

**TERMS & CONDITIONS  
FOR THE  
CMU PORTUGAL ACADEMY ONLINE MASTERCLASSES**

**“BUILDING TO SEE, BUILDING TO ACT: CREATING INTERACTIVE DEVICES TO HELP YOU OBSERVE AND PROTOTYPE INTERACTIONS IN-THE-WILD”**

**PRESENTED BY:** Nikolas Martelaro, Assistant Professor, Carnegie Mellon University, Human-Computer Interaction Institute

**ABSTRACT:** Interactive and automated physical systems present new opportunities for creating products that satisfy people's needs. These opportunities require designers and engineers to anticipate how future products such as autonomous cars, personal robots, and digital assistants will interact with users. In this Masterclass Professor Nikolas will share how designers can use interactive devices to do remote user observation, interaction prototyping, and need finding from anywhere with a network connection. Also will be presenting how two collaborations with practicing design teams where we used interactive prototypes to understand the interaction design needs for autonomous systems: 1) engineers and designers at Renault exploring currently available advanced driving assistance features, and 2) human-agent interaction researchers at Spotify exploring in-car music assistants. Will be also discussed other works building on this method that Professor Nikolas believe can be helpful for new kinds of interactive systems development for farming and engineering design support.

**BIO:** Nikolas Martelaro is an Assistant Professor at Carnegie Mellon's Human-Computer Interaction Institute. Nik's lab focuses on augmenting designers' capabilities through new technology and design methods. His research on developing new ways to support designers stems from an interest in helping designers collaborate better with each other, with users, and increasingly with AI assistants. Nik blends a background in product design methods, interaction design, human-robot interaction, and mechatronic engineering to build tools and methods that allow designers to understand people better and create more human-centered products. Before moving to the HCII, Nik was a researcher in the Digital Experiences group at the Accenture Technology Labs. He graduated with a Ph.D. in Mechanical Engineering from Stanford's Center for Design Research, where he was co-advised by Larry Leifer and Wendy Ju.

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By registering for and attending the online masterclass "Building to See, Building to Act: Creating Interactive Devices to Help You Observe and Prototype Interactions in-the-Wild" you agree to be bound by these Terms & Conditions. If you do not agree to these terms, please do not register or participate in the event.

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**Event Platform:** The masterclass will be hosted on a third-party online platform, You Tube, and by participating in the event, you agree to comply with that platform's Terms of Service.

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CMU Portugal Academy reserve the right to alter deadlines or program procedures, with notice on the Santander Open Academy platform. They may also suspend or cancel the program immediately due to force majeure.

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Applicants will register and apply to this masterclass on the platform [https://www.santanderopenacademy.com/pt\\_pt/index.html](https://www.santanderopenacademy.com/pt_pt/index.html) and accept the terms regarding how UNIVERSIA HOLDING, S.L., as the Independent Data Controller, will collect and process their data, which is necessary for the application process.

Applicants must also expressly authorize UNIVERSIA HOLDING, S.L., to collect, register, and process their data for these purposes, and share it with Santander Foundation Portugal and CMU Portugal (e.g., name, email).

Privacy and Personal Data Processing Policies can be viewed at [https://www.santanderopenacademy.com/pt\\_pt/legal/privacy.html](https://www.santanderopenacademy.com/pt_pt/legal/privacy.html).

### **12.1. Personal Data Processing by Santander Foundation Portugal and CMU Portugal Academy**

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- a) Santander Foundation Portugal, based at Rua Áurea, n.º 88, 1100-06 Lisbon;
- b) CMU Portugal Academy, based at Beato Innovation District | Factory Lisbon, Rua da Manutenção 71, Edifício F. 1900-500 Lisboa.

#### **12.1.2. Data Processed**

The controllers listed in 12.1.1 process the following personal data of applicants:

- a) Santander Foundation: Identification and contact data such as full name and email;
- b) CMU Portugal Academy: Identification data (surname, name, date and place of birth, etc.), contact information (email, phone), emergency contact, test results.

#### **12.1.3. Purpose and Legal Basis**

The personal data identified above will be processed for the following purposes and on the topics indicated below:

- a) Santander Foundation Portugal: for the purposes of the application, based on the execution of the contract in question (the present Regulation) which can be found on the platform: <https://www.santanderopenacademy.com/pt>;

b) For the purposes of sharing data with CMU Portugal Academy, based on their prior consent, which must be granted on the application platform, accessible at <https://www.santanderopenacademy.com/pt>.

12.1.4. Personal data may be shared, when legally permissible, with subcontracted entities to provide services to Santander Foundation.

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a) Foundation: Personal data collected and processed by Santander Foundation will be retained as necessary for the stated purposes and then deleted within 12 months from collection, or longer if required by law or regulation, or to safeguard rights, particularly in legal proceedings;

b) CMU Portugal Academy: Personal data collected and processed by CMU Portugal Academy will be retained only as necessary for the relevant processing purposes. This period varies based on data type and purpose. For admission test data (name, birthdate, etc.), data is retained for 3 years or deleted weekly if tests were not passed.

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a) Data subjects have the right to access their data, correct it, request portability, and, where permitted by law, the right to object to processing, limit processing, and delete data via a signed written request;

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For any clarification regarding the Program, please contact: [info@academy.cmuportugal.org](mailto:info@academy.cmuportugal.org).

Enrollment in the Program implies full and unconditional acceptance of these Terms and Conditions.

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