February 26, 2021

**EXEMPTION DETERMINATION**

**Determination Date**: 2/26/2021

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| **Investigator:** | Vineet Kumar |
| **Type of Review:** | Initial Study |
| **Title of Study:** | Emotions and Ads |
| **IRB Protocol ID:** | 2000029827 |
| **Submission ID:** | 2000029827 |
| **Documents:** | • landing page examples, Category: Other;  • hsc\_online\_verbalconsentscript\_EmotionsAds.doc, Category: Consent Form;  • HRP-503D\_EXEMPTION REQUEST FORM\_EmotionsAds.docx, Category: IRB Protocol;  • Online survey task, Category: Study questionnaires, measures, focus groups/interview questions; |

* This research was deemed exempt under 45CFR46.104 (3)(i)(B)
* IRB determination of exemption does NOT constitute institutional approval for initiating or resuming in-person research during a pandemic. It is your responsibility to comply with institutional, federal, state, and local requirements (including Centers for Disease Control (CDC) and State of Connecticut guidelines), and other applicable policies. Please review the Yale requirements for research reactivation on the Yale website: https://research.yale.edu/phase-2-research-reactivation.
* The protocol does not require annual IRB review.

See the next page for important reminders.

**Important Reminders:**

* Exempt research does not require additional IRB oversight except in cases where the study is to be modified in a way that would change the applicability of the exempt status.
* Should you wish to modify the study in way that affects the applicability of the exemption determination, a new protocol must be submitted for the IRB review. See IRB Guidance document 100 GD 9: Guidance on Exemption from IRB Review for examples.
* Information that requires prompt reporting to the IRB must be done so within 5 days of the PI becoming aware of the event (see Policy 710: Reporting Unanticipated Problems Involving Risks to Subjects or Others, including Adverse Events). This includes potential serious noncompliance, continuing noncompliance, and unanticipated problems to subjects or others.
* In conducting this activity, you should refer to and follow the Investigator Manual (HRP-103) as applicable, which can be found in the IRB Library within the IRB system.

Please keep this letter with your copy of the protocol documents.