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| **GDPR and Ethical Consideration** | **Description** | **Proposed Solution / Mitigation** |
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| Data Minimisation | Collect only the data necessary to achieve the research objectives. | Limit data collection to relevant aspects of user interactions and preferences in e-book platforms; avoid collecting unnecessary personal data. |
| Informed Consent | Participants must be fully informed about the study, data usage, and their rights. | Provide clear, written consent forms explaining the research purpose, data collection methods, data usage, and participants' rights to withdraw. |
| Right to Withdraw | Participants should be able to withdraw from the study at any time without consequence. | Inform participants of their right to withdraw in the consent form and ensure that data is not used if they choose to leave the study. |
| Data Anonymisation and Pseudonymization | Personal data should be anonymised or pseudonymized to protect participant privacy. | Anonymise data by removing identifiers or replacing them with pseudonyms; store data separately from identifiers, if collected. |
| Data Storage and Security | Ensure that personal and research data are stored securely to prevent unauthorised access, modification, or loss. | Use secure storage solutions, encrypt sensitive data, and limit access to data to authorised personnel only. |
| Purpose Limitation | Data collected should only be used for the specific purpose stated in the research proposal. | Restrict data use to the stated research objectives and ensure any secondary use of data requires further consent. |
| Transparency and Participant Information | Participants should have access to information about how their data will be processed and the study outcomes. | Share a participant information sheet outlining data processing, storage, and intended usage; provide summary results if requested by participants. |
| Right to Access Data | Under GDPR, participants have the right to access data held about them. | Allow participants to view their own data upon request, ensuring they are aware of this right at the start of the study. |
| Data Retention and Deletion Policy | Personal data should only be retained for as long as necessary and should be deleted after the research concludes. | Establish a retention period aligned with research goals; delete data securely once no longer needed, ensuring it is permanently erased from storage systems. |
| Impact of Research on Participants | Consider potential impacts on participants' well-being, such as emotional discomfort or privacy concerns. | Review questionnaire and survey content to avoid discomfort; conduct a preliminary pilot study and revise if necessary to ensure minimal participant risk. |
| Third-Party Data Sharing | Data should not be shared with third parties without consent unless anonymised and securely managed. | Avoid sharing raw data; if third-party collaboration is essential, ensure data is fully anonymised and encrypted, with specific agreements in place to govern data use and protection. |
| Confidentiality and Participant Privacy | Ensure participant responses are kept confidential and protected from public access. | Use pseudonyms or codes in all records and reports; avoid including identifying information in publications or presentations. |
| Non-Discrimination and Respect | Ensure all participants are treated with respect, with no discrimination based on personal or demographic characteristics. | Design questionnaires neutrally, avoiding language or questions that may lead to any form of bias or discrimination; ensure inclusive representation in research samples. |
| Risk Assessment and Approval | Conduct a risk assessment to categorise research risks and ensure ethics approval is obtained prior to research. | Submit an ethics application to the Local Research Ethics Coordinator, including a detailed risk assessment; follow Category 2 (medium-risk) protocols as needed. |
| Assessment of Research Relevance | Ensure that research findings will contribute positively and be relevant to practical applications in industry. | Provide a transparent research rationale highlighting the intended benefits for industry and practical applications, helping to validate ethical justification. |