**Read Me**

**Survey1-UKAttitudesToPIMS**

This is a UK national survey on *Attitudes to Personal Information Management Systems (PIMS) 2021*. It contains Excel survey data and documentation for a demographically representative national survey (implemented by survey company, ICM Unlimited, across 15-18 January 2021, 2,065 respondents aged 18 years or over, online omnibus).

**Survey2-UKAttitudesToSellingEmotionDataViaPIMS**

This is a UK national survey - *Moral Limits of Marketised Emotion Data*. It contains Excel survey data & documentation for a UK-wide demographically representative national survey (implemented by survey company, Walnut Unlimited, across 29 Sep – 1 Oct 2021, 2,070 respondents, aged 18 years or over, online omnibus).

**DemographicDescriptionOfFocusGroups**

This is a demographic breakdown of each focus group.

**FocusGroupA-Transcript**

This is an anonymised transcript of Focus Group A.

**FocusGroupB-Transcript**

This is an anonymised transcript of Focus Group B.

**FocusGroupC-Transcript**

This is an anonymised transcript of Focus Group C.

**FocusGroupD-Transcript**

This is an anonymised transcript of Focus Group D.

**FocusGroupE-Transcript**

This is an anonymised transcript of Focus Group E.

**FocusGroupF-Transcript**

This is an anonymised transcript of Focus Group F.

**FocusGroupInformationSheet**

This is the Information Sheet for focus groups

**FocusGroupParticipantConsentForm**

This is the participant consent form template for focus groups

**ProtocolForFocusGroupsAndTranscription**

This is the protocol we used for the focus group and for data transcription.

**MethodsDescription**

This describes the methods for the two surveys and the focus groups.