

## ***Participant Consent Statement***

The Survey you are about to complete will be used as part of a Master's Research Project in partial fulfilment for Global MBA. The Survey 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 survey I understand the following:

- My participation in this Survey is voluntary, and I have the right to suspend or withdraw from the Survey at any time without reason.
- My data will be processed using Qualtrics online survey platform and my answers will be recorded, stored electronically and analysed.
- Access to Qualtrics 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 survey 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 survey. 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.
- ***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.

**I understand I will provide my agreement to participate in this survey by clicking on the relevant button within the main survey.**