

Participant Consent Statement

The **Interview** you are about to complete will be used as part of a Master’s Research Project in partial fulfilment for Global MBA. The Interview aims to gather general information to be used for segmentation and analysis purposes and data necessary to determine product feature and pricing preferences for an Educational Technology (Ed Tech) product ***Conan AI Teachers Assistant***.

In consenting to take part in this Interview I understand the following:

- My participation in this Interview is voluntary, and I have the right to suspend or withdraw from the Interview at any time without reason.
- My data will be processed using the Conan platform and my answers will be recorded, stored electronically and analysed.
- Access this data will not be shared with people outside of the immediate Global MBA Project Team assigned for this project however data may be reviewed by the University of Manchester ethics committees.
- Once my data has been submitted, it will not be possible to remove my data from the project once included in the data set.
- My data will be analysed and published in an aggregated and anonymised format as part of a Master’s Thesis Project.
- Personal Data will only be collected if you opt in to provide it in the Interview. This will be limited to only your email address and will not be shared beyond the Project Team. This will be used solely to indicate my desire to receive information on completion of the Project or to arrange a follow-up interview.
- If I consent to the Interview being recorded, I will be asked to confirm consent at the start of the interview and the recording may be used to create transcripts however all data used will be anonymised.
- If my interview is recorded using Teams/ Zoom etc, my data may be transferred to a country outside of the European Economic Area.
- ***Personal Identifiable Information*** collected will be limited to information necessary only for segmentation and facilitating analysis of results.
- Any ***Personal Identifiable Information*** collected will be stored and handled in line with the General Data Protection Regulation (GDPR) UK Data Protection Laws which protect your rights.
- This project has received dispensation from the University of Manchester Research Ethics Committee under the Global MBA Programme.

<p>I understand the above statements, conditions and processes and I consent to take part in the interview.</p>	
<p>I agree to the Interview being recorded.</p>	