**Methods Description**

**Survey 1**

To ascertain how the British public feel about personal data storage apps and services (PIMS), and how in control over their personal data they feel, we conducted a UK-wide demographically representative national survey (implemented by survey company, ICM Unlimited, across 15-18 January 2021, 2,065 respondents, online omnibus).

The survey’s first set of questions allow us to build a profile of the UK’s attitudes and behaviour towards online data privacy. They alert respondents to what personal data constitutes, and query how in control they feel about their online personal data and whether they want more control (questions 1-2); whether they currently use a range of privacy enhancing services and if they pay for any (questions 3-4); and what types of privacy-protective behaviour they engage in online (question 5). The second set of questions focus on attitudes towards PIMS. They ask what types of personal data, if any, people would be happy to store and share with a PIMS (question 6): we ensured that a range of personal data types were included. We also ask if people would feel comfortable using a PIMS to share real-time personal data with specific shops as they move around town in return for rewards such as discounts or personalised services (question 7). Finally, we ask if, via a PIMS, it is ‘OK’ for a person to be paidby companies for their personal data to enable the companies to further personalise services and marketing (question 8). This simple question allows us to consider broader issues of the politics of PIMS, data dividends, and marketisation of privacy rights.

Population: ICM Omnibus is a quantitative syndicated survey conducted twice a week. The survey is conducted online, interviewing a nationally representative sample of c.2,000 GB adults (aged 18+). Interviews are completed by members of ICM's newvista panel who have agreed to take part in their surveys. Participants are invited by email which are sent to panellists selected at random from their panel. Emails are sent to panellists selected at random from their panel. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The nationally representative profile is based on census data collected by Office for National Statistics.

In the survey, the regions are divided into ITV regions: South East, Midlands, North England, Wales and South West, Scotland, N. Ireland.

Online delivery of the survey means that our respondents had a minimum baseline of online literacy, and hence would be more digitally literate than the average UK population.

All the data and information is confidential and was collected in compliance with ISO 20252 and ISO 27001. ICM is a member of the British Polling Council and abides by its rules.

All data was anonymised by the survey company, ICM Unlimited.

**Focus Groups**

We followed survey 1 with focus groups, to qualitatively assess views on control over personal data, and perceptions of personal information management systems (PIMS).

Six two-hour focus groups (35 participants) were conducted in February 2021, split according to age (18-34 year olds in Groups A, D and E, and 65+ in Groups B, C and F). We ensured a balance of gender and socio-economic status within each of the age-based focus groups.

Due to COVID-19-restrictions, we recruited focus group participants via a specialist research recruitment panel, Panelbase, and conducted meetings online (via the Zoom platform). This enabled participants from across the UK, rather than being limited to researchers’ locations. Because of the online recruitment format, participants (especially older participants) were likely to have a greater degree of familiarity with the online environment compared to the wider population.

We kept younger and older age groups separate to keep respondents with their generation, thereby easing conversation flow, maximising likely shared experiences, and minimising having to explain terms with which different generations may be unfamiliar.

Recognising the inadequacies of tele-presence versus physical presence, focus groups were designed to mimic face-to-face groups as much as possible. Participants left cameras and microphones on, and gallery view was used so that participants could see and respond to each other. A full moderator guide was created, but free flowing discussion was encouraged. Polls were used to encourage participation at the start of focus groups and revive attention toward the end.

We investigated 5 areas. (1) What participants understood personal data to constitute. (2) How in control participants’ felt over their personal data online and whether they engage in privacy-enhancing activities. (3) Participants’ views on using a PIMS to share and store their personal data. (4) Participants’ views on using a PIMS in threedifferent scenarios: (a) retail; (b) sports stadiums; and (c) data passports. (5) Monetisation of personal data via PIMS.

As focus group meetings were conducted online, this enabled participants from across the UK, rather than being limited to researchers’ locations

All data was anonymised by the research team. Participants were given a pseudonym that reflected the demographic elements of their name (age, gender, and any national/cultural markers).

**Survey 2**

We followed our focus groups with a second survey to ascertain how the British public feel about being paid for supplying their biometric and emotion personal data in a controlled fashion via personal data storage apps and services (PIMS). This is a UK-wide demographically representative national survey (implemented by survey company, Walnut Unlimited, across 29 Sep – 1 Oct 2021, 2,070 respondents, online omnibus).

We inquired into three areas. *Firstly*, how comfortable respondents are with the idea of selling personal data about their emotions, moods, and mental wellbeing in most circumstances (q.1). We also asked if they would be prepared to sell to any or all organisations a wide range of named personal data types from which emotion can be inferred (q.5). *Secondly*, prompted from our prior focus group work that uncovered willingness to sell to some organisations but not others, we devised a set of questions that focus on selling emotion data to different types of organisations. We asked if people would be willing to sell such data (derived from social media content and data from wearables) in anonymised forms or identifiable forms (these being better remunerated) to the NHS for mental wellbeing research (q.2) and to the advertising industry (q.3). We also assessed the circumstances by which respondents would be happy to sell identifying and non-identifying personal data about their emotions, moods, and mental state, and to whom, by offering a wide range of organisations (profit and non-profit) (q.4). *Thirdly*, we paired up three benefits and concerns in selling data about emotions, moods, and mental state (gleaned largely from our focus groups, but also from the wider literature), and asked participants via a five-point Likert scale whether they agreed more with the benefit or concern (the middle point of the scale enabled participants to express no preference towards either the benefit or concern) (q.6).

In the survey, the regions are divided into ITV regions: South East, Midlands, North England, Wales and South West, Scotland, N. Ireland.

Population: Walnut Omnibus is a quantitative syndicated survey conducted twice a week. The survey is conducted online, interviewing a nationally representative sample of c.2,000 GB adults (aged 18+). Interviews are completed by members of Walnut’s newvista panel who have agreed to take part in their surveys. Participants are invited by email which are sent to panellists selected at random from their panel. Emails are sent to panellists selected at random from their panel. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The nationally representative profile is based on census data collected by Office for National Statistics. Online delivery of the survey means that our respondents had a minimum baseline of online literacy, and hence would be more digitally literate than the average UK population.

All the data and information is confidential and was collected in compliance with ISO 20252 and ISO 27001. Walnut is a member of the British Polling Council and abides by its rules.

All data was anonymised by the survey company, Walnut Unlimited.