

**Meowsha’s Goodies**

**Participant Information Sheet**

**Invitation**

I would like to invite you to take part in a research study.

Before you decide if you would like to participate, take time to read the following information carefully and, if you wish, discuss it with others such as your family, friends or colleagues.

Please ask the researcher, whose contact details can be found at the end of this information sheet, if there is anything that is not clear or if you would like more information before you make your decision.

**What is the purpose of the study?**

The aim of this project is to design and develop a bespoke website for the commercial enterprise of the researcher.

The aim of this specific study is to elicit input from representative clients to inform the requirements for the website.

**Why have I been chosen?**

You are being invited to take part in this study because you are over 18 years of age, are fluent in English, and are representative of the target market for the proposed website.

**What will happen to me if I take part?**  
If you decide to participate, you will be asked to complete the following anonymous online questionnaire which focuses on your online shopping experience and preferences.

**Do I have to take part?  
  
No.** It is up to you to decide whether or not you wish to take part. If you do decide to participate, you will be asked to read a series of consent statements regarding the use of the data you provide in response to the questionnaire. If you agree to the conditions, please click the ‘next’ button to continue to the questionnaire questions, your completion and submission of which confirms consent. If you are unable to agree, please shut down your browser. You would still be free to withdraw from the study at any time up until you submit your responses without giving a reason; after submission, because your responses will be anonymous, it will not be possible to extract your data.

**Will my taking part in this study be kept confidential?  
  
Yes.** A code will be attached to all the data you provide to maintain confidentiality. Your personal data (name and contact details) will only be used to invite you to participate. Analysis of your data will be undertaken using coded data. The data we collect will be stored in a secure document store (paper records) or electronically on a secure encrypted mobile device, password protected computer server or secure cloud storage device.  
  
To ensure the quality of the research, Aston University may need to access your data to check that the data has been recorded accurately. If this is required, your personal data will be treated as confidential by the individuals accessing your data.  
  
**What are the possible benefits of taking part?**While there are no direct benefits to you of taking part in this study, the data gained will inform requirements for the website.

**What are the possible risks and burdens of taking part?**

Given that the data collected from you will be anonymous, we feel there is minimal risk to you in participating.

In terms of burden, participation will require approximately 10 minutes of your time.

**What will happen to the results of the study?**The results of this study will be published in the final year project report of the researcher, wherein your identity will remain confidential.  
  
**Expenses and payments**There are no expenses or payments being provided for participation.  
  
**Who is funding the research?**The study is being funded by Aston University.  
  
**Who is organising this study and acting as data controller for the study?**Aston University is organising this study and acting as data controller for the study. You can find out more about how we use your information in Appendix A.

**Who has reviewed the study?**This study was given a favorable ethical opinion by the Engineering & Physical Sciences Research Ethics Committee.  
  
**What if I have a concern about my participation in the study?**If you have any concerns about your participation in this study, please speak to the researcher and s(he) will do his/her best to answer your questions. Contact details can be found at the end of this information sheet. If the researcher is unable to address your concerns or you wish to make a complaint about how the study is being conducted you should contact the Aston University Research Integrity Office at [research\_governance@aston.ac.uk](mailto:research_governance@aston.ac.uk) or telephone 0121 204 3000.  
  
  
**Researcher Details**  
Maisha Zaman, zamanm4@aston.ac.uk, +44 7566262180

**Thank you for taking time to read this information sheet. If you have any questions regarding the study please don’t hesitate to ask one of the research team.**



**Appendix A: Transparency Statement**

Aston University takes its obligations under data and privacy law seriously and complies with the Data Protection Act 2018 (“DPA”) and the General Data Protection Regulation (EU) 2016/679 as retained in UK law by the Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019 (“the UK GDPR”).

Aston University is the sponsor for this study based in the United Kingdom. We will be using information from you in order to undertake this study. Aston University will process your personal data in order to register you as a participant and to manage your participation in the study. It will process your personal data on the grounds that it is necessary for the performance of a task carried out in the public interest (GDPR Article 6(1)(e). Aston University may process special categories of data about you which includes details about your health. Aston University will process this data on the grounds that it is necessary for statistical or research purposes (GDPR Article 9(2)(j)). Aston University will keep identifiable information about you for 6 years after the study has finished.

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the research to be reliable and accurate. If you withdraw from the study, we will keep the information about you that we have already obtained. To safeguard your rights, we will use the minimum personally identifiable information possible.

You can find out more about how we use your information at https://www.aston.ac.uk/about/statutes-ordinances-regulations/publication-scheme/policies-regulations/data-protection or by contacting our Data Protection Officer at [dp\_officer@aston.ac.uk](mailto:dp_officer@aston.ac.uk).

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter. If you are not satisfied with our response or believe we are processing your personal data in a way that is not lawful you can complain to the Information Commissioner’s Office (ICO).