

## QUESTIONNAIRE FOR RESEARCH PROJECTS WITH PERSONAL DATA

The purpose of this form is to know the details of the research work that involves personal data. The form makes it possible to determine which security measures must be applied and to analyse ethical aspects linked to the research.

Complete this form electronically and email it from your institutional email account, along with the supporting documents required for evaluation. Before filling in the form, it is advisable to read the entire form to be clear about what will be requested and in which sections it will be requested.

PROJECT OR WORK				
1. Title	Aligning AI in Business Practices with Corporate Sustainability Goals			
2. Principal investigator / director	Researcher: Jonathan Thangadurai Selvaraj / Supervisor: Leticia Duboc			
3. Institutional email	<a href="mailto:j.t.selvaraj@student.vu.nl">j.t.selvaraj@student.vu.nl</a>			
3. Is it part of a wider project (e.g. consortium)?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	If so, which one?	
			If so, how long does it last?	Start (dd/mm/yyyy): End (dd/mm/yyyy):
4. Is any external financing expected?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	If so, whose?	
			If it is a grant, indicate the call	
5. Brief description of the project, especially the objectives and tasks related to the data (maximum 200 words)	This research project examines the strategic role of Artificial Intelligence (AI) in advancing corporate sustainability and Corporate Social Responsibility (CSR) initiatives across various business sectors. The study's primary objective is to explore how AI tools and systems are currently being employed within companies and how these technologies align with and impact the company's sustainability goals and CSR strategies. The tasks associated with this data involve conducting semi-structured interviews with professionals in roles related to sustainability and AI, analysing the data to identify patterns and themes, and developing actionable insights that can inform the strategic integration of AI into business practices for furthering sustainability. The ultimate aim is to provide a deeper understanding of the opportunities and challenges of leveraging AI for sustainable corporate growth and business practices.			
6. Brief description of the people / group from whom the data will be obtained (maximum 200 words)	Data for this study will be obtained from select professionals who are involved in the integration and application of AI within their company's business practices or are involved with the Corporate Sustainability Initiatives and CSR frameworks in the company. This will likely include Sustainability Managers, CSR Directors, AI Project Leads, or other key decision-makers.			
7. Indicate other people in the institution, including students, who will have access to the data at any time (for collection, use, processing, etc.)	Other than the principal investigator and the research supervisors, no one else will have access to the collected data at any time			
8. Indicate other persons or external entities that will have access to the data at any time (for collection, use, treatment, etc.)	-			

A. RISK LEVEL ASSESSMENT			
1. Are the people from whom data is obtained particularly vulnerable, or unable to give consent, or are they in a situation of dependency? (e.g. minors, people with comprehension disabilities, at risk, etc.)	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
2. Will people participate in the study without their consent or knowledge? (e.g. observational field studies)	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	

3. Will it be possible to identify the participants either directly or indirectly with their data or answers?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
4. May the project involve risks for their physical or psychological health, exposure to situations of physical or verbal violence, humiliation, stress or anxiety, or cause damage or negative consequences, either for the participants or for the team research?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
5. Will it be necessary to treat particularly sensitive data? (e.g. ethnic or racial origin, political opinions, religious or philosophical convictions, trade union membership, genetic or biometric data, health data, data relating to life or sexual orientation, data on illegal activities, offences, sentences or gender violence)	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
6. Will any medication or placebo or other food substances or vitamins be administered as part of the study or will any invasive or potentially harmful procedure be used?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
7. Will the study require working with substances and/or devices that may be considered dangerous or that may pose a risk, either for the participants or the research team?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
8. Will participants be offered financial incentives or compensation of any kind (in cash or in kind) that exceed the economic equivalent of the expenses they have had to bear for their participation?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>

If you answered “NO” to all the questions in Table A then your project is low risk.  
In this case only answer table B1 and then you can go to table C.

If you have answered “YES” to some of the questions in Table A then your project presents some aspect of high risk.  
In this case answer tables B1 and B2 and then go to table C.

B1. COMMON SECTION	
B1.1 Collection, use and processing of data	
1. <i>Participants.</i> Describe the number of people who will participate and the inclusion and exclusion criteria.	We aim to interview individuals from different companies who are involved in initiatives involving AI. Inclusion criteria include professionals with direct knowledge or involvement in these AI/ Sustainability initiatives, such as Sustainability Managers, CSR Directors, or AI Project Leads. Exclusion criteria encompass individuals outside these roles.
2. <i>Recruitment.</i> Describe how potential participants will be contacted.	Potential participants will be identified and contacted through professional networks, referrals, and direct outreach to companies. Initial contact will be made via email or professional networking platforms, such as LinkedIn, with a follow-up invitation to participate.
3. <i>Permissions.</i> If the participants are members of an organization, describe the management of the necessary permissions.	We will give an information letter and an informed consent to the participants and ask them if any other agreement is needed from their companies.
4. <i>Data collection.</i> Describe the spaces, methods and tools used for data collection.	Data will be collected through semi-structured interviews, which may be conducted online via video conferencing tools such as Zoom, or in person if feasible. Interviews will be audio-recorded with participant consent, and notes may be taken during the sessions.
5. <i>Users.</i> Describe the people who will have access to the data.	Access to the collected data will be restricted to the research team - the principal investigator and research supervisors.

6. <i>Tools for the access, use or processing.</i> Describe the devices or systems where the data will be accessed, used or processed, indicating whether they belong to the University, to the researchers or to external parties.	We will keep the data at La Salle's one drive and process it using a word processor.	
7. <i>Duration.</i> Indicate how long the personal information will be kept identifying the participants and describe what will be done with the data once the project is finished.	Personal information will be retained for the duration of the research project, which is estimated to be approximately six months from the date of data collection. Upon completion of the study, all personal data will be anonymized or destroyed in accordance with guidelines and legal requirements.	
<b>B1.2 Data confidentiality and security measures</b>		
8. Will the data be collected completely anonymously?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
9. Will the data be identified with a unique code or pseudonym that allows the anonymization (pseudo-anonymization) of the person?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
If so and the unique codes or pseudonyms allow the identification of the person, will these unique codes or pseudonyms be stored securely and separately from the research data?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
10. If the data make it possible to identify the person with minor difficulties, will this data be stored securely in such a way as to preserve confidentiality?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
If so, detail the measures you will take.	The zoom meeting will be recorded; therefore it is possible to identify the interviewee by their names. Later, we might ask the companies if they want to be named in the thesis and/or co-author a publication. Only if they say yes, they will be identified.	
11. Will the data be provided to third parties?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
If so, will the identifying information be disclosed to third parties?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Complete this part if you need to clarify the answers in section B1.2.		
<b>B1.3 Consent form</b>		
12. Will the participants be given an information sheet and will they have enough time to read it and ask questions or doubts before they agree to participate?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
13. Will the participants be asked to grant their consent explicitly?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
If so, will the explicit consent be registered? (e.g. by writing, recording, etc.)	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
Otherwise, will the participants who fill in a questionnaire be informed that by giving the form implies their consent to participate?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
14. Will participants be informed of the compliance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and specifically their rights to withdraw at any time and request their data be destroyed and/or removed from the project from a certain point in time?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

15. Will the data be used for purposes other than those for which the participant has given consent?		YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
Complete this part if you need to clarify the answers in section B1.3.			
Describe how the informed consent will be stored and who will have access to it and how.			
B1.4 Other			
Complete this part for other considerations not covered above or to complete the answers.			

<b>B2. SPECIFIC SECTION FOR PROJECTS WITH RISK</b>	
1. If people from whom data is obtained are particularly vulnerable, or unable to give consent, or are in a dependent situation (e.g. example minors, people with comprehension disabilities, at risk, etc.), detail the group of participants, how they will be accessed, how information will be provided to them, how permission will be sought from their guardians or representatives and how their rights will be protected.  NA	
2. If people will participate in the study without their consent or knowledge (for example in observational field studies), detail the group of participants, how they will be accessed, how third-party permissions will be sought where applicable, and how their rights will be protected.  NA	
3. If it will be possible to identify the participants directly or indirectly with their data or answers, make an assessment whether the objectives can be achieved using techniques of pseudonymization or encryption of personal data and to do so as soon as possible in order to reduce risks.  It is possible to identify from their recorded voices. Once we check the automated transcripts for correctness, we will delete the audio.	
4. If the project may involve risks for their physical or psychological health, exposure to situations of physical or verbal violence, humiliation, stress or anxiety, or cause damage or negative consequences, either for the participants or for the team research, describe how the participants or researchers will be informed, and how these situations will be handled.  NA	
5. If it will be required to process particularly sensitive data (e.g. ethnic or racial origin, political opinions, religious or philosophical convictions, trade union membership, genetic or biometric data, health data, data relating to life or sexual orientation, data on illegal activities, offences, sentences or gender violence), describe the need and the appropriate high security means to guarantee your confidentiality.  NA	
6. If any drugs or placebos or other food substances or vitamins will be administered as part of the study or any invasive or potentially harmful procedures will be used, describe what they will be, how participants will be informed, and where applicable, compliance with the requirements for their use.  NA	

7. If the study requires working with substances and/or devices that may be considered dangerous or that may pose a risk, either to the participants or to the research team, describe, where applicable, the compliance with the requirements for their use and how the associated risk will be managed.
NA
8. If participants will be offered financial incentives or compensation of any kind (in cash or in kind) that exceed the economic equivalent of the expenses they have had to bear for their participation, describe their need and how they will be managed and the effects that these incentives or compensations can bring.
NA

C. DOCUMENTS	
1. If you have indicated in section B1.1.3 that the participants are members of an organization and have their permission, check if they are attached to this application and indicate the name(s) of the file(s):  We are still to invite companies to participate.	<input type="checkbox"/>
2. If you have the information sheet and informed consent that will be provided to the participants, check if you attach them to this application and indicate below the name(s) of the file(s):  <a href="#">Informed-Consent</a>	<input checked="" type="checkbox"/>
3. If you have other suitable documents to complement the assessment of the proposal, check if you attach them to this application and indicate below the name(s) of the file(s):  <a href="#">Interview-Questions</a>	<input checked="" type="checkbox"/>

D. STATEMENT
<p>I, Jonathan Thangadurai Selvaraj, declare that the above responses accurately describe the project or research work as it is conceived on today's date indicated below, and I agree to submit a new response if there is a change of the contents that I am now presenting.</p> <p>Date: 27/02/2024</p>