

# Investigating how personalisation affects perceived accessibility of interactive experiences



Department of Theatre, Film, Television and  
Interactive Media Ethics Committee

## Participant Information Sheet –Anonymous Research

### Project background

The University of York would like to invite you to take part in the following project: Investigating how personalisation affects the perceived accessibility of interactive experiences.

Before agreeing to take part, please read this information sheet carefully and let us know if anything is unclear or you would like further information.

### What is the purpose of the project?

This project is being performed by Joe Lamyman ([jl2160@york.ac.uk](mailto:jl2160@york.ac.uk)), a master's student on the MSc by Research in Interactive Media degree at the University of York. This research is being undertaken as part of the MSc thesis, which is being supervised by Dr Anna Bramwell-Dicks ([anna.bramwell-dicks@york.ac.uk](mailto:anna.bramwell-dicks@york.ac.uk)) and Dr Debbie Maxwell ([debbie.maxwell@york.ac.uk](mailto:debbie.maxwell@york.ac.uk)).

The work that is being performed is being conducted according to restrictions that have been subject to approval by the TFTI Ethics committee. The Chair of the TFTI Ethics committee can be contacted on [TFTI-ethics@york.ac.uk](mailto:TFTI-ethics@york.ac.uk).

For this research project, we are interested in features that a user would want to personalise to meet their own accessibility needs. In this context, the term accessibility would relate largely to the needs of disabled people, or more broadly, the needs of users when accessing a service. Your participation in this project will have two phases. In the first phase of the study you will complete a task where you answer a set of questions which will identify your individual preferences for various website design features. This part of the study will take no longer than 10 minutes using a website I have created. The answers you provide will contribute to the design of your own personalised e-commerce user interface which you will be able to view afterwards. Once you have answered the questions, your answers will be submitted assigned to a unique anonymous ID generated by the website. After completion, the second phase of the study will begin where you complete a short survey hosted on Google Forms to provide some additional context to your answers. You must complete both phases of the study.

Please note that to comply with the approved Ethics requirements of this work, we do not intend to discuss sensitive topics with you that could be potentially upsetting or distressing. If you have any concerns about the topics

that may be covered in the research study, please raise these concerns with the researcher by emailing [jl2160@york.ac.uk](mailto:jl2160@york.ac.uk) prior to beginning the task.

Your participation in this project is voluntary. If you wish, I will provide you with access to my thesis after completion of the MSc. If you would like to receive access to this, you can indicate as such on the consent form.

## **Why have I been invited to take part?**

You have been invited to take part because we are aiming to recruit a diverse group participants, and we hope you might be interested in this work.

## **Do I have to take part?**

No, participation is optional. If you do decide to take part, you will be able to download this form and keep it for your records. To confirm that you consent to taking part, you will be asked to click a button, confirming this before beginning participation. and will be asked to complete a participant consent form. If you change your mind at any point during the research activity, you will be able to withdraw your participation without having to provide a reason. To withdraw your participation you need to contact Joe Lamyman ([jl2160@york.ac.uk](mailto:jl2160@york.ac.uk)) with your unique generated ID, and all your data will be deleted as soon as possible. All participants will have the option to be entered into a ballot to win a £25 Amazon voucher by providing their email address in the survey part of the study.

## **On what basis will you process my data?**

Under the General Data Protection Regulation (GDPR), the University has to identify a legal basis for processing personal data and, where appropriate, an additional condition for processing special category data.

For further information and definitions of personal and special category data, please go to:

- <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/key-definitions/>
- <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/special-category-data/>

Personal data is defined as data from which someone could be identified. For example, in the survey hosted by Google Forms in the second phase of the study we will be collecting personal data such as your name and email address. We need this data in order to be able to contact you if you wish to be entered into the prize draw, to receive a copy of the thesis and be invited to take part in further research sessions.

In line with our charter which states that we advance learning and knowledge by teaching and research, the University processes personal data for research purposes under Article 6 (1) (e) of the GDPR:

- *Processing is necessary for the performance of a task carried out in the public interest*

Special category data is personal data which the GDPR says is more sensitive, and so needs more protection. In this study, the special category data we will be collecting includes information about your accessibility needs and disability to help us to understand how people with various disabilities and accessibility needs would personalise a website's user interface to better accommodate their needs.

Special category data is processed under Article 9 (2) (j):

- *Processing is necessary for archiving purposes in the public interest, or scientific and historical research purposes or statistical purposes*

Research activities will only be undertaken where ethical approval has been obtained, where there is a clear public interest and where appropriate safeguards have been put in place to protect data.

In line with ethical expectations and in order to comply with common law duty of confidentiality, we will seek your consent to participate where appropriate. This consent will not, however, be our legal basis for processing your data under the GDPR.

## **How will you use my data?**

Data will be processed for the purposes outlined in this notice.

## **Will you share my data with 3<sup>rd</sup> parties?**

No. Data will be accessible to the project team and personnel associated with the Department of Theatre, Film and Television at the University of York only.

Anonymised data may be reused by the research team or other third parties for secondary research purposes.

## **How will you keep my data secure?**

The University will put in place appropriate technical and organisational measures to protect your personal data and/or special category data. For the purposes of this project we will store personal and special category data using secure University services provided by Google and the University Filestore.

Information will be treated confidentiality and shared on a need-to-know basis only. The University is committed to the principle of data protection by design and default and will collect the minimum amount of data necessary for the project.

## **Will you transfer my data internationally?**

Possibly. The University's cloud storage solution is provided by Google which means that data can be located at any of Google's globally spread data centres. The University has data protection complaint arrangements in place

with this provider. For further information see, <https://www.york.ac.uk/it-services/google/policy/privacy/>.

## **Will I be identified in any outputs?**

No. Your participation in this research activity will be treated anonymously and you will not be identified in any outputs.

## **How long will you keep my data?**

Data will be retained in line with legal requirements or where there is a business need. Retention timeframes will be determined in line with the University's Records Retention Schedule.

## **What rights do I have in relation to my data?**

Under the GDPR, you have a general right of access to your data, a right to rectification, erasure, restriction, objection or portability. You also have a right to withdrawal. Please note, not all rights apply where data is processed purely for research purposes. For further information see, <https://www.york.ac.uk/records-management/generaldataprotectionregulation/individualsrights/>.

## **Questions or concerns**

If you have any questions about this participant information sheet or concerns about how your data is being processed, please contact the TFTI Ethics Chair ([TFTI-ethics@york.ac.uk](mailto:TFTI-ethics@york.ac.uk)) in the first instance. If you are still dissatisfied, please contact the University's Acting Data Protection Officer at [dataprotection@york.ac.uk](mailto:dataprotection@york.ac.uk).

If you have any questions about the project itself, please contact the producer Joe Lamyman ([jl2160@york.ac.uk](mailto:jl2160@york.ac.uk)) or project supervisors Dr Anna Bramwell-Dicks ([anna.bramwell-dicks@york.ac.uk](mailto:anna.bramwell-dicks@york.ac.uk)) and Dr Debbie Maxwell ([debbie.maxwell@york.ac.uk](mailto:debbie.maxwell@york.ac.uk)).

## **Right to complain**

If you are unhappy with the way in which the University has handled your personal data, you have a right to complain to the Information Commissioner's Office. For information on reporting a concern to the Information Commissioner's Office, see [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns).