UofT Aphrodite Project: Pandemic Edition

Data Principles and Protection Policy

Effective June 27th, 2020

0. What is the Aphrodite Project: Pandemic Edition?

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

The Aphrodite Project: Pandemic Edition is a **one-off** student-run event only for students, recent graduates, and alumni from the University of Toronto. The Aphrodite Project is an event that algorithmically provides you with one final match based on your questionnaire response. The Aphrodite Project: Pandemic Edition and UofT Aphrodite Project will *always* be free to participate for UofT students.

The stable matching algorithm utilized in the Aphrodite 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.

Pandemic Edition

This research-focused edition, the questionnaire has been revamped to cover many more factors that could matter to you, based on relationship research and anecdotal experiences in romance and friendships. Furthermore, dealbreaker choices will still be accounted for participants in the romantic pool. But, 50% of the participant pool will be matched using our stable matching algorithm built upon the 2012 Economics Nobel Prize algorithm; 50% will be matched with an experimental algorithm.

We hope not only to create an opportunity for you to meet someone new from UofT during this rather gloomy time but also to dive into investigating what works and doesn't to uncover the baffling equations of love. After the follow-up segment, we will reveal how you were matched along with a brief aggregate report detailing the outcomes of the stable matching versus experimental algorithm.

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: Pandemic Edition

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: Pandemic Edition, 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: Pandemic Edition. 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 communiques will be conducted without targeting specific population segments.w

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 <u>section 5</u> 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: Pandemic Edition 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 help you meet someone new. 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 for matching.

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: Pandemic Edition 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 **us via email** in [section 3.5](#) below using the email you registered for the Aphrodite Project: Pandemic Edition.

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 are behind the Aphrodite Project: Pandemic Edition; who has access to your data. That we must be contactable to address any concerns you have.

Just reach out to us at cupids@aphrodite.global with your school email that you used to sign up for the project!

These are the cupids behind the scenes.

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We are also grateful to these people for their guidance and thoughts in this edition.

Julie Cachia

Affective Science, Psychology

Stanford University

Professor Wei Tsang Ooi

Computer Science

National University of Singapore

Professor Geoff MacDonald

Psychology

University of Toronto

4. Information Collection and Usage

4.1 What information do we collect?

1. **Contact Information:** To allow us to communicate with you and put you in touch with your match.

2. **Demographic Information and Dealbreakers:** This helps us understand the groups and beliefs you subscribe to might also be important distinctions for people considering a romantic relationship.

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 can express which questions are most characteristic of you to find a match tailored for 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: Pandemic Edition.

4.2 How will we collect the information above?

All information above will be collected via one single UofT Aphrodite Project: Pandemic Edition 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: Pandemic Edition. We will not consider any partial, unsubmitted responses.

The official UofT Aphrodite Project: Pandemic Edition questionnaire can be accessed here: bit.ly/uoftcovidaphro. All communique will always be associated with the Aphrodite Project: Pandemic Edition team members stated in section 3.5.

If you are not sure about the authenticity of any communique, please reach out to us directly via cupids@aphrodite.global

4.3 How will the information be used?

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

Collected raw data will be kept within the UofT Aphrodite Project: Pandemic Edition team with strict internal safeguard procedures. We will never disclose information (personally identifiable or otherwise) about specific individuals. The collected raw data will be subject to our anonymization procedures in [section 5.1](#)

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 with my match?
Only your contact information (first name, last name, and email), list of hobbies, and your social media (if you provided it) will be sent to your UofT Aphrodite Project: Pandemic Edition match.

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

In line with our statement on inclusion [here](#), aggregated data from the religious, sexual, or ethnic exclusionary questions will not be released.

Research

We intend to analyze anonymized data from the UofT Aphrodite Project: Pandemic Edition. This would help us take a few steps towards better understanding how to create better opportunities for romantic and platonic relationships and improve the project for future iterations.

Only anonymized, non-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. Under such circumstances, proper procedures will be conducted to ensure that the research and data used meets the required university standards of ethics review and approval.

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 three purposes.

1. To send you the follow-up segment which will help us improve the accuracy of results in the future.
2. Specific for the Pandemic Edition, to inform you of how you were matched after the follow-up segment and provide you with a brief aggregated outcomes report.
3. 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, email, social media) will **never** be shared with any entity outside of the Aphrodite Project: Pandemic Edition with the exception of your one optimum match.

Only your contact information (first name, last name, and email), list of hobbies, and your social media (if you provided it) will be sent to your match and you, theirs.

After all match results have been successfully sent out to UofT Aphrodite Project: Pandemic Edition, the collected data will be anonymized within a maximum period of 6 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 contact information. 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: Pandemic Edition 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: Pandemic Edition 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 may be a student-run project but we take your privacy and trust extremely seriously. It's simply the right thing to do. Reach out to us via our email if you have any questions!

Signed, the Aphrodite Project Team
June 27th, 2020