**Information letter**

<Date>, Utrecht

Dear participant,  
  
By means of this letter, we would like to invite you to participate in the research project "The Choice Study". In daily life, people make many decisions. And many decisions, they make repeatedly. In this study, we want to investigate how people make such decisions when they can choose between multiple options.

**What is expected of you as a participant**

You will be asked to make repeated choices between the available options. We will also ask you to give estimates regarding the various choice alternatives. The entire study should take you around 10 minutes to complete. In accordance with Prolific guidelines, we will pay you at least £1 for your participation. However, depending on your performance, you will be able to earn up to £1.50.

**Confidentiality of data processing**

This study requires us to collect some of your personal data, such as your age and gender. This information will not allow us to identify you. Your data will be stored for at least 10 years. This is in accordance with the guidelines provided by the VSNU Association of Universities in the Netherlands. Please refer to the [website](https://autoriteitpersoonsgegevens.nl/nl/onderwerpen/avg-europese-privacywetgeving) of the Authority for Personal Data, for more information about privacy. Research data gathered for the study may be published or made available but will never include identifying information.

**Voluntary participation**

Participation in this study is voluntary. You can end your participation in the study at any  
time, without any explanation and without any negative consequences simply by closing the browser window. If you end your participation, we will use the data collected up to that point, unless you explicitly inform us otherwise.

**Contact and complaints officer**

If you have any questions or comments about the study, please contact us at [e.a.vanlooy@students.uu.nl](mailto:e.a.vanlooy@students.uu.nl).

If you have an official complaint about the study, you can send an email to the complaints  
officer at [klachtenfunctionaris-fetcsocwet@uu.nl](mailto:klachtenfunctionaris-fetcsocwet@uu.nl).

If, after reading this information letter, you decide to take part in the research, I would kindly ask you to actively indicate your consent on the next page.

With kind regards,  
C. Harris