
# Ethical guidelines for market data collection

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## More information

Additional information and public deliverables of SafeCloud can be found at http://www.safecloud-project.eu

# Market Research Ethical Guidelines

## Recruitment of participants and inclusion/exclusion criteria

Participants in surveys and questionnaires will be identified essentially by the following, or analogous, mechanisms: online search in openly accessible search engines, e.g., Google or Bing, online search in social network platforms, e.g., LinkedIn or Facebook, and professional and personal contacts of the project team.

Recruitment will be carried out by personal invitation, through e-mail, voice call, letter, face-to-face meeting, or similar. Details on the procedures and criteria used to identify and recruit participants will be provided. Participation is voluntary and the potential participants will be entirely free to decline the invitation. Contact details of the researchers will be provided, for potential participants to reach out to the project consortium in case they feel additional information is required for their decision to participate.

Inclusion criteria are being an adult, and being able to provide relevant information about technological, product and service, business, market, and industry aspects related to the scope of the project.

Exclusion criteria are lack of informed consent, conflicts of interest that, in the investigator's opinion, could interfere with the analyses, any unsuitability, as determined by the investigator, and any legal impediment.

## Nature of personal data collected

No sensitive personal data will be collected. Only personal contact data will be collected, including:
- Name, title, position, professional address, phone, email, fax, and other electronic contacts of the participant;
- Name, address, phone, email, fax, and other electronic contacts of the participant's organization.

## Informed consent procedures

Participation in the research is allowed only on a voluntary basis. This requires every participant to freely and willingly agree to participate in the research. Informed consent will thus be elicited from potential participants prior to their participation.

Potential participants will be presented detailed information about the research (including the goals, why they were considered well suited for the research, and what is expected from them). They will also be informed that they are free to withdraw from

participation at any point, and that their personal data will remain confidential and anonymous.

If their interest in participating remains, they will be offered an informed consent to read, and the investigators will be available to provide any further clarification that may be required. The informed consent will include an information sheet with detailed information about the research: purpose; duration; procedures; voluntary participation; potential risks and downsides; benefits to the participant or others; data protection, confidentiality and privacy policies; additional help and information sources; final treatment of data and results. Sufficient time to make a proper decision on the requested consent will be given.

If the interest in participating is confirmed, both the participant and the principal investigator, or their representative, will sign the form. Each participant will keep a copy of the signed form, and another copy will be kept by the project coordination.

An indicative sample of informed consent, including an information sheet, providing the basis for the development of the project's specific informed consents forms, is provided as Annex.

## Data management

The project team will comply with Directive 95/46/EC of the European Parliament and Council on the protection of individuals with regard to the processing of personal data and the free movement of such data.

Data will be collected through a combination of closed-ended and open-ended questions, and held in transcript form in accessible file formats such as those of Microsoft Office's applications, or similar, in secure servers, in line with the partner organizations' ethics requirements, national legislation requirements, and EU Directives.

All collected data will be coded with a numerical identifier at the time of collection and will be handled by means of that identifier. Data will not be fully anonymized in order to follow up with the participants for a longitudinal study. Personal data will be properly managed by the SafeCloud Innovation Director, Prof. João Claro, and backtracking to the participants will not be possible unless essential for the study.

The data will not be available to anyone outside the project team. Additional consent will be sought for specific participant data to be used for illustration in scientific publications or demonstrations. This possibility and its revocability will be part of the initial consent.

The data will be retained for a period of five years after the conclusion of the project, and will be destroyed after that period.

## Annex - Information Sheet and Informed Consent Form

**INFORMATION SHEET**

- Study title
- Project abstract
- Identification of researchers and institutions
- Invitation to take part
- Purpose of the research
- Reason for invitation to participate
- Voluntary participation and ability to withdraw
- Procedures
- Expenses and payments
- Data storage and sharing
- Confidentiality
- Risks and disadvantages
- Benefits
- Usage of results
- Research sponsors
- Study reviewers
- Contact for further information
- Thank you

**INFORMED CONSENT FORM**

- Project title
- Name, position, and contact of researcher

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|---|---|---|
| 1. | I confirm that I have read and understand the information sheet for the above study and have had the opportunity to ask questions. | ☐ |
| 2. | I understand that my participation is voluntary and that I am free to withdraw at any time, without giving reason. | ☐ |
| 3. | I agree to take part in the above study. | ☐ |
| 4. | I agree to the use of anonymized quotes in publications. | ☐ |
| 5. | I agree that my data gathered in this study will be stored (after it has been anonymized) and may be used for future research by the research partners. | ☐ |

| Name of participant | Date | Signature |
|---|---|---|
| _____ | _____ | _____ |