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**Study to generate metaphors for privacy management
Participant Information Sheet** (Version 3.0, 30/05/2019)

Metaphors help us to understand a concept in a complex domain by relating a concept in a more familiar domain. For example, the "Desktop" on your PC (which is a complicated piece of software) is understood in terms of a physical top of a desk – including moving files around and deleting items.

The purpose of this study is to better understand the metaphors people would like to use for privacy management, based around a set of fictional scenarios. The scenarios illustrate a variety of privacy violations.

To participate, you must be fluent in English. You should not have severe cognitive impairments or dexterity issues.

What's involved?
After reading this sheet and having any questions answered, you will be asked to provide your consent to participate in the study.

A brief introduction will be given on the concept of privacy, its' violations, the need for awareness (who, why, what) and types of control (allow, block, confront, log). We will also highlight the challenges faced by individuals in mitigating privacy violations in daily-life environments. This will be followed by an initial warm up exercise where we will introduce the notion of image schemas and provide you with some examples of metaphorical extensions of these schemas.

You will be provided with 4 storyboards. Each storyboard is a cartoon-strip showing a fictional scenario involving a privacy concern. Having read the storyboard, we will ask you to complete a questionnaire. We will ask you about the importance of **awareness** and **control** of privacy in that scenario. We will also ask you about simple metaphors that could be used to better manage the privacy in such a scenario. This will be repeated for all 4 storyboards.

The study will be conducted in the form of a semi-structured one-to-one interview and will run for 1.5 hours. You will be encouraged to think-aloud loud while solving the questionnaire to get deeper insights into your thought process. The sessions will be video and audio recorded, and notes will be taken. For your time, we will give you a chocolate box or a plant (value ~£5).

Your participation in the study is entirely voluntary, and you can choose to withdraw at any point without giving a reason. You may also ask to have your

data deleted at any time (till 05.08.2019). After that, we will have the data anonymised (except the videos) and it will not be possible to identify and delete your data.

How will my information be kept confidential?
The data collected will only be accessible to the research team on this study. The physical notes will be stored inside the researcher's locked desk at the XXX. The audio/video recordings will be stored in a password protected computer system at the XXX. Apart from the videos; personally identifying information will not be electronically stored with your data. Instead, a unique ID will be generated to record your data and we will ensure that you can never be identified by any data we publish.

The stored data will be retained for up to 5 years after the study. The results of this study may be published in academic publications. If you would like to receive the results of the study, you can indicate this on the consent form by giving an email address or other contact details.

Invitation to ask further questions
If you have any concerns or questions in relation to this study, feel free to contact any member of the research team before agreeing to the consent form. You may also ask any questions throughout and after completion of the study. If you have any anxiety or concerns regarding the issues raised, the research team can provide practical advice.

You can contact the researchers as follows:
XXX: XXX@XXX or phone (XXX)
XXX: XXX@XXX
XXX: XXX@XXX

Concerns about the conduct of this study
This study adheres to the Guidelines of the ethical review process of XXX.

If you have any concerns about this research or the ethics policies of XXX, you can contact XXX, Head of the School of Computing and Communications: XXX@XXX

Thank you for taking the time to consider this study.