Politics and Everyday Life in Baden-Württemberg 2026

- Privacy notice and declaration of the strict confidentiality of your responses-

Below you will find the legally required information on data protection in connection with the survey "Politics and Everyday Life in Baden-Württemberg 2026". By participating in the study, you agree to the provisions described in this notice. We therefore ask you to read this notice carefully.

Protecting your personal data is important to us. The University of Tübingen and Verian comply with the applicable data protection regulations, in particular the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG). Verian is also a member of the German Association of Market and Social Research Institutes (ADM) and is bound by its professional standards.

Responsible for processing your data as part of the study is the University of Tübingen, Geschwister Scholl Platz, 72074 Tübingen.

Purpose and scope of the study

The research project "Politics and Everyday Life in Baden-Württemberg 2026" is a social science study examining the living conditions, behaviour, and social and political attitudes of residents of Baden-Württemberg aged 16 and over. The study is conducted in the public interest and serves scientific social research. Its aim is to collect information about the living circumstances and social and political opinions of Baden-Württemberg's resident population, identify changes over time, and generate further insights for the public, policy advice, and fundamental social science research regarding political culture. The data collected will be analysed scientifically while preserving your anonymity. Some questions in the online survey concern special categories of personal data within the meaning of Article 9(1) of the General Data Protection Regulation (GDPR), including **political opinions, religious or philosophical beliefs, and ethnic origin.** In addition to the information you provide, data is stored for quality assurance (such as survey duration, device used, and date and time) and study administration (such as the date on which the invitation letter was sent). The survey data will also be supplemented with regional information.

Data controller and implementation

The University of Tübingen is the data controller and therefore responsible for processing your personal data. The University of Tübingen has commissioned the survey research institute Verian, registered as Mantle Germany GmbH, to conduct the survey. To carry out the study, the University of Tübingen and Verian work with service providers (known as "data processors"), such as mailing service providers. Specifically, Verian plans to engage the following subcontractors: Telquest GmbH (hotline services), Deutsche Post (printing and mailing), and BMR (survey programming and processing of survey data, based in Sofia). The necessary data processing agreements under Article 28 GDPR have been concluded.

Source of your address and legal bases for processing

You were randomly selected to participate in the study "Politics and Everyday Life in Baden-Württemberg 2026". To conduct this study, which is in the public interest, information about you (name, address, age, gender, and citizenship status) was provided to Verian from your municipality's population register under Section 46 of the German Federal Registration Act (BMG), as part of a group information request. Verian processes the address data provided exclusively on behalf of the University of Tübingen and solely for the purpose specified in the group information request (Section 47(1) of the German Federal Registration Act (BMG)). Your address data will not be used for any other purposes. The public interest in the study has been confirmed by the Ministry of Science, Research and the Arts of Baden-Württemberg.

Your personal data is processed on the basis of Article 6(1)(e) of the General Data Protection Regulation (GDPR) in conjunction with Section 13 of the Baden-Württemberg State Data Protection Act (LDSG BW). Data falling within the special categories of personal data referred to in Article 9(1) GDPR is processed on the basis of Article 9(2)(j) GDPR in conjunction with Section 13 LDSG BW. Appropriate safeguards in accordance with Article 89(1) GDPR are provided for this processing, in particular the separation and pseudonymisation of your data as described in this document.

Absolute voluntariness of your participation

Participation in the survey is voluntary. If you choose not to participate or discontinue your participation, you will not suffer any disadvantages. You may stop the survey at any time without giving a reason. Your consent is not required for the processing of your personal data. You may object to the processing of your personal data at any time in accordance with Article 21 of the General Data Protection Regulation (GDPR). If you object, your contact details will be deleted, and you will not be contacted again. Independently of this, you may object to the disclosure of your personal data or apply for a restriction on the disclosure of your registered information (Auskunftssperre) at your local registration authority in accordance with the provisions of the German Federal Registration Act (BMG).

Storage and management of personal data

The University of Tübingen and Verian will not disclose your name and address to any other third parties (apart from the service providers involved). Your address data will be used exclusively to conduct the survey. The responses you provide will always be stored separately from your name and address. For this purpose, a pseudonym (code number) is automatically generated and stored when you participate in the survey.

The results of this study will be analysed exclusively in anonymised form. This means that no one will be able to identify the individuals who provided the information, and the responses cannot be linked to you personally.

Once all verification and quality assurance procedures have been completed (expected in February 2027), your name and address will be deleted. Once your contact details are deleted, the collected survey data can no longer be linked to your name and address. The pseudonymised dataset will be protected against unauthorised access and will be accessible only to the project team at the University of Tübingen.

The fully anonymised survey dataset, which is protected against re-identification through the appropriate aggregation of characteristics, will be permanently archived and made available to researchers for scientific analyses. These analyses will not allow any individuals to be identified.

Your Rights

Until your name and address data are deleted, you may exercise the following rights **concerning your personal data** vis-à-vis the data controller:

- Right to withdraw consent
- Right of access
- Right to rectification
- Right to erasure
- Right to restriction of processing
- Right to data portability
- Right to object
- Right to file a complaint with a data protection regulatory authority

If you do not wish to participate or be contacted again, you may object to the processing of your data. You also have the right to lodge a complaint to a data protection supervisory authority. We recommend that you first contact the data protection officer.

Data protection contact

For all data protection requests, please contact:

Verian (Mantle Germany GmbH)
Datenschutzbeauftragte
Landsberger Straße 187 | Haus D
80687 München

Survey hotline: 0800 / 100 94 55
E-Mail: studie-bw@veriangroup.com

For organisational reasons, we ask you **to direct your enquiries initially to Verian's data protection contact, preferably by email (studie-bw@veriangroup.com).**

Verian will forward your enquiries to the University of Tübingen where necessary.

Thank you for your participation and for placing your trust in our work!