

1. INFORMATION FOR PARTICIPANTS

Thank you for your interest in our study “World Cup Fever”. Please read the following information carefully.

Purpose of the Study

This study investigates how a sporting event (before, during, and after it takes place) affects the stress levels of fans. To do so, we analyze data shared by users of fitness watches from various manufacturers. We collect these data over several weeks in order to better assess individual effects for each participant. Through this study, we aim to gain insights into fan identification, the processing of positively and negatively perceived stress, and sleep health, among other aspects.

Responsible Parties for this Study

The study “World Cup Fever” is conducted by Bielefeld University, Faculty of Psychology and Sports Science, Department of “Sports and Economics,” Prof. Dr. Christian Deutscher, as well as the Faculty of Business Administration and Economics, Chair of Data Science, Prof. Dr. Christiane Fuchs, together with additional researchers from these faculties.

Study Procedure – What Exactly Does Participation Involve?

Participation in the study requires wearing a compatible fitness watch and prior registration. Registration typically takes only a few minutes.

Unfortunately, for technical reasons, only individuals who have access to a compatible fitness watch can participate in our study. Furthermore, we especially invite individuals who consider themselves fans of a national football team participating in the FIFA World Cup 2026 (hereafter: World Cup 2026).

Your task is to wear the registered watch on your wrist, especially while watching matches of the World Cup 2026. Additionally, it is beneficial for the study if you wear the watch in everyday life and, if possible, also at night until mid-August 2026, provided this does not cause you any inconvenience.

During the study period, you will also be invited several times to complete short online questionnaires related to the study. These include questions about your interest in football and fan behavior, your subjective stress and strain perception, and other study-relevant information.

Your email address and username are required to link and merge the data collected via the watch and the study-related online surveys for the same participant. Additionally, your email address will be used to send invitations to study-related surveys. Within these online questionnaires, information may be collected in particular on socio-demographic

characteristics, health status, lifestyle, football interest and fan behavior, subjective stress and strain perception, and the individual context in which matches are watched.

Your email address and username will not be included in the data analysis and are therefore not part of the research dataset used for analysis.

Detailed information on the data protection-compliant processing of your personal data can be found in the attached privacy policy.

Benefits and Risks

By participating, you contribute to research on the effects of stress on the human body and help expand scientific knowledge in this area.

No negative consequences or particular burdens are expected as a result of participation. The study poses no risk to you.

Voluntary Participation

Participation in this study is voluntary. You may withdraw from the study at any time and without giving reasons, without suffering any disadvantages.

Data Protection and Data Use

The data collected as part of this study will be treated confidentially. The handling of your personal data is explained in detail in the attached privacy policy.

The study results will be published in aggregated form, for example in scientific journals, presentations, or teaching contexts. They may also be shared with the public as part of science communication.

After completion of the study, the collected research data may be made publicly accessible in anonymized form via a suitable data archive. The purpose, type, and scope of potential future use cannot yet be determined. The data will only be published in a way that does not allow any conclusions to be drawn about individual persons. This procedure follows the recommendations of the German Research Foundation (DFG) for ensuring research quality.

Contact Details

If you have questions regarding participation, voluntariness, or data use, please contact the project lead: Prof. Dr. Christian Deutscher, christian.deutscher@uni-bielefeld.de, Tel. +49 (0)521 106-2006

2. CONSENT TO PARTICIPATION AND PROCESSING OF MY DATA

I have read the participation information and the attached privacy policy for the study “World Cup Fever.” I have been sufficiently informed and had the opportunity to ask questions by email or telephone before proceeding.

I understand that participation in the study is voluntary and that I will not suffer any disadvantages if I refuse to give consent. I may withdraw my consent at any time with effect for the future. Withdrawal does not require justification and will not result in any disadvantages. In the event of withdrawal, my personal data will be deleted immediately. The withdrawal does not affect the lawfulness of processing carried out prior to the withdrawal. This means that data already included in study results do not have to be subsequently deleted but may no longer be used from the time of withdrawal and must be deleted.

To exercise my right of withdrawal, I may contact christian.deutscher@uni-bielefeld.de at any time.

I have been informed that special categories of personal data pursuant to Art. 9 GDPR, in particular health data, will be collected and processed as part of the study. These include, in particular, data recorded by the watch relating to movement, activity, and physical condition, as well as health-related information from the study questionnaires, for example regarding subjective stress perception.

These data will be processed as described above. I expressly consent to this processing.

I understand that participation is only possible if I am of legal age.

I have downloaded and therefore received a copy of the information sheet, the privacy policy, and this consent declaration.

I have taken note of the above information and expressly consent to participate in the study and to the associated processing of my personal data by ticking the box.

By ticking the box, I expressly consent to my email address being stored and used to contact me in the future regarding further or follow-up research projects or studies conducted by Bielefeld University.

We thank you for your participation and your trust!

3. INFORMATION ON THE PROCESSING OF PERSONAL DATA (PRIVACY POLICY)

Information on the processing of personal data within the study “World Cup Fever” (Version 2.0 dated June 1, 2026).

With these privacy notices, Bielefeld University fulfills its information obligations pursuant to Articles 13 and 14 of the EU General Data Protection Regulation (GDPR).

With regard to further terms used, such as “personal data,” “processing,” “controller,” and “third party,” reference is made to the definitions in Article 4 GDPR.

1 Contact Details

Controller:

Bielefeld University
Universitätsstraße 25
D-33615 Bielefeld
Tel: +49 (0)521 / 106 – 00
Email: post@uni-bielefeld.de
Web: <https://www.uni-bielefeld.de>

Project Leads:

Prof. Dr. Christian Deutscher
Email: christian.deutscher@uni-bielefeld.de
Tel.: +49 (0)521-106-2006

Prof. Dr. Christiane Fuchs
Email: christiane.fuchs@uni-bielefeld.de
Tel.: +49 (0)521-106-2576

Data Protection Officer:

The Data Protection Officer can be contacted by post at the controller’s address
Tel.: +49 (0)521 106-5225
Email: datenschutzbeauftragte@uni-bielefeld.de

2 Legal Basis of Data Processing

The legal basis for processing the aforementioned personal data is the explicit consent of the participants pursuant to **Art. 6(1)(a) and Art. 9(2)(a) GDPR**.

3 Processed Personal Data and Purposes

Within the scope of the study, your personal data will be collected and processed for the following purposes:

For the registration and use of the watch and/or the manufacturer-specific app connected to the watch:

- Email address and username

For re-contacting you within the scope of this study, in particular for invitations to study-related online surveys:

- Email address and username

For the assignment and merging of data collected within the study from the watch and/or app and the study-related online surveys:

- Email address

For contacting you in the context of future or follow-up research projects or studies (only with separate consent):

- Email address

For data analyses in the research context and for teaching purposes (exclusively in anonymized form):

- Information transmitted by the connected watch regarding movement, activity, and physical condition recorded at short time intervals, the frequency of which depends on the manufacturer and the specific device, in particular:
 - o Wellness data such as resting heart rate, sports activities (type, duration, calories, steps, heart rate, speed), VO2Max, fitness age, breaths per minute, wearing status of the watch, daily calories burned, steps, stress, sleep (times, respiration, including sleep stages), floors climbed, and SpO2 values,
 - o Heart rate data, and
 - o Stress level data, if available via the watch.
- Data from study-related online surveys, in particular regarding socio-demographic characteristics, health status, lifestyle, interest in football and fan behavior, as well as subjective strain and stress perception.

Personal data are collected exclusively for the purposes described here and are used solely within the framework of the Bielefeld University project.

The data are transmitted via the watch or a manufacturer-specific app connected to the watch to Fitrockr Health Solutions (Digital Rebels GmbH, Friedrichstr. 114 A, 10117 Berlin, Germany) and from there made available to the research team at Bielefeld University. Within the scope of the technical provision of the data, Fitrockr Health Solutions processes personal data on behalf of Bielefeld University. A data processing agreement pursuant to Art. 28 GDPR has been concluded for this purpose.

Within the framework of the technical implementation and data provision on behalf of Bielefeld University, Fitrockr Health Solutions (in addition to the data mentioned above) also collects personal data that are not part of the data analyses conducted by the project team at Bielefeld University and are anonymized prior to further processing:

- Personal data: first name, last name, gender, year of birth, height, weight, country, city, time zone.

- Health data: additional health-related data that go beyond the data used within the research project and may be provided by the respective device.

The scope of the specific data depends on the manufacturer and model used. A complete overview of all potentially collected data types can be found at: <https://www.fitrockr.com/help-center/data-dictionary/>

For further information, please refer to the privacy policy of Fitrockr Health Solutions, available at: <https://www.fitrockr.com/health-solutions/privacy-policy/>

It has been contractually agreed with the processor (Fitrockr Health Solutions) that all personal data will be fully and properly deleted in compliance with data protection regulations after completion of the processing activities and transfer of the relevant data to the project team at Bielefeld University.

The study-related online surveys are conducted via the platform doo operated by doo GmbH (Hultschiner Straße 8, 81677 Munich, Germany).

Within the framework of the technical provision of the online surveys, doo GmbH processes personal data on behalf of Bielefeld University. A data processing agreement pursuant to Art. 28 GDPR has been concluded for this purpose.

In particular, contact data (e.g., email address and username), technical usage data, and the information collected as part of the study-related online surveys are processed.

Further information on data protection at doo can be found at: <https://www.doo.net/datenschutz>

It has been contractually agreed with the processor doo GmbH that personal data will be deleted in compliance with data protection regulations at the request of Bielefeld University after completion of the processing activities.

The collection period for fitness watch data is approximately three months and begins on 21 May 2026, but at the earliest upon registration of the watch for the study. Data from the watch are only recorded when the watch is worn on the wrist. Depending on the manufacturer and specific model of the watch, the use of an appropriate app is generally required to enable data transmission.

Data storage at Bielefeld University is carried out in accordance with applicable data protection and data security regulations. For data analyses in research and teaching contexts, both the data collected by the watch and the data from the study-related online surveys are anonymized by excluding identifying information, in particular the username and email address, and are used exclusively in this form. The anonymized data may also be retained and used for the purposes stated above beyond the participation period.

4 Data Transfers

Access to personal data is granted to the project management.

As a general rule, the personal data processed by Bielefeld University for the purposes described under Section 3 will not be transferred outside the European Economic Area (EEA) and associated countries (no “third-country transfer”).

The collection and transmission of data via the watch and/or the connected app are carried out by Fitrockr Health Solutions. This is based on a data processing agreement pursuant to Art. 28 GDPR.

The study-related online surveys conducted via the platform doo are carried out by doo GmbH. This is based on a data processing agreement pursuant to Art. 28 GDPR.

5 Retention Periods

Personal data that enable identification of the data subjects (in particular email address and username) will be deleted after the end of the data collection period, but no later than September 30, 2026.

If separate consent has been given for contact regarding future research projects or studies, the email address used for this purpose will be stored separately from the research data and will not be merged with the datasets used for research and analysis purposes.

Anonymized research data will be retained for at least 10 years in accordance with the retention policy of Bielefeld University.

6 Data Publication / Provision

The presentation of results to third parties, whether in the form of a scientific publication or a scientific presentation, will only take place in the form of statistical analyses or – where reference is made to individual cases – in a manner that does not allow any conclusions to be drawn about individual persons.

After completion of the study, the collected research data may be made publicly accessible in anonymized form via a suitable data archive. The purpose, type, and scope of potential future use are currently not foreseeable. The data will only be published in a form that does not allow any conclusions to be drawn about individual or identifiable persons at any time. By doing so, the study follows the recommendations of the German Research Foundation (DFG) for ensuring research quality.

7 Right to Withdraw Consent

You have the right to withdraw your consent at any time. The lawfulness of the data processing carried out on the basis of your consent prior to withdrawal remains unaffected by the withdrawal (**Art. 7 GDPR**).

To exercise your right of withdrawal, you may contact christian.deutscher@uni-bielefeld.de at any time.

8 Your Additional Rights as a Data Subject

As a data subject, you may exercise the rights granted to you under the GDPR at any time:

You have the right to obtain information about the personal data stored about you (**Art. 15 GDPR**).

If incorrect personal data are processed, you have the right to rectification (**Art. 16 GDPR**).

You may request erasure or restriction of processing in accordance with **Arts. 17, 18, and 20 GDPR**.

If you have consented to data processing and the processing is carried out by automated means, you may have the right to data portability (**Art. 20 GDPR**).

You may exercise these rights by contacting the person named on the first page by email or telephone. Objections and possible complaints may also be addressed to the Data Protection Officer of the University.

In addition to the rights mentioned above, you have the right to lodge a complaint with a data protection supervisory authority (**Art. 77 GDPR**), for example with the authority responsible for the University:

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen
(State Commissioner for Data Protection and Freedom of Information North Rhine-
Westphalia)
Kavalleriestraße 2–4
40213 Düsseldorf
Germany
Tel.: +49 211 384 24-0
Email: poststelle@ldi.nrw.de

Please note that once your email address and username have been deleted and your data have been anonymized (i.e., no later than September 30, 2026), deletion, modification, or access to your data will no longer be possible. As a result, your rights to access, rectification, restriction of processing, or objection to the processing of (personal) data pursuant to Articles 15–20 GDPR will no longer apply.

If you have separately consented to the storage of your email address for contact regarding future research projects or studies, your rights with respect to these separately stored contact details remain unaffected.