**Recruitment of Experimental Participants on Snack Purchase!!**

We recruit volunteers who participate in an experiment of snack purchase. Some shops selling snacks would appear at DS-lab area and BM-lab area for experiment. We would really appreciate your assistance as a consumer.

**If you can participate, please read the information stated below, and complete necessary information in “Consent for the Treatment of Personal Data”, on the next page. After that, please send back this document to** [a-furukawa@bc.jp.nec.com](mailto:a-furukawa@bc.jp.nec.com) (Azusa Furukawa, BM-lab).

* Purpose of experiment To collect purchase data, customer behavior and customer experience
* Period of experiment Early in October, 2019 to End of December, 2019
* Data to collect Purchase data and Subjective data about purchase\*
* Place of shops DS-lab area (South and North of 3rd floor, 9th building) and

BM-lab area (South of 5th floor, 9th building)

* Subject People belong to DS-lab or BM-lab
* Product Healthy snacks（No caster sugar, No additives, Supervised by managerial dietitian）
* Price \100（\250 in usual price）
* How to purchase Mobile payment by personal mobile device（Only “LINE Pay” or “PayPay”）

\*Purchase data is “Products, shop, timestamp and purchaser’s name on each purchase”. Subjective data is ”Questionnaire data about impression and experiment of purchase”. No data which reveal your personal identity will be disclosed to others, except investigators.

**Only participants can buy snacks!**

**Mobile payment installation** + **Data provision** = **Snacks in 60% discount☺**

**[What we want you to do]**

1. Install mobile payment system to your personal mobile device (LINE Pay or PayPay）
2. Visit the shop at any time you like. Buy some snacks if you want to.
3. Answer a brief questionnaire when you visit the shop or make purchase（about 10 seconds required）
4. Answer a web questionnaire once a month (about 5 minutes required)

**[Product (Just examples)]**

Protein bars

7 and under ingredients, Vegetable-origin

Dried fruits & Nuts

No additives, No sugar

Bake goods, Rice biscuits, Chips

Free from artificial additives, trans-fatty acid,   
synthetic perfume and artificial coloring





Investigators：Member of Future Retail PJ (BM-lab：Furukawa, Shibuya, Mizuno, Hanazawa, M. Yoshida, Arai, Hashimoto,

DS-lab：Miyano, Kikuchi）

Contact ：Azusa Furukawa, BM-lab　Mail: [a-furukawa@bc.jp.nec.com](mailto:a-furukawa@bc.jp.nec.com)

**Consent for the Treatment of Personal Data**

2019.09.24

Member of Future Retail Project,

NEC Data Science Research Laboratories and Bio Metrics Research Laboratories

We conduct an experiment to analyze purchase behavior. Some shops appear at 3rd floor and 5th floor in 9th building, Tamagawa, NEC. Purchace data (products, shop, timestamp and purchaser’s name on each purchase) and subjective data (questionnaire data about impression and experiment of purchase) of experimental participants are collected. **If you voluntary participate as an experimental participant, please complete necessary information and send back to** [a-furukawa@bc.jp.nec.com](mailto:a-furukawa@bc.jp.nec.com)**.**

I agree to the treatment of personal data mentioned below, and I willingly agree to participate in the research it describes.

Date and Year：　　2019　/ 10 / 02

Name ：　Shreya Sharma

1. **The data collected in this research is not used without permission, with the exception of the circumstances outlined below.**

* Research on analyzing purchase behavior
* Publication of research findings (No information is included that reveals experimental participant’s personal identity)

1. **The data collected in this research is not offered or disclosed to a third party with the exception of the circumstances outlined below.**

* The handling of data is within the purpose of the use which outlined in the previous section, and the third party enters into a confidentiality agreement with NEC, and the data includes no information that reveals experimental participant’s personal identity.

1. **On data collection, extreme care is taken, by strictly observing commitments mentioned below**

* For questionnaire data collection, although Lime Survey and Amazon Web Service is used, the content of the questionnaire is not provided to these service providers.
* Data which reveals experimental participant’s personal identity is deleted immediately when the research is over.
* Information about each person’s participation or non-participation to this experiment is not disclosed to anyone, without experimenters.
* Information that reveals experimental participant’s personal identity is not disclosed to anyone, without investigators.

1. **Data disclosure or data deletion is immediately accepted, in case of request.**

* Contact : Azusa Furukawa [a-furukawa@bc.jp.nec.com](mailto:a-furukawa@bc.jp.nec.com)
* Responsible: Makiko Yoshida [m-yoshida@em.jp.nec.com](mailto:m-yoshida@em.jp.nec.com)

**Investigator：Member of Future Retail Project**

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Hiroyoshi Miyano and Katsumi Kikuchi