

Microsoft Market Research Program Consent Form

INTRODUCTION

Thank you for taking the time to consider volunteering for this Microsoft Corporation market research program ("Program"). This form explains what will happen if you participate in the Program. Please read it carefully before signing. **Note that Microsoft employees are not eligible to participate in the Program.**

Title of program: Trove AI Developer Trial Program

Program Lead: Christian Liensberger

PURPOSE

The purpose of this Program is to help Computer Vision AI developers like you to evaluate Trove as a platform to source and pay for training or evaluation photo datasets for their projects. The Program will help you gain insight into the quality and cost of photo datasets you can source from Trove photo submitters. This Program will also help the Trove Team and Microsoft evaluate and improve the functionality and usefulness of the Trove app as a platform to support Microsoft's overall Data Dignity efforts. Information gathered during from this Program may also be used to develop and/or improve other Microsoft products and services.

PROCEDURES

During this Program, the following will happen:

- You will sign up to try the Trove app and fill out the form to [register as an AI developer](#).
- If you seem like a good fit for the Program, the Trove team will reach out to you by e-mail and then, if needed, by online video or teleconference to understand the details of your data collection project and confirm your eligibility for the Program.
- The Trove team will work with you to publish your project in Trove.
- Photo takers in the Trove community will submit photos to your project through the Trove app. Your use of the Trove app is subject to the Trove app [Terms of Use](#).
- You will be responsible for independently evaluating photos submitted and paying photo submitters through the PayPal process integrated into the Trove app for photos you find useful for your project.
- Trove team will connect with you a maximum of one time per week by e-mail or online video or teleconference every week your project is live on the Trove app to discuss and learn about the quality of photos sourced and get your feedback on the functionality of the Trove app and the pricing and purchasing of photos. If the Trove team contacts you by online video or teleconference, the calls will not exceed one hour each (unless you expressly agree to longer calls).
- Microsoft will reimburse you for the actual payments (based on transactions recorded in Trove) that you make through the Trove app to photo submitters, up to a maximum of **\$500** for one project. More information about the payment can be found in the Payment Details section below.

We may document and collect the following information, all of which may be collected by Microsoft or an authorized contractor on Microsoft's behalf:

- Your name, email address, and employer (if applicable).
- Relevant scenario information about your project (via Microsoft Forms or email) including intended use of the dataset for the purposes of setting up the data collection project in Trove.
- Your PayPal account username for the purposes of reimbursing up to \$500 of actual payments made to photo submitters to your project.
- Additional information relevant to assessing the functionality and usefulness of the Trove app for AI developers.

Finally, as part of the Program, we may highlight your Project in a case study featured on Trove's website or as part of a keynote address at an industry conference or event.

PERSONAL INFORMATION AND CONFIDENTIALITY

- **Personal information we collect.** During this Program we will collect the following personal information about you:
 - Name
 - Employer (if applicable)
 - Email Address
 - PayPal Account username (solely for providing the payment described in this form).
- **How we use personal information.** The personal information collected during this Program will be used only to enable your participation in the Program and to ensure provision of the payment described below. Your personal information will not be shared outside of Microsoft and the confines of this Program without your permission, and any information needed solely to support your participation in the Program will be promptly deleted (within 30 days or less) after you complete your participation in the Program. Note that information collected as part of your use of the Trove app (which may duplicate in whole or in part the information collected as part of this Program) will be subject to the standard Trove app [Terms of Use](#).
- **How you can access and control your personal information.** If you wish to review or copy any personal information you provided during the Program, or if you want us to delete or correct any such data, follow the process outlined at [Manage Trove data and profile](#)
- **Non-personal and deidentified information.** All non-personal and deidentified information and data collected as part of this program may be retained by Microsoft and used to further develop and improve the Trove app and other Microsoft products, services or technologies.

For additional information or concerns about how Microsoft handles your personal information, please see the [Microsoft Privacy Statement](https://privacy.microsoft.com/en-us/privacystatement) (<https://privacy.microsoft.com/en-us/privacystatement>).

MICROSOFT AND CONFIDENTIALITY

This Program and information you learn by participating in the Program is confidential to Microsoft. Sharing this confidential information with people other than those we've identified above could negatively affect the integrity of the Program and could even make it more difficult for Microsoft to improve the Trove app or develop new products based on the information obtained in this Program. It is therefore important that you do not talk about the Program outside of the Program team (unless Microsoft asks you to do so or you are legally required to do so by a court or other government order). This does not apply if the information is public knowledge or if you have a legal right to share the information.

If you give to Microsoft any idea, proposal, suggestion or feedback as part of the Program, including without limitation ideas for new products, technologies, promotions, product names, product feedback and product improvements ("Feedback"), that Feedback is not considered confidential, and you give to Microsoft, without charge, royalties or other obligation to you, the right to make, have made, create derivative works, use, share and commercialize your Feedback in any way and for any purpose.

PAYMENT DETAILS

You will receive \$500 deposited directly into your PayPal account after you have informed the Trove Team in writing and the team has confirmed that you have purchased \$500 in photos from submitters in the Trove app for your AI project that is the subject of this Program. If you stop your participation in the Program before you have purchased \$500 in photos from submitters, Microsoft will reimburse you for the actual documented amount you spent on photos from submitters (to a max of \$500). The PayPal account into which Microsoft deposits payment must be the same as the account you used to pay the submitters.

Microsoft reserves the right to terminate your participation in this program, suspend your Trove account and/or not pay you any money regardless of what you have spent on photos should the Trove Team determine in its discretion at any time that your participation in the Program is fraudulent or otherwise in bad faith. If that happens, you will not be required to return any money Microsoft has already paid you as part of the Program.

You are responsible for any taxes that may be due on the money Microsoft pays you as part of the Program.

CONTACT INFORMATION

Should you have any questions concerning this Program, please contact the Trove team at: ddcustomers@microsoft.com

[Remainder of this page intentionally left blank]

CONSENT

By signing this form, you confirm that the Program was explained to you, you had a chance to ask questions about the Program, and all your questions were adequately answered. In addition, you confirm that you are over 18-years of age and are participating in the Program voluntarily.

You agree to comply with the requirements of the Program in good faith with the understanding that you may stop your participation in the Program at any time without penalty.

Please sign the bottom of this form. **If you are participating in this Program in your employment capacity, your employer should also sign this form to confirm you have the authority to agree to everything in this form on your employer's behalf.**

You will be given a copy of this consent form for your records. On behalf of Microsoft, we thank you for your participation in the Program.

Participant's Signature and Printed Name

Date

E-mail

Phone Number

Employer Signature, Printed Name and Title (if applicable)