POPROX News Subscriber Consent Form

(a copy of this form can be downloaded <u>here</u>; it will be emailed to you if you consent)

1. Introduction

1.1. Overview

POPROX News is a daily newsletter operated by a research team from five universities. Our goal is to support experiments (run by others as well as ourselves) that test ways to improve the newsletter experience. Such experiments may include personalization, new interfaces, and other attempts to make the newsletter more pleasing and useful. This consent form explains how we will study POPROX News subscribers, your right to withdraw from being studied at any time, and other information to help you decide whether to proceed.

1.2. Eligibility

You must be at least 18-years old and living in the U.S. to be eligible to enroll in this platform.

1.3. Consent Process

By accepting this agreement, you give us consent to observe and study your usage of POPROX News.

1.3.1. **Contact Information**. If you have any questions, feel free to check out the FAQ page or contact our team at support@poprox.ai. Furthermore, you may also contact the research subjects protection lines at the University of Minnesota [Institutional Review Board (IRB)](#) (phone: 612-625-1650, email: irb@umn.edu) or at our external institutional review board [Advarra](#) (phone: 410.884.2900, email: institutions@advarra.com) directly if you have any objections to this consent form. We may also hold periodic info sessions or office hours to address more specific questions

1.3.2. **Withdraw Consent**. If you do not wish to participate in POPROX any longer, you can either inform us via the contact email, or click the "unsubscribe" button contained in every newsletter email. As part of unsubscribing, you may choose to remove your contact information from the system so we have no way to contact you or associate any data with you in the future.

1.3.3. **Updates**. If substantial changes occur, we will inform you and seek your consent to continue participating.

1.3.4. **Copy of your Consent**. We will email a copy of this consent form to you after you finish reading and signing it.

1.4. Overview

1.4.1. **What is POPROX?** POPROX is a personalized email newsletter. It is also a research project where we study how to personalize news.

1.4.2. **Usage Tracking.** We keep track of what we send you and record what you read. We occasionally ask you questions.

1.4.3. **Experiments.** One of the major purposes of POPROX is to enable experiments. We invite researchers from around the world to try out their ideas on POPROX subscribers and measure how successful their different newsletters are. That means you will get different versions of personalized newsletters based on different experiment buckets you are assigned into.

1.4.4. **No Harm.** All experiments proposed by researchers are guided to be benevolent based on a detailed rule set. The POPROX core team and advisory board will thoroughly review and approve all experiments before enrolling users. Researchers also must have their experiments reviewed by their institutional review board (IRB) responsible for research with human participants.

☐ I understand my eligibility, the consent procedure, and the nature of POPROX as an experimental research platform.

2. Experiments

2.1. **What is an experiment?** An experiment is defined as a variant of either a newsletter, a survey, a new interface, etc.

2.2. **Source of experiments.** Experiments come from researchers with review by their institutions and POPROX-required standards.

2.3. **Special Study Consent**. In some cases, researchers may ask us to run a study containing potential risks. Some examples may include deception or content selected for reasons that don't match your interests. In those cases, you will be asked whether you agree to participate in that study separately, and informed of the nature and risks of the study. You will always have the option to opt out of a particular study and return to the normal POPROX newsletter.

2.4. **Opting out of a specific experiment.** Any time you're receiving an experimental newsletter, there will be an option (at the bottom of the newsletter) allowing you to opt out of that experiment. You cannot opt out of being selected for future experiments except by unsubscribing from POPROX News entirely, but will always be able to opt out once you are part of an experiment.

☐ I understand the definition of POPROX experiment and opt-out options.

3. POPROX Platform

3.1. Data Collection

3.1.1. **How You Are Identified?** We need to know your email address to be able to send you the newsletter, and to contact you if necessary. We will keep your personal contact information separate from all other data, and will not share that with researchers conducting studies using the POPROX system. We also explicitly prohibit these researchers from contacting you separately or from trying to figure out your identity.

3.1.2. **What We Log?** We will collect your usage log data, including: 1) open of newsletter, click of articles, session time when reading individual articles, etc. 2) survey responses and demographic data; 3) pop-up window feedback, including reactions to articles or short in-line feedback.

3.1.3. **How We Store and Protect Your Data?** First, we protect your data by storing it separate from any personally identifying information. The data is kept on secure servers, both at the University of Minnesota and in the cloud. To further protect your data, access is only provided to researchers who have contractually agreed to protect the privacy of data and not attempt to re-identify you or any other participants.

3.1.4. **How We Share the Data?** We share your data in two ways:

   3.1.4.1. Experiment data is available only to the researchers conducting a particular experiment;they are bound by a legal contract to not re-distribute any data with third parties or for non-experiment purpose.

   3.1.4.2. Collections of data (without any identifying information) will be distributed as a Public research dataset. Researchers may obtain access to this dataset by agreeing to a data usage license that prevents attempts to re-identify or contact POPROX users. None of these datasets include your contact information.

3.2. Withdraw and Disenroll

3.2.1. **Withdraw Data For Future Use.** If you quit POPROX, you also may choose to withdraw your data from our database. We cannot recall data that has already been shared with researchers (though none of this data is associated with your email or other identifying information), but we can ensure that future researchers do not see your data. If you wish to withdraw your data, you must do it while we still have your contact information – after you've withdrawn contact information we can no longer tell which data was yours.

3.2.2. **Disenroll**. We reserve the right to disenroll a user if:

   3.2.2.1. The newsletter bounces repeatedly from the provided email address.

   3.2.2.2. No interaction is logged with the newsletter for a sustained period.

3.2.2.3.   We observed behaviors harmful to the POPROX platform or experiments.

☐ I understand the data collection and withdraw / disenroll policies of the POPROX platform.

4.   Compensation

Some experiments may provide modest compensation for your time. We may also provide modest compensation as a reward for participation and/or longevity. We will ask you to select from compensation options that you can change later when you are ready to get paid.

Final Confirmation

If you have questions for us, you can reach us at support@poprox.ai. If you have no further questions and would like to enroll in/subscribe to POPROX News, please click below and submit.

☐ I have had an opportunity to review the agreement. I have no more questions and agree to participate in POPROX.

Thanks for agreeing to use our platform. We look forward to recommending personalized news to you soon!