

# UofT Aphrodite Project 2020

## Data Principles and Protection Policy

Effective 3rd February, 2020

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## 0. What is the Aphrodite Project?

*Aphrodite – an ancient Greek goddess associated with love, beauty, pleasure, passion, and procreation.*

The Aphrodite Project is a one-off student-run event only for students from the University of Toronto. The Aphrodite Project algorithmically attempts to find the best relationship pair within the entire participating student population based on your opinions, values, and what matters to you, as well as that of all other participants.

The algorithm utilized in this project is inspired and built upon the Gale-Shapley algorithm to find your ideal stable match from the entire UofT student population. This is a stable match defined as follows:

All compatible people (according to gender and other deal-breakers) are matched together such that there are no two other compatible people who would both rather have each other than their current partners.

## 1. Opening Remarks

This document exists because we believe in complete accountability and transparency. We are not a company or government entity nor do we have lawyers. We write this because it's simply the right thing to do.

We may be a student-run project but we take your trust and privacy very seriously and this is our written commitment to you and to ourselves.

## 2. Objectives

- 1) To be completely transparent about our principles when handling any data from the UofT Aphrodite Project
- 2) To inform you on the information we gather and how that data will be used.
- 3) To write down on paper, the specific measures we have taken and will undertake to protect and secure your privacy.

## 3. Our Principles

When it comes to data in the Aphrodite Project, we understand the highly sensitive nature of the information gathered. These are our data principles.

### 3.1 Your privacy is not for sale.

Any data you opt to share with us will **never** be sold.

Your contact information will only be used for purposes related to the Aphrodite Project. We do not do ads and will not sell your attention to any advertisers.

We will not use your information for advanced targeted marketing or psychological influence operations whether corporate or state-sponsored, domestic or otherwise. All communication will be conducted without targeting specific population segments.

### 3.2 Your privacy will be protected.

We understand that there will be security and safety concerns after your data is collected. As such, we are taking the steps outlined below in [section 5](#) to ensure:

- 1) The security of your data against cyber penetration attacks.
- 2) The decoupling of your personal information from your questionnaire responses from all data sources after the release of the Aphrodite Project results to prevent you from being identified with your responses.

### 3.3 We only use the data you provide

We're a student project trying our best to find you "the one" (we can try!). To do so, we will only use data you provide to us in the questionnaire. We will not use web crawling technologies or any social media platforms (manually or via application programming interfaces) to gather any external information about you.

### 3.4 Your participation is completely voluntary

Your participation is only considered when you complete and submit our official questionnaire.

You may withdraw from the Aphrodite Project at any point of time over the course of the event. If you have submitted your questionnaire to us and your match has not been computed, you may request to remove yourself from the matching pool by contacting **both of us via email** in [section 3.5](#) below using the email you registered for the Aphrodite Project. You will receive a confirmation email once you have been removed from the matching pool.

### 3.5 We believe in transparency and accountability

We believe in being transparent and accountable. That you have a right to know who we are; who is behind the Aphrodite Project; who has access to your data. That we must be contactable to address any concerns you have.

We are two undergraduate students

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## 4. Information Collection and Usage

### 4.1 What information do we collect?

1. **Contact Information (First Name, Last Name, Email):** To allow us to communicate with you. This is crucial to put you in touch with your match.
2. **Demographic Information and Dealbreakers:** This helps us understand the groups and beliefs you subscribe to that are commonly a dealbreaker in relationships.
3. **Values and Behaviour:** is used to assess various facets of your life across a broad spectrum.
4. **Hobbies:** serves two purposes. This section will be processed with advanced natural language processing to aid the matching process, should you deem it to be an important factor.
5. **Question Preferences:** places the matchmaking process in your control. You have full control over the optimization parameters of the algorithm to find a match tailored for what matters to you.
6. **Other meta-information provided by Typeform:** In addition to our questionnaire data above, Typeform also provides these additional information with each response: the time you started and submitted the questionnaire. These information will not play any part in the Aphrodite Project.

## 4.2 How will we collect the information above?

All information above will be collected via one single UofT Aphrodite Project questionnaire hosted on Typeform. We will not collect or ask for any information outside of the official questionnaire. Only submitted responses will be considered for the Aphrodite Project. We will not consider any partial, unsubmitted responses.

The official UofT Aphrodite Project questionnaire can be accessed here: [bit.ly/uoftaphro2020](https://bit.ly/uoftaphro2020). All communicate will always be associated with the Aphrodite Project team personnel stated in [section 2.5](#).

If you are not sure about the authenticity of any communicate, please reach out to us directly via [aiden.low@uwaterloo.ca](mailto:aiden.low@uwaterloo.ca) or [denisesuyia.yeo@mail.utoronto.ca](mailto:denisesuyia.yeo@mail.utoronto.ca).

## 4.3 How will the information be used?

All collected data will be used for deriving your optimal match amongst the pool of UofT students who have volunteered to participate in the project. This match will be derived anonymously and only with information collected from the project. No additional information will be scraped off social media or UofT.

Collected raw data will be kept within the UofT Aphrodite Project team. We will never disclose information (personally identifiable or otherwise) about specific individuals.

We aim to match 97% of respondents. In the occurrence that we are unable to match you due to insufficient responses from the relevant population, we will notify you via email.

### **What Information is shared to my match?**

Only your contact information (first name, last name, and email) and list of hobbies and interests will be sent to your UofT Aphrodite Project match.

### **We will only release aggregated, non-personally identifiable information**

Only aggregated, non personally identifiable information about the UofT Aphrodite Project population such as gender diversity, sexual orientation diversity, may be made publicly available for UofT students and the public to spark discourse.

### **Research**

We intend to use anonymized data from the UofT Aphrodite Project to continue improving the project for future iterations. The anonymized data will **never** be sold to any entities.

[Added Feb 4th, 2020 for clarification] The anonymized data without any personally identifiable information may be utilized for academic research in the future – only after consulting with privacy experts or anonymization experts to ensure that anonymized data cannot be traced back to their respondents.

## Post-Results Contact

After the release of results, your data will be anonymized according to [section 5.1](#). Your contact information will be kept separately. We intend to use your contact information after the results have been emailed to you for two purposes. The first, to send you the aggregated results and a post-results feedback form which will help us improve the accuracy of results in the future. The second, to send you correspondence about possible future iterations of the Aphrodite Project.

## 5. How will my data be protected?

### 5.1 We will take deliberate steps to protect your privacy.

Your contact information (first name, last name, and email) will **never** be shared with any entity outside of the Aphrodite Project with the exception of your one optimum match.

Only your contact information (first name, last name, and email) and your list of Hobbies will be sent to your match and you, theirs.

After all match results have been successfully sent out to UofT Aphrodite Project, the collected data will be anonymized within a maximum period of 3 months from the date results are released.

This involves:

1. Removing the linkage between all files and data sources (Typeform, downloaded excel files) from the collected First Name, Last Name, and email of participants. If these identifiable data-points cannot be specifically removed from the data sources (e.g. typeform), the responses will be deleted.
2. This means that we will store your contact information separately in a batched spreadsheet where all entries are scrambled from the original such that there **will not be** any links back to your response in the Aphrodite Data.
3. All sent mail pertaining to the UofT Aphrodite Project results will be deleted off all mail servers to the best of our capacity. We will not keep a personally-identifiable record of who has matched with whom.
4. Furthermore, all partial, unsubmitted responses will be deleted. We will not store nor utilize any information from responses that have not been completed and submitted.

Collected raw data will be kept within the UofT Aphrodite Project team. We will never disclose information (personally identifiable or otherwise) about specific individuals to external parties.

## 5.2 What about data security?

We understand the cyber penetration risks involved especially with sensitive data of this nature.

Typeform subjects its system to penetration tests and hosts its servers on Amazon Web Services which are compliant with security and privacy standards.

You can read more about Typeform's security statement here:

<https://help.typeform.com/hc/en-us/articles/360029259552-Security-at-Typeform>

## 6. Closing Remarks

We are fully committed to ensuring your privacy. We may be a student-run project but we take your privacy and trust extremely seriously. It's simply the right thing to do.

Signed, the UofT Aphrodite Project Team

3rd February 2020