# **School of Computer Science and Statistics**

# **Research Ethical Application Form**

Project Title: Developing a Privacy Canvas Model

## Project Purpose

This project aims to refine the “Privacy Canvas” by evaluating its use alongside the Business Model

Canvas. This project intends to build on the work of the previous Privacy Canvas project which

was completed by former student Peter O’Leary in April 2018. The Privacy Canvas is a tool that

can be used by a business or on a project basis to help address privacy and data protection

concerns. The Privacy Canvas has been modelled on the Business Model Canvas

(Osterwalder & Pigneur, 2010), and can be used as a foundation for a business or project to

address its data protection concerns. It is intended that the Privacy Canvas could be

developed alongside the creation of a Business Model Canvas and could be further developed

iteratively with the Business Model Canvas . A main motivation for this project is to consider the

impact of the new “General Data Protection Regulation”, which came into effect in May 2018,

early on in the business innovation process.

This project is also Maurice Buckley’s final year project for his fourth year as a Computer

Science student in Trinity College Dublin.

## Methods and Measurement

Participants will complete a copy of the Privacy Canvas on a laptop or computer with the

prerequisite of the completion of a Business Model Canvas. This can be completed individually or by

a group. Filling out the privacy canvas will not require the user to write their name or any other

personal data. The participants will then be sent an electronic questionnaire to record their

experience of using the canvas. The questionnaire results will be anonymized. This information will

be used by the researchers to assess the effectiveness of the canvas.

## Recruitment of Participants

Subjects will be selected from the MSc course CS7CS2 and other courses that have

worked with the business canvas tool. The participants will be third level students

between the ages of 18-30 and will include both males and females.

Subjects will also be selected from the colleges LaunchBox Program and other similar

Innovation programs. These students will be able to take part in the study using their

start-up projects.

## Debriefing Arrangements

The debriefing section states that once their data is submitted it will not be possible to withdraw the

data from the study, as it will be anonymized. Participants will be informed that their information

will not be held for longer than needed to validate the study and will only be used for the purposes

of the study. Participants will also be explicitly warned that once their data is submitted and

anonymized, it cannot be withdrawn from the study as it will no longer be identifiable.

## Ethical Considerations Raised

One ethical issue could be linking of the answers from the questionnaire and the data

used to the student in the class. To combat this issue, no names are required to fill out

the Privacy canvas and the questionnaires are filled in anonymously. The prerequisite

of having a completed Business Model Canvas may be an ethical issue as it may

interfere with the anonymity of the research. Another possible ethical issue is that

Dave Lewis (this project’s supervisor) is involved in the grading of some of the students

that may provide data for the project. The nature of a student’s replies and whether

they choose to participate in the study will not affect their grade for any of their courses.

Participants will be clearly informed that they may choose to opt out of the study and that

all result will be kept anonymous.

## Legislation

This research will comply with the legal requirements laid down in the Irish Data

protection act 1998 in its revised version of the 14th of October 2014.