

STANFORD UNIVERSITY Research Information Sheet

Protocol Director: *Samuel Goldberg*

Protocol Title: A study on online behaviors and preferences

IRB Use Only

Approval Date: July 1, 2024

Expiration Date: Does Not Expire

IRB# 70020

DESCRIPTION: You are invited to participate in our research study on the privacy preferences of individuals online. You will be asked to install a chrome extension, for up to two months, to help us better understand how much you value different web sites and how much data each site collects about you. Our extension will passively collect which sites you visit, how much time you spend on them, what advertisements you see, and how many partners each site shares your data with. We will **not** collect any information about the actual content you view. All data will be held on a secure server and anonymized to protect your identity. We have built our extension to ensure the privacy of our participants is built in by design. Upon the completion of the study, any personally identifying information (i.e. your email address) will be deleted permanently.

TIME INVOLVEMENT: It will take approximately 20 minutes to install the chrome extension, after which data collection will occur for up to 2 months. After completion, we will confirm the end of the study and ask you to uninstall the chrome extension.

RISKS AND BENEFITS: There are limited risks associated with this study. Study data will be stored securely, in compliance with Stanford University standards, minimizing the risk of confidentiality breach. The benefits which may reasonably be expected to result from this study are *greater awareness of privacy online*. **We cannot and do not guarantee or promise that you will receive any benefits from this study.**

PAYMENTS: You may earn up to \$45 as payment for your participation in this stage of our study. Payment is contingent on completing the full 2 month data collection period.

PARTICIPANT'S RIGHTS: If you have read this form and have decided to participate in this project, please understand your **participation is voluntary** and you have the **right to withdraw your consent or discontinue participation at any time without penalty or loss of benefits to which you are otherwise entitled. The alternative is not to participate.** You have the right to refuse to answer particular questions. The results of this research study may be presented at scientific or professional meetings or published in scientific journals. Your individual privacy will be maintained in all published and written data resulting from the study.

In accordance with scientific norms, the data from this study may be used or shared with other researchers for future research (after removing personally identifying information) without additional consent from you.

CONTACT INFORMATION:

Questions: If you have any questions, concerns or complaints about this research, its procedures, risks and benefits, contact the Protocol Director, **Professor Samuel Goldberg** (*sggold@stanford.edu*)

Independent Contact: If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the Stanford Institutional Review Board (IRB) to speak to someone independent of the research team at 650-723-2480 or toll free at

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1-866-680-2906, or email at irbnonmed@stanford.edu. You can also write to the Stanford IRB, Stanford University, 1705 El Camino Real, Palo Alto, CA 94306.

Please save or print a copy of this form for you records.