26 February 2025

Data collection notice for
Analyzing Family Vlog Content for Online Child Protection

This data is collected in the public interest as part of the research project "Analyzing Family Vlog Content for Online Child Protection", conducted by Dr. Martinez Pandiani at the University of Amsterdam, Department of Media Studies.

Purpose of the research project

This research aims to investigate online presence and engagement with family vlogs, focusing on the lack of legal protections for child influencers in digital spaces. The study specifically examines content from public family vloggers who share their personal and family experiences online, and it aims to highlight potential risks to child welfare in these unregulated spaces. Although family vloggers share personal experiences and memories, children in these videos are often exposed to a wide public audience without adequate legal protections. This research aims to shed light on the time children spend online, how often they appear in these public family videos, and how the recommendation systems may highlight their exposure, comparing this to existing regulations that govern child labor in other industries such as film and theater.

This project is important because it highlights a significant gap in child protection laws for influencers, particularly those who are not working in traditional media. By examining the amount of time children are present in family vlogs, we hope to raise awareness of the potential harms and advocate for stronger laws to protect child influencers. Additionally, this research will provide insights into the impact of unregulated online exposure and engagement with children and contribute to the larger conversation on safeguarding children in digital spaces.

The findings will aim to raise awareness and inform future policy considerations regarding child protection in the digital age. This research is conducted under the legal basis of public interest as outlined by the General Data Protection Regulation (GDPR). This means that we are processing publicly available data for the purpose of promoting social good—namely, the protection of children and other users in online spaces.

What data is collected?

The data comprises publicly available videos from YouTube family vlog channels, including but not limited to European family vloggers as well as their related social media profiles on Instagram. We are collecting data from family vlog videos posted between 01-01-2024 and 01-01-2025. The dataset may also include comments and interactions with these videos to

understand the nature of audience engagement, as well as any monetized or sponsored content that might be visible.

The dataset is expected to comprise around 600 publicly available videos.

Discomfort, Risks & Insurance

Since the data being analyzed is publicly available content from family vlogs and social media, there is minimal discomfort expected for the participants involved, as the data is already accessible to the public. There are no direct interactions with the individuals being studied, and the analysis is focused solely on the content they have chosen to make public. However, we are aware of the potential for privacy concerns, and we are committed to handling all data responsibly and ethically, with full transparency about the research process.

Data subject rights according to the GDPR

More information about the rights as data subjects under the EU privacy law, the GDPR, can be found online at this website: https://extranet.uva.nl/en/content/a-z/privacy/what-are-my-rights/what-are-my-rights.html.

Confidential treatment of personal data

The information gathered over the course of this research will be used for the purpose of this research project. Personal details will not be used in publications.

Due to the nature of the data (public video content with identifiable facial images), full anonymization is not possible. However, data will be pseudonymized wherever feasible. Personal identifiers (such as usernames and facial images) will be replaced with pseudonyms or codes. Once the analysis is complete, all identifying information, including facial images and usernames, will be permanently deleted to ensure no personal data remains.

The data will be stored temporarily for the duration of the research project, and video files and face collection data will be deleted immediately after analysis and data extraction. The deletion process will be documented to ensure compliance with data retention policies and to confirm that no personal data is retained longer than necessary for the research.

All data will be encrypted during upload, processing, and storage using state-of-the-art encryption protocols. This applies to data stored on laptops, external hard drives, USB drives, and other portable devices. The decryption keys will be accessible only to the primary researcher, and will be protected by strong passwords and multi-factor authentication.

Additionally, all physical storage devices containing sensitive data will be kept in locked, secure locations.

To minimize the risk of unauthorized access, data will be stored using university-approved, secure services that comply with relevant data protection standards and guidelines, ensuring compliance with the UvA's Research Data Management policy.

Aggregated data will be stored for a period of 10 years, in line with standard practices in humanities research. However, the personal data will only be stored for as long as necessary to complete the research and will be deleted as soon as possible after the required data (e.g., exposure percentages) has been extracted.

Further information

For further information on the research project, please contact Dr. Martinez Pandiani (phone number: +31 20 – 525 2980 ; email: d.s.martinezpandiani@uva.nl; Turfdraagsterpad 9 1012 XT Amsterdam).

If you have any complaints regarding this research project, you can contact the secretary of the Ethics Committee of the Faculty of Humanities of the University of Amsterdam, commissie-ethiek-fgw@uva.nl; Binnengasthuisstraat 9, 1012 ZA Amsterdam, The Netherlands.