



Data Protection Video Transcript

Data protection is needed everywhere

[Speaker]: Data protection is a topic that is with us every day – even if we often don't pay much attention to it. Data protection begins in the private sphere. We frequently give away our data without a thought to where it is going. We often don't fully understand who might be able to use it and whether it could be passed on or misused, for example on social media or in surveys.

[Danielle Kaufmann]: Those who don't take care, can easily lose personal data – perhaps even unnoticed – which can then be used without knowledge or consent.

[Speaker]: Our daily work is another area where we encounter data protection and where it is very important. Often, when starting a new job, a staff photo is taken for the company website. However, one's personal photo is a personal datum. The employer is not permitted to post the photo of the employee without consent.

Data protection is also one of the highest commandments in the field of research – especially when it comes to health data.

[Danielle Kaufmann]: Health data is particularly sensitive data because misuse poses a particular risk of violating the rights of the person concerned.

[Beat Rudin]: Data protection is also absolutely central in government offices that work with personal data, whether at the municipal authorities, the residents' registration office or the social welfare office.

Imagine that a journalist wants to write an article about a person affected by poverty.

The journalist contacts the social welfare office and it discloses the information it has collected without the consent of the person concerned. In this case, the personal rights of the social welfare recipient are violated.

[Speaker]: Data protection isn't about protecting data; but about protecting the rights of the person whose data is being processed. Individuals should fundamentally have the right to determine for themselves who does what with their data. In the governmental context, the law specifies what data can or must be processed.

Often a lack of data protection does not necessarily result not from criminal intention, but rather from ignorance or careless behaviour. This is how sensitive data can quickly end up in the wrong hands.

We are all responsible for preventing misuse of data. With the necessary knowledge and the right tools, we can protect ourselves and others.

[Beat Rudin]: In this course, we will teach you why data protection is necessary, where the dangers of flawed data protection lie, and how to adequately protect data.



**University
of Basel**

I am Beat Rudin, Data Protection Officer of the Canton Basel-Stadt. Among other things, my team and I advise the public institutions of the Canton of Basel-Stadt on matters of data processing, and we also ensure that the public institutions comply with data protection in accordance to the cantonal information and data protection law. In addition, we support private individuals to exercise their rights with respect to these public institutions.

[Danielle Kaufmann]: I am Danielle Kaufmann. What Beat Rudin does for the Canton of Basel-Stadt is what I do for the University of Basel. Like all public institutions, the university processes the data of its employees and also its students. As a research institution, the university also processes huge quantities of personal research data.

The two of us will guide you through this course, and we hope you find it interesting and enjoyable.