg) only model parametrisations are transmitted), and discarding any obtained data as soon as possible (after the client models were aggregated into an updated global model, the local models are discarded). Furthermore, FL employs the principle of *anonymisation*, i.e., no conclusions about the originator shall be drawn from the respective data. In terms of FL this implies that, ideally, only sending training updates should prevent the central server from deriving any further information about its clients.

2.1.3 Middleware components

The Third-Party Social Services component is part of the middleware category along with the third-party services for real-time data acquisition. The Third-Party Services for Real-Time Data Acquisition component retrieves live data from COPA EUROPE events and interacts with external APIs that report in real time in-game statistics as well as specific information about players, game status and in general valuable data that describe the overall status of the game. As no personal or other sensitive data are interacting within this component, it does not require ethical oversight. On the other hand, the Third-Party Social Services component acts as a bridge between

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various social media platforms, such as Twitter and Facebook, and offers a unified interface for other COPA EUROPE components to interact with these social media platforms. This component is mainly used to post media content about events or to retrieve up-to-date information about events. Social media channels have their own privacy mechanism where users define what exactly they wish to share publicly or not. In this capacity, the need for ethical oversight is limited to what the social media users share publicly through own accounts profiles/settings and thus no sensitive data (*e.g.*, event photos that contain underage attendees without parental consent) or biometrics in the form of facial recognition is being processed. UCs of COPA EUROPE are executed in a controlled environment and thus, it does not pose an ethical risk. Moreover, research participants in the events organised by the project were requested to provide an informed consent form, in which they are informed about COPA EUROPE and its objectives, as well as the purpose for collecting their personal data. For example, the individuals who participated in the live event concerning UC3 between 9 and 11 of May 2022 in Berlin were provided with the consent form available in Annex I. This exercise was repeated in all similar events.

2.1.4 Analytics Service

The Analytics Service component receives usage information from all COPA EUROPE components in the form of events (*e.g.*, page views). The data will then be stored and made available internally in the form of dashboards and reports. This component will be based on the open-source Matomo, which is General Data Protection Regulation (GDPR)-compliant analytics engine. Update on final design elements:

Matomo Analytics is a free and open-source web analytics application which was developed by a team of international developers, and which runs on a PHP/MySQL webserver. It tracks online visits to one or more websites and displays reports on these visits for analysis. Matomo was presented as the platform that will be used for the analytics task in COPA Europe in the plenary meeting that was held on 21 July 2021.

Compared with Google Analytics, the data retrieved by Matomo analytics is not used by third parties. Matomo users can safely use analytics without worrying about data being used for marketing or any other purposes.

Matomo Analytics was designed with privacy in mind. The module ensures that all the information is private and owned by the site possessor; in this way, customer privacy is safeguarded.

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3 COPA EUROPE risk audit

Based on the legal and ethical framework, a list of risks associated to legal and ethical background have been identified and are presented in Table 3. Risks ER1 – ER13. These risks were revisited towards the middle and last stages of the project to reflect ongoing developments and are part of the project’s overall risk assessment constantly monitored by the Ethics Board (EB), whereas actions for their mitigation have been designed in the event new risks rose or old risks were no longer valid, the Ethics Risk registry was continuously updated. Currently, all three UCs have had their final trials.

Table 3: List of ethical and legal risks

Risk #	Description of risk	WP affected	Risk Trigger	Risk Owner	Status	Proposed measures and preventive actions	Mitigation actions
ER1	Personal and/or sensitive data breach	WP1 WP3 WP4 WP8	<ul style="list-style-type: none"> Bad publicity Messages through SM or website 	WP/Task Leaders	Unmaterialised	<ul style="list-style-type: none"> Investigate which organisational and technical measures are taken Update DMP frequently (data inventory, tasks related, etc.) Ensure GDPR principles adhered to (purpose, retention period etc.) Subject rights enablement Storage location/ Repositories and safety Data transfers D&C to monitor news/bad publicity/contact us messages. 	Depending on nature of data: <ul style="list-style-type: none"> Notify authority Notify data owners affected Notify consortium and PO Consult Legal advisor/EB team Issue statement
ER2	Project output in terms of deliverables imposes risks on E&L issues.	All	<ul style="list-style-type: none"> Testing session results fail on E&L 	WP/Task Leader	Unmaterialised	<ul style="list-style-type: none"> Review of deliverables and software modules to verify Testing sessions to include security aspects 	<ul style="list-style-type: none"> Inform involved partner(s) Analyse the thread and take action (edit reports/change software components)
ER3	Security elements not included in the COPA Architecture in all relevant modules. (building blocks as per section 2)	All	<ul style="list-style-type: none"> Testing session results fail on E&L 	WP/Task Leader	Unmaterialised	<ul style="list-style-type: none"> Review of deliverables and communication with architectural partners to ensure inclusion of Ethics/ Legal considerations 	<ul style="list-style-type: none"> Inform involved partner(s) Analyse the thread and take action (revisit software components & revise)

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Risk #	Description of risk	WP affected	Risk Trigger	Risk Owner	Status	Proposed measures and preventive actions	Mitigation actions
ER4	Use Cases definition does not include Ethics considerations by design.	All	<ul style="list-style-type: none"> Testing session results fail on E&L 	WP/Task Leader	Unmaterialised	<ul style="list-style-type: none"> D1.2 already included aspects and UCs definition As per development use cases review for ensuring security elements 	<ul style="list-style-type: none"> Inform involved partner(s)/EB team Analyse the thread and take action (redesign use cases/alter set up conditions)
ER5	Activities involving research participants do not cater for Consent and research integrity principles.	All	<ul style="list-style-type: none"> Bad publicity Messages through SM or website 	WP/Task Leader	Unmaterialised	<ul style="list-style-type: none"> Request and archive consent forms obtained Investigate how the purpose of research was communicated 	<ul style="list-style-type: none"> Inform partners involved/EB team Obtain consents or delete data concerned
ER6	Personal data is used for profiling and advertisement.	All	<ul style="list-style-type: none"> Bad publicity Messages through SM or website 	WP/Task Leader	Unmaterialised	<ul style="list-style-type: none"> Monitor and prevent profiling (based on behaviour and habits collection) with advertisement 	<ul style="list-style-type: none"> Identify thread and related partner Remove personal data used for profiling
ER7	Technological components developed leading to breach in Ethics/ Legal considerations.	All	<ul style="list-style-type: none"> Testing session results fail on E&L 	WP/Task Leader	Unmaterialised	<ul style="list-style-type: none"> Technologies like ML, IoT and AI to be investigated (if applicable to COPA) Blockchain as the chosen method for transactions will be reviewed 	<ul style="list-style-type: none"> Inform involved partner(s)/EB team Analyse the thread and take action (revisit software components & revise)
ER8	Free flow of non-personal data restricted.	All	<ul style="list-style-type: none"> Testing session results fail on E&L Restricted flow evidenced from communication of users 	WP/Task Leader	Unmaterialised	<ul style="list-style-type: none"> Architectural considerations to ensure openness but at same time reinforce data security 	<ul style="list-style-type: none"> Inform involved partner(s)/EB team Analyse the thread and take action (revisit software components & revise)
ER9	Online platforms regulatory framework issues (responsible,	All	<ul style="list-style-type: none"> Testing session results fail on E&L 	WP/Task Leader	Unmaterialised	<ul style="list-style-type: none"> Architectural considerations with technical partner(s) to ensure aspects. 	<ul style="list-style-type: none"> Inform involved partner(s)/EB team

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Risk #	Description of risk	WP affected	Risk Trigger	Risk Owner	Status	Proposed measures and preventive actions	Mitigation actions
	transparent, trustworthy).		<ul style="list-style-type: none"> Restricted flow evidenced from communication of users 				<ul style="list-style-type: none"> Analyse the thread and take action (revisit software components & revise)
ER10	Automated decision-making (eg UC1), Competition Law leading to violation of principles.	All	<ul style="list-style-type: none"> Testing session results fail on E&L Restricted flow evidenced from communication of users 	WP/Task Leader	Unmaterialised	<ul style="list-style-type: none"> Ensure that collection of data does not violate GDPR principles. Fairness and antitrust principles to be investigated 	<ul style="list-style-type: none"> Inform involved partner(s)/ EB team Analyse the thread and take action (revisit software components & revise)
ER11	Data subjects' Subject Rights not complied to.	All	<ul style="list-style-type: none"> Bad publicity Messages through SM or website 	WP/Task Leader	Unmaterialised	Make sure mechanisms of responding and acting on data subject's rights (delete, amend, notify, inform, etc.) from processing partners are activated.	<ul style="list-style-type: none"> Inform involved partner(s) Analyse the thread and take action (revisit mechanisms for responding, processing of data in line with GDPR principles)
ER12	Mature content in the platform is accessed by underaged users.	WP1 WP2 WP3 WP6 WP8	Testing session results fail on E&L	WP/Task Leaders	Unmaterialised	Make sure content rating is applied for all content provided through the COPA EUROPE platform	<ul style="list-style-type: none"> Notify end-users and in case of minors, their parents/legal guardians Issue legal statement
ER13	Underaged users are trying to access adult rated content	WP1 WP2 WP3 WP6 WP8	Testing session results fail on E&L	WP/Task Leaders	Unmaterialised	Require age verification of user upon registration to access adult-rated content. The requirements will be defined in D1.4, whereas the processes will be established before the UCs execution.	<ul style="list-style-type: none"> Notify parents/legal guardians of minors exposed. Issue legal statement

4 Actions in COPA EUROPE involving ethical aspects

COPA EUROPE has participated in numerous events and other activities where the active involvement of human research participants took place. Such activities involved the participation of individuals in the research efforts, as this has been already implemented for the purposes of UCs, the use of resources stemming from sports and esports events, and the utilisation of the COPA EUROPE platform by the end users, where they are able to upload their content. It is therefore of paramount importance to safeguard the project ethically by following the legislation and all appropriate actions, as these have been reported in D1.4, including GDPR [1], ePrivacy Regulation [2], Free Flow of Non-Personal Data Regulation [3] and Platform-to-Business Regulation [4].

4.1 Data management plan

The DMP is a vital component for monitoring the activities of the project on partner and consortium level, with respect to the collection, processing and/or storage not only of personal data but also of non-personal data. The DMP has been updated three times officially with the submission of the preliminary and interim versions of D8.4, D8.7 and D8.8 which includes the latest collection of information. Additionally, the DMP has been updated on an ad-hoc basis when the need was raised. Moreover, in the aforementioned deliverables important information for the data used in the project, as well as the corresponding internal data policy and assigned data protection officer (DPO) of each organisation is provided. Finally, the DMP provided the actual consent forms used as well as a better insight to the technical measures like anonymization available to the data processors for enhanced data security.

The nature of the data contained in the data registries in 3 separate time intervals has been consistent and the analysis of the information in all iterations has shown that:

- a) No risk was involved with the nature of data collected/ produced within the framework of the project
- b) Partners have recognised and declared internal data policies in place safeguarding the security
- c) Retention periods comply with the terms and provisions of the GA
- d) Technical measures of anonymization are recognized and implemented.
- e) Purpose of collecting directly linked to the WPs and Tasks' structure and project requirements
- f) The mechanism to respond to any data subjects' request to exercise their rights if they withdraw consent (or any other right as covered by 2016/ 679) was there to comply with such requests.

4.2 Data Protection Impact Assessment

According to Article 35 of the GDPR, a DPIA is required for any project that is likely to involve "a high risk" to other people's personal information. More specifically, a DPIA would only be necessary if any of the following reasons applied for COPA EUROPE [5]:

- An automated decision making, such as profiling, for a systematic and extensive evaluation is applied to the personal data related to natural persons.
- An extensive processing of sensitive data occurs.
- A systematic monitoring of public areas occurs on a large scale.

Based on the input received by the project partners via the DMP, as well as discussions during the project meetings, there is no need for a DPIA at this stage for COPA EUROPE, since none of the three conditions mentioned earlier are met. This is also confirmed by our independent Ethics Advisor, Mrs Rosanna Garreta, in D9.1 "GEN – Requirement No.1". Until the time of preparing the report no evidence revealed the need for a DPIA.

The project does not require any sensitive data for fulfilling its research goals and is not foreseen to be involved in any of the actions mentioned earlier, which constitute prerequisites for a DPIA. Nonetheless, the EB is closely

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monitoring the activities of the project to the end in case the research needs of the UCs evolve to a direction where a DPIA is required.

4.3 Ethics Board

An EB has been formed to provide the ethical oversight of the COPA EUROPE project under the supervision of an independent Ethics Advisor (Mrs Rosanna Garreta Lledos, WLI). The main aim of the EB is to ensure that any activities related to the project, including trials involving human participants, are performed while adhering to the legal and ethical requirements of the project. Four EB meetings have taken place. During these meetings any aspects involving ethical considerations have been discussed. Ad-hoc meetings also take place, when needed (e.g., for the organisation of UC3 live demo event).

In general, the EB has the following roles during the project's lifetime:

- a. Inform and support the consortium with relevant practices and regulations regarding Ethics;
- b. Constantly review and update the DMP as the project's data inventory and source of potential risks, as well as the risk assessment registry containing risks of the projects;
- c. Identify deliverable reports, events or other project outputs that would entail risks associated to the ethics' context;
- d. Monitor and check partners' actions in a certain framework and whether policies of the project are followed; and
- e. Analyse information and decide on the Data Impact Identification Assessment requirements depending on the parameters set by the GDPR regulation.

The members of the EB are listed in Table 4. Other members of the consortium can be added to the EB if required.

Table 4: Members of the Ethics Board

Name	Organisation	Role
Antonio Paradell	WLI	Project coordinator
Rosanna Garreta Lledos	WLI	External Advisor
George Margetis	FORTH	Technical manager
Elli Symeou & Philippos Philippou	EBOS	Ethics manager
Dany Moshkovich	IBM	Member

Through its monitoring function the EB has selected and reviewed selected deliverables (Table 5 below) in case they contain material that could compromise the project from an ethical and/or legal point of view. The result of these reviews was negative.

Similarly, tasks and project outputs that have been identified as high-risk were constantly monitored by the EM and the rest of the team. More specifically, the deliverables related to the requirements and UC definitions were reviewed, as well as the work related to the project's architecture and building blocks, in order to ensure that there aren't any ethics-related issues with the technologies developed in COPA EUROPE. Moreover, the work on blockchain was monitored to confirm that no personal data are collected and stored. The list presented in Table 5 contains the items that have been reviewed. The list was kept constantly updated throughout the project, to cater for ongoing activities.

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The EB has convened a total of four times in the project lifecycle and within its powers addressed the relevant points raised earlier and supported the teams in the activities.

Table 5: Deliverables, tasks, and outputs reviewed by the Ethics Board

#	Title	Type	Description	Result by M36
D1.2, D1.4	COPA EUROPE requirements and use cases definitions	Deliverables	Ethical considerations outlined and ensured for the Privacy-by-Design principle	No risk identified
D1.3, D1.5	COPA EUROPE architecture	Deliverables	Review privacy elements and architectural components (e.g., user authentication) to ensure security framework.	No risk identified
D4.6	Digital Marketplace – Final version	Deliverable	Blockchain tokenization and security enhancements	No risk identified
D4.1	Blockchain network design and setup	Deliverable	Ensure no ethical issues are related to the blockchain network developed for the COPA EUROPE platform.	No risk identified
D3.5	AI driven interoperable media management and repository - Final version	Deliverable	As explained in sec 2.1.1 above content analysis and user management mechanisms reviewed	No risk identified
D8.8	DMP Final version	Deliverable	A library of data collected/generated reviewed to ensure no risks arise	No risk identified

The EB objectives remained active throughout the duration of the project. The identification of risks, data to be produced or collected throughout the project were under constant review on an ongoing basis rather than a one-off exercise to make sure the actions and measures taken remain relevant and effective till the project end.

In summary, decisions, recommendations and suggestions by the EB within its mission and objectives were communicated formally to Consortium members and record keeping was followed with actions and plans to make sure that any points raised were thoroughly followed and activities were executed towards minimising risks in a timely manner.

4.4 Underaged users

The final COPA EUROPE platform provides a set of features and functionalities that will be appealing for a wide range of audience groups. It is thus expected that underaged users will also be using the project's services. Therefore, special attention was given during the design, development and deployment phases to accommodate

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such users. Article 8¹ of the GDPR states the conditions which are applicable to the consent of children in relation to information society services. Specifically, in case an informed consent is given by a child, processing of its personal data is lawful if the child is at least 16 years old, whereas for children under the threshold of 16 consent must be given or authorised by their parent and/or legal guardian. On the other hand, the data controller should make reasonable efforts to verify that the consent is given or authorised by the parent and/or legal guardian for children under the age of 16.

As mentioned in Section 2.1, COPA EUROPE has implemented mechanisms for verifying the age of the user and in case the account belongs to an underaged person, consent will be collected by the holder of parental responsibility. Moreover, the content provided through the COPA EUROPE platform was filtered based on its age suitability. More details regarding the requirements for the deployment of this technology has been presented in D1.4 “COPA EUROPE requirements and use cases definition – Final version” (submitted in M24). Finally, in Chapter 3, specific risks (ER12, ER13) related to underaged users have been identified and mitigation measures have been proposed for handling them.

Final design considerations:

Firstly, a look at current methods and practises from various consumer systems regarding access by minors and how platforms and application deal with these issues, revealed the following layers:

- 1) Sign up
 - a. To register, one must declare one’s DOB
 - b. Some other systems like YouTube TV or FuboTV only allow registration by adults and additional minors are to be “invited” to the system by the adult who manages the account / project. That is an extra layer to prevent users from falsely declaring their DOB
 - c. Payment info – another layer sometimes used to demonstrate DOB is real – must correlate payment info which also has DOB data
- 2) Content rating
 - a. Content which is typically to the granularity of programs not channels – all has rating that conforms with the ICRA or MPA entities. Those have levels and each level can be mapped to age group. This metadata is carried along with the content in the CMS (in our case EZ TV / VOD) as metadata
- 3) Programming guide
 - a. Takes users DOB into consideration and filters VOD content based on what program is suitable for that age. For live channels there is usually no filter but only an overlay for a few seconds of the rating logo whenever a new program starts since live channels can have a mix of programs with different ratings throughout the day

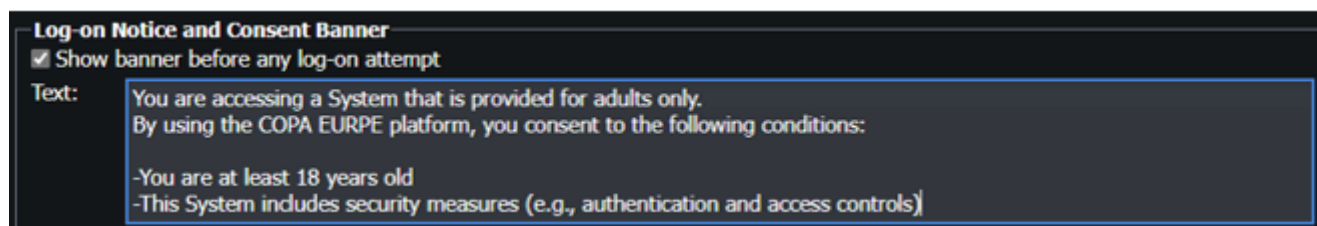
In VITEC’s product EZ TV part of the COPA EUROPE platform, there is a consent banner feature. Once enabled and with a given text, a user which wants to login to the platform has to agree to the text and click an OK button. This consent form text can be accessed via API and all connected modules can use the same text which has to be agreed by the end user. Whether this feature is enabled or not can also be retrieved by API. This is a first step to make users clear that there are entering the platform and must be e.g. of a specific age.

An example could look like this:

¹ Art. 8 GDPR (<https://gdpr-info.eu/art-8-gdpr/>)

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Table 6: Notification to users



When the COPA EUROPE system is deployed in the Amazon cloud, Amazon also offers features to detect inappropriate content via AI. This does not only cover video and images but could also be used to monitor chat messages. The Amazon feature is described here:

<https://docs.aws.amazon.com/rekognition/latest/dg/moderation.html>

The AI component could also detect such issues in Video and Images, but collecting the training material and the training itself would go beyond the scope of the project. In case such a content is detected it should be blocked not to be shown in the user interfaces and a notification to an administrator should be send to warn the user not to post such content again or even disable his /her account.

4.5 Patent Infringement

As patent infringement is assessed on a claim-by-claim analysis against specific implementation, the project itself cannot analyse infringements. It is in the partners' interest to avoid infringement and is up to each component partner to analyse that aspect according to their specific implementations. As a matter of fact, this is part of the consortium agreement.

COPA notes that no known standard is implemented unlicensed. For example, video encoding formats are encoded by partners having suitable licenses, according to these partners.

COPA also notes that due the modular architecture and multi-partners flows, as explained in D1.4 (requirements) and D1.5 (architecture), additional components from additional partners may be added, or removed, including the core of the platform, as long as the APIs are used. Hence, in case of future proof of infringement by any component it should be possible to replace it with another, if needed.

4.6 Project event -An example of ethical considerations

4.6.1 UC3 event in Berlin

A live event demonstrating the concept of UC3 took place in Berlin. Specifically, "glass-to-glass" multi-cloud multi-component live production over 5G cellular network of sports events was piloted. The two-days table tennis tournament was held near the Fraunhofer grounds in Berlin (TuB), mainly targeting students and academic staff of TuB. The UC3 live demonstration was a cross-collaboration between five project partners that resulted in the successful setup of a full live video "supply chain" to ingest, process, and distribute multiple audio/video streams.

As the event involved human participants, several actions were performed for retaining compliance with GDPR. Such actions included the organisation of an EB meeting prior to the event, in which partners from EBOS (EM), WLI (Project Coordinator), FORTH (Technical Manager) and LU (UC3 leader) participated. The agenda of the meeting included details of the live event; particularly the processes that shall be followed for the collection,

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processing and sharing of personal data of the participants were discussed. The following actions were agreed for the event:

- The participants were provided with an information sheet containing details for the project and the specific event. The information sheet distributed at the event is available in Annex 11.
- The participants signed an informed consent form, stating they had been informed for the purposes of the research actions and they agree to the processing of their data. The template of the informed consent form is also available in Annex 1. The consent forms were collected and stored by the FHHI DPO, after they had been anonymised.
- The functionality of each component to be used in the UC3 event and to what extent this involved any ethical aspects were clarified.
- In the live event, signs stating the existence of a live event in progress were placed at the entrance and other visible locations on the event premises. Additionally, a film-free zone was provided for whoever wanted to observe the event without being filmed, and thus be included in the data collected by the UC.
- The footage from the event was live streamed through the COPA EUROPE platform and the project's dedicated YouTube channel. In order to avoid any ethics-related complications, the YouTube streaming was shared only with project partners through private links, thus only for fulfilling the research activities of the project. The live stream feed was stored by FORTH for further processing within the context of the project's research activities and in line with the project's DMP.

5 Conclusions

In conclusion, this deliverable has provided the final legal and ethical assessment, based on the legal and ethical framework, as this was formed in D1.1 and the initial technical requirements of COPA EUROPE that were reported in D1.2 both updated with later releases. Additionally, the DMP deliverables and the report produced by the project's external Ethics Advisor have provided important resources for this assessment.

Based on the relevant EU Regulations, and in particular the GDPR, the ePrivacy Regulation, the Free-Flow of Non-Personal Data Regulation and the Platform-to-Business Regulation, the various building components of the project have been evaluated in close collaboration with the technical partners. As a result, the components which have been singled out as requiring the attention of the EB have been closely monitored throughout their development.

In addition, a list of ethical risks that could materialise in the lifetime of the project has been identified. Monitoring those risks and potentially identifying new ones as the project progresses, remains an active task of the EB. Monitoring and already designing specific actions to ensure adherence to policies remained a pivotal part of the ethics in this project in spite of not requiring a DPIA.

This deliverable constitutes the final legal and ethical assessment submitted at the end of the project (M36). The critical parameters have been identified early on and the ethical assessment followed an iterative cycle of security checks through the analysis of reports across the WPs and participation, where needed, to the design endeavours. At the same time open and clear communication with the teams ensured the appropriate reflection of the ethical requirements to the design components and processes.

References

- [1] Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC, OJ L 119, 4.5.2016, p. 1–88.
- [2] Directive 2009/136/EC of the European Parliament and of the Council of 25 November 2009 amending Directive 2002/22/EC on universal service and users' rights relating to electronic communications networks and services, Directive 2002/58/EC concerning the processing of personal data and the protection of privacy in the electronic communications sector and Regulation (EC) No 2006/2004 on cooperation between national authorities responsible for the enforcement of consumer protection laws (Text with EEA relevance). OJ L 337, 18.12.2009. p. 11-36.
- [3] European Commission. (n.d.). *Proposal for an ePrivacy Regulation*. <https://digital-strategy.ec.europa.eu/en/policies/eprivacy-regulation>
- [4] Regulation (EU) 2018/1807 of the European Parliament and of the Council of 14 November 2018 on a framework for the free flow of non-personal data in the European Union (Text with EEA relevance.) PE/53/2018/REV/1, OJ L 303, 28.11.2018, p. 59–68.
- [5] *Data Protection Impact Assessment (DPIA)*. (n.d.). gdpr.eu. Retrieved June 15, 2022, from <https://gdpr.eu/data-protection-impact-assessment-template/>

Annex 1: Information sheet and consent form for UC3 live event



Collaborative Platform for trAnsmedia storytelling and
cross channel distribution of EUROPEan sport events.

Information sheet for participating in COPA EUROPE project

You are invited to take part in Glass-to-Glass trial of the COPA EUROPE project. This form contains information that will help you decide whether to take part in the research activities.

KEY CONTACT DETAILS

Controller of the data collected during the co-creation workshops

COPA EUROPE PROJECT

Contact details of the person in charge of data collection

On site event organization in charge (even organization, participant contact, data collection, data anonymization): Kirsten Krüger , FHFI, kirsten.krueger@hhi.fraunhofer.de

KEY INFORMATION ABOUT THE PROJECT

Project Coordinator: WORLDLINE IBERIA SA- WLI

Funding Program: Horizon 2020

Website and contacts: <https://www.copaeurope.eu/> / info@copaeurope.eu

INTRODUCTION

COPA EUROPE aims to address the exploding demand for non-linear sports consumption (live and eSports) by leveraging Over the Top (OTT) and combining it with new set of media technologies that will democratise the consumer experience, enable cost-sensitive live video from anywhere, and personalize the distribution to change the experience of each viewer individually. I am also informed that COPA EUROPE will deliver a cloud-based infrastructure for harvesting, accommodating, transmitting, and distributing digital media with regard to sport and competitive events, including the infrastructure needed to allow content creators and producers of live coverage to react to live outcomes, via innovative workflows. In order to achieve the objectives, three use cases are foreseen during the three phases of the project. These include requirements gathering, lab testing, trial validation, user evaluation and small-scale assessments with users. The aim of the use cases is to analyse and assess usability, technology acceptance and impact creation. The use cases will involve volunteers, relevant to the predefined use-case environments.

For more information, please refer to the project's website: <https://copaeurope.eu/privacy-policy/>

PURPOSE OF THE RESEARCH

The purpose of this event is the first trial of the COPA EUROPE live Glass-to-Glass use case. It will test the video flow from camera to viewing applications in a 5G network. The data collected is of the components' performance and of participants' feedback. It may be used to improve the use case components.

PROCEDURE OF THE RESEARCH ACTIVITY

Participants will play one another in a table tennis tournament. This tournament, games and potential happenings around the games, will be transmitted live via cameras and smartphones of the COPA EUROPE partners to the cloud and from there to the COPA EUROPE smartphones back on-site for



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Project coordinator: Mr. Antonio Paradell, R&D Manager Smart Mobility, Mobile Competence Centre, WORLDLINE IBERIA SA (WLI)

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viewing experience, and potentially to other smartphones. The live video will also be sent to COPA EUROPE component for storage and later analysis. No “reruns” or re-broadcasting will be done.

Participants will be asked for their feedback on the trial, including questionnaire or other forms of expressing their feedback, if any.

PERSONAL DATA

Personal data procurement and management within COPA EUROPE will strictly comply with the provisions of GDPR 2016/ 679.

The project in general will follow data minimisation principles and any data will be “anonymized”, i.e., collected and stored in a way that can not be traced back to an individual trial or demonstrator participant. Media content that are part of a collective data set cannot be anonymised.

In accordance with the GDPR Article, EU Member State implementations, COPA EUROPE will adopt a general **data controller / data processor** architecture for the handling and management of personal data. COPA EUROPE trials and live demonstrators launched for evaluation will involve the collection or processing of personal data and therefore all partners responsible may be called up to act as data controllers (NOVA, FORTH, LU, , WLI and eBOS).

The COPA EUROPE consortium is committed to perform the project in compliance with the GDPR and any implementing local legislation (collectively referred to as the “EU Data Protection Legislation”). To this end, the partners will ensure that no Personal Data (as such term is defined in the GDPR) will be shared between the partners unless (i) it has been fully anonymized prior to the data sharing, or (2) the specific partners who have elected to exchange or otherwise process Personal Data, have entered into separate data processing agreement and have determined what operational measures should be taken prior to such Personal Data exchange or processing, all in accordance with the EU Data Protection Legislation.

The data controllers will also carry the responsibility to manage and delete data, when applicable:

The participant personal data – name and contact details (phone and/or email), will be used to organize the tournament. If requested by the participants not to be kept, then it will be deleted.

The participant personal data – audio/video clips will be transmitted live to the COPA EUROPE applications and will be stored in COPA EUROPE Media Asset Management (MAM) for the duration of the project, without identifying metadata. It shall not be re-broadcasted but it may be re-viewed by the COPA partners during the project lifetime. Video clips can not be deleted before the project ends because they are “group videos” with potentially various other participants and are needed for the COPA EUROPE development under this informed consent.

The participant personal data – role in the industry (if any) will be kept in order to analyse the feedback, if any. Keeping this role without name and/or contact details is possible per request or if personal details are not provided by the participant.

PERSONAL DATA RETENTION PERIOD

Personal data will be stored for a maximum period of five years after the end of the COPA EUROPE project. The project will be completed in September 2023.

RIGHT TO REFUSE OR WITHDRAW

Should any participant(s) wish to withdraw their participation at any time; they can do so by launching a request to the appropriate data controller. Where applicable, participant data will be removed from results already produced, provided it is not yet published or otherwise reported in project deliverables. As stated in Personal Data section, videos or any other media collected at the time of this event can not be deleted.

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COLlaborative Platform for trAnsmedia storytelling and
cross channel distribution of EUROPEan sport events.

You can withdraw your consent to this study at any time, in writing to Antonio Paradell (WLI) - antonio.paradell@worldline.com.

RIGHTS OF PARTICIPANTS

In accordance with principles of research ethics and EU data protection regulations, the participants have rights regarding how their personal data are processed.

1. Right to be informed about the personal data collected in and for the purposes of this study
2. Right to access them, and
3. Right for these data to be in a portable and easily accessible form.
4. Right to rectification
5. Right to erasure
6. Right to restrict processing
7. Right to object to processing
8. Right to not be evaluated based on automated processing
9. Right to file a complaint to the corresponding national Data Protection Authority (*[contact details of national Data Protection Authority]*).

We aim to fulfil all requests. In accordance with data protection legislation, some requests may be rejected.

WHO TO CONTACT?

To exercise your rights, contact the project coordinator, Antonio Paradell (WLI) - antonio.paradell@worldline.com.

For any further information regarding COPA EUROPE project's personal data protection policy, you may visit the website <https://www.copaeurope.eu/privacy-policy/>.

This form and data are regulated by the COPA EUROPE ethics committee. Contact at: yerasimosy@ebos.com.cy



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Informed Consent Form

By signing the attached consent form, I understand that I agree to participate in the COPA EUROPE project funded by the European Union (Grant Agreement no. 957059) and co-ordinated by WORLDLINE IBERIA SA.

<p>I, the undersigned (name/surname) hereby declare that I agree to participate in this study, in the context of the COPA EUROPE project, <i>“Collaborative Platform for trAnsmedia storytelling and cross channel distribution of EUROPEan sport events”</i></p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>I agree to participate in this activity in the context of the COPA EUROPE project.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>The purpose of the study, the respective activities and my rights have been explained to me in writing (in the information sheet).</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>I am participating voluntarily and understand that I can withdraw from the research activities without repercussions, at any time by the end of the study, and have my data deleted, except in the case of collective media, such as videos, images etc.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>I am satisfied that the assurances of responsible and strict data governance, given by the COPA EUROPE project, will be upheld.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>I understand that my personal data are kept and treated as confidential as far as this research program is concerned.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>I know and understand that my personal data will be kept in a secure environment and that the data controller, as well as any data processors, will take all the necessary and appropriate measures to protect the security, and in particular the confidentiality and integrity, of personal data, according to data protection legislation and the relevant guidelines.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>I explicitly declare that I agree with the publication of the results of this study in anonymous form and with the publication of selected screenshots for the promotion of the study in mass media, and / or scientific publications aimed at informing the public and / or the scientific community.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No

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Collaborative Platform for trAnsmedia storytelling and cross channel distribution of EUROPEan sport events.

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You may withdraw your consent at any time by submitting a request in writing to (antonio.paradell@worldline.com)

Print name (participant)

Print name (researcher)

.....

.....

Signature (participant)

Signature (researcher)

.....

.....

Date

Date

.....

.....



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