

CONSENT TO TAKE PART IN RESEARCH

05/19/2025

Dartmouth College

Study title: Car Buying Study
Principal Investigator: Bruce Sacerdote

You are being asked to take part in a research study. Taking part in research is voluntary.

Study Summary: We are researchers at Dartmouth College studying how people buy cars. If you are eligible and agree to be in this study, you will review some information about car buying online and then complete a short survey about yourself.

The risk associated with sharing your information is minimal since researchers are taking several steps to ensure that any information collected for study purposes remains strictly confidential.

You will receive \$5 for reviewing the online content and completing the enrollment form. If you buy a car and provide the requested purchase details later, you will receive an additional \$20.

The alternative to being in this study is not to take part.

Your decision whether or not to take part in this study will have no effect on your academic standing, job status, or wellbeing. Please ask questions if there is anything about this study that you do not understand.

What is the purpose of this study?

Researchers from Dartmouth College are working to understand what information helps individuals when buying a car. We are interested in how people use specific information and their outcomes during this process.

Will you benefit from taking part in this study?

Participation is voluntary. You might not personally benefit from being in this research study. We hope to gather information that may help people in the future.

What does this study involve?

Your participation in this study today will take about 3-5 minutes. If you do consent and choose to continue:

- **We will briefly display information on car buying on the following page. Please read this information.**

- After certifying that you have reviewed the information, you will complete a online survey asking for contact information (used for payment and follow-up) and demographic details.

If you buy a new car within the next month and complete the enrollment form, we will contact you in the future (based on your contact preference) to ask you to share details about your purchase and financing transaction for additional compensation.

What are the options if you do not want to take part in this study?

The alternative is to not take part in this study and close this window. If you choose not to participate, you will not receive compensation for participation.

If you take part in this study, what activities will be done only for research purposes?

If you take part in this study, the following activities will be done only for research purposes:

- Reviewing the online information about car buying.
- Completing the online survey with contact and demographic information.
- Being contacted in the future to provide details about a car purchase transaction.

This information is being collected solely for this research study.

What are the risks involved with being enrolled in this study?

We do not believe that you will experience any significant risks to your well-being by participating in this study. The risk associated with sharing your information is minimal since researchers are taking several steps to ensure that any information collected for study purposes remains strictly confidential.

Will my data be deidentified and used in the future for other purposes?

Your data, including the information collected in the enrollment form and any future purchase details might be stripped of identifiers and used for future research.

Any future research that uses your data will be reviewed by the Committee for the Protection of Human Subjects at Dartmouth College, who will determine if the research requires your permission or may be properly done without further permission from you.

Other important items you should know:

- **Leaving the study:** You may choose to stop taking part in this study at any time. If you decide to stop taking part, it will have no effect on your academic standing, job status, etc.
- **Number of people in this study:** We expect (3000) people to enroll in this study.

- **Funding:** Frank Sims & Stolper LLP provides funding to Dartmouth College for this research.

How will your privacy be protected?

The information collected as data for this study includes:

- Contact information (Full Name, Email, Phone Number)
- Demographic information (Age, Gender, Race, Education Level, Occupation/Industry Role)
- Vehicle purchase plans
- Information on past vehicle purchases
- Confirmation of consent and content review
- Details about your purchase and financing transaction

We are careful to protect the identities of the people in this study. We also keep the information collected for this study secure and confidential.

The research team will follow strict rules to protect your privacy. Any information you provide is confidential. Researchers will securely store your personal information, responses to surveys, and contract details. Only staff who need to use this information to do research will be able to access the information. Identifiable data will never be shared outside the research team. De-identified information (i.e., data without your name or any other personally identifiable information) from this study may be shared with the research community, with journals in which study results are published, and with databases and data repositories used for research. They may also be used for future research studies. These data will not be able to be linked back to you in any way.

What if you decide not to give permission to use and share your personal information?

If you do not allow use of your information for this study, you may not take part in this study. If you choose to stop taking part in this study after providing consent, you should let the researcher know if you want to cancel your permission. The study team will assist you in putting your wishes in writing. Information collected for the study before your permission is cancelled will continue to be used in the research.

Will you be paid to take part in this study?

Yes. You will receive \$5 for completing this enrollment form today. When you are contacted in the future and provide readable pictures with the details of a car purchase and financing transaction you make within the next month, you will receive an additional \$20. Payment details and methods will be provided upon completion of the respective stages of participation

Whom should you call with questions about this study?

If you have questions about this study or concerns about a research related problem or injury, you can call the research director for this study: xxx at (603) xxx-xxxx during normal business hours.

If you have questions, concerns, complaints, or suggestions about human research at Dartmouth, you may call the Office of the Committee for the Protection of Human Subjects at Dartmouth College (603) 646-6482 during normal business hours.

CONSENT

By clicking the "Consent" button below, you are indicating that I have read the above information about the Car Buying Study and have been given time to ask questions. I agree to take part in this study and I will be given a copy of this signed consent form.