

PRIVACY STATEMENT

This process-specific privacy statement is part of Tilburg University's [general privacy statement](#). Here, you will find more information about the organization, which standards of due care our organization applies, and what rights you have as a data subject, among other things. Below, you will find more information on the processing of personal data for the following scientific research project:

Title of the research project

The Dark and the Light: How dark and light triad CEOs influence their organizations.

Description of the research project

In this study we aim to study how light (e.g., empathy) versus dark (e.g., narcissism) CEO characteristics affect the organization's payment structure of top executives in large U.S. firms.

Process

Scientific research

What is the legal basis for the processing of the personal data?

Public interest

Where does the data originally come from (origin of the data)?

Existing dataset Tilburg University (Execucomp)

Existing public dataset third party (Youtube and other public video places like the company website)

Which data subjects are involved in the research?

In this study we focus specifically on chief executive officers (CEOs) of large U.S. (S&P 500) firms

What personal data are used?

We collect videos from CEOs which external raters are then rating on dark and light triad personality traits.

We also collect (from TiU approved databases, namely Execucomp) public data from the CEO, like the person's gender, age, and payment structure according to their company's 10-K filing.

There is no sensitive data collected

Which safeguards are in place for this research project?

Ethical assessment

The research protocol was approved by the Review Board of Tilburg School of Economics and Management under application number EXP 2024-001.

Transparency

Privacy statement

Technical security

Tilburg University uses secure applications/methods.

Phases: collect, transport, share/collaborate, analyze, store

Tools: M365, network drive, Surfdrive

Example methods: SSL, password, Multi Factor Authentication, data encryption

Organizational security

Access to the data is limited to the researchers of the project.

Will data be disclosed to third parties, and if so, to which parties?

Data will not be disclosed to third parties.

How long will the data be stored?

10 years for the purpose of further scientific research

Research data is anonymized as soon as possible and stored for 10 years to ensure scientific integrity.

The following identifying data are stored separately also for 10 years: snippets of videos from Youtube or other public websites.

Once data has been anonymized, it cannot be traced back to you, and this privacy statement no longer applies.

Your rights

You have the right to request access to your data and to ask for the rectification or erasure of your data. You also have the right to obtain a restriction of or object to the processing of your personal data.

If you have any questions about the protection of your personal data, you can contact the Data Protection Officer of Tilburg University via fg@tilburguniversity.edu.

You also have the right to lodge a complaint with a data protection supervisory authority. For the Netherlands, this is the Autoriteit Persoonsgegevens [\(AP\)](#).

More information on how to lodge your request or complaint can be found at

<https://www.tilburguniversity.edu/about/conduct-and-integrity/privacy-and-security/privacy-policy/privacy-statement> under "What rights do I have?".

Who can be contacted regarding questions about this research?

If you have any questions or suggestions about this research, or would like to exercise your rights regarding the processing of your personal data, please contact:

Contact address Daniel Gelsing, d.c.gelsing@tilburguniversity.edu