

## YOUR RIGHTS AS A PARTICIPANT IN RESEARCH STUDIES

Participation in a market research study is voluntary. You may decline to participate for any reason.

This document outlines your rights and protections when asked to participate in a research study. We are committed to upholding these rights and protections as we value the participation of people like yourself and the information shared. It is your responsibility to read these rights and contact us with questions or concerns.

### What is a market research study?

In a research study, companies listen and try to understand people's opinions and behaviors. This information guides decisions made by companies, nonprofits, and governments.

### As a participant in a market research study, you have the following rights:

1. I have the right to know the research study's general purpose, what I will do, how often, and for how long.
2. I have the right to communication that is easy to read and understand.
3. I have the right to know how to contact the company that invited me to the research study.
4. I have the right to be free from harassment or intimidation to join or continue in a research study.
5. I have the right to know how I can leave a study at any time.
6. I have the right to request that my personal information be removed from the database of the company that invited me to the study and to not be contacted again.
7. I have the right to be treated with dignity and respect before, during, and after the research study.
8. I have the right to be in a study that is free from discrimination. This includes race, ethnicity, sexual orientation, gender identity, disability, age, national origin, religion, or status as a protected veteran.
9. I have the right to know if reasonable accommodations are available for persons with disabilities.
10. I have the right to know if I will receive an incentive for my time, in what form, its value, how, and when I will receive it.
11. I have the right to not be sold anything or asked for money as part of a research study.
12. I have the right to be told about any risks that might happen as a result of participating in research.
13. I have the right to confidentially share my experience in the research study with the company that invited me to the research study.
14. I have the right to request and receive the privacy policy of the company that invited me to the study.
15. I have the right to know if a data breach exposed my personal information. This is governed by the state law where the company that invited me to the study is based.
16. I have the right to ask for and receive a printed or electronic copy of these rights.