

# Declaration of consent for collection and processing of personal interview data

**Project:** Thesis: Aligning AI in Business Practices with Corporate Sustainability Goals

**Implementing institution:** LaSalle BCN

**Interviewer:** Jonathan Thangadurai Selvaraj

**Interview Date:**

Description of the project (please tick as appropriate):

- ☐ oral explanation
- ☐ written explanation

The interviews will be recorded using a digital recording device and may also be documented in writing by the research team. To ensure the confidentiality of the interviewees, all information that could potentially identify individuals will be anonymized or removed from the transcripts. Excerpts from the interviews may be cited in scientific publications but will be presented in a manner that maintains the anonymity of the participants and prevents the overall context from leading to identification.

Personal contact details will be stored separately from the interview data and will be inaccessible to unauthorized parties. Once the research project is completed, all contact information will be automatically deleted.

Participation in the interviews is entirely voluntary. Interviewees have the right to withdraw from the interview at any time, decline further participation, and retract their consent for the recording and transcription of their interviews without facing any consequences.

This research project adheres to the General Data Protection Regulation **(EU) 2016/679 (GDPR)** to ensure the protection of your personal data. As a participant, you have the following rights:

- **Right to Withdraw:** You may withdraw from the study at any time without reason and without incurring any disadvantages.
- **Right to Data Destruction:** You have the right to request the destruction of any personal data related to your participation in the study.
- **Right to Data Removal:** You may request that your data be removed from the project at any point, ensuring that it will not be used in future analyses or publications.

Your personal data will be processed only for the purposes of this research project, and all necessary measures have been implemented to safeguard your privacy and the confidentiality of your data.

This consent form is to ensure the privacy and confidentiality of participants involved in this research that explores the strategic integration of Artificial Intelligence (AI) into business practices, its impact on corporate sustainability, and Corporate Social Responsibility (CSR) initiatives.

I agree in the context of the mentioned project on an interview.

- ☐ Yes
- ☐ No

First given name; Last name