## **Greener Beans Supermarket Swap Project 2021-2022 – Consent Form**

A close-up of logos

Description automatically generated with low confidence

Thank you for your interest in this study. Please read below to know more about what is involved.  
  
  
**Purpose of the research**  
You are invited to participate in this survey because we wish to understand how consumers shop online for standard food items (e.g., bread, snacks, etc). This is for a research project by Cardiff University and Greener Beans (www.greenerbeans.earth).

More information about the study will be provided at the end.  
  
**What taking part involves**  
The study involves a short virtual shopping task in which you will be asked to select a small number of grocery items. You will be presented with a number of options between which you can choose.  
  
The study requires no special knowledge to complete. Your participation is completely voluntary, you do not have to answer all the questions if you do not want to, and you may withdraw from the study at any point.  
  
Please note: The study should take around 10 minutes to complete. You must be a UK resident and aged 18 years or older to participate in this study. If you have any questions or concerns about this research, please feel free to contact any of the researchers involved in the project, using the contact details below.  
  
**Your data**  
If you provide your email, your email address will be temporarily held with your data securely and confidentially in a password protected account with Qualtrics. Your email address will only be used for purposes of this study and never shared with anyone else. All email addresses will be deleted directly after the end of the study.  
  
Following the deletion of the email addresses (or if no email address is provided)**all information will be held anonymously**, so it will be impossible to trace this information back to you individually.  
  
**The anonymous data**itself will be held indefinitely and may be used to produce reports, presentations, and academic publications – and may be shared with Greener Beans to improve their shopping app. The anonymous data will be deposited in a recognised and secure repository (UK Data Service).  
  
**GDPR statement**  
The information provided on the consent form will be held in compliance with GDPR regulations. Cardiff University is the data controller and James Merrifield is the data protection officer (inforequest@cardiff.ac.uk). This information is being collected by Professor Wouter Poortinga as part of this project. This information will be held securely and separately from the research information you provide. Only researchers on the project will have access to this form and it will be destroyed after 7 years. The lawful basis for processing this information is public interest.  
  
**Investigator contact details  
Principal Investigator**  
Prof. Wouter Poortinga  
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**Co-investigators**  
Dr Stuart Capstick (CapstickSB@cardiff.ac.uk)  
  
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Please contact Cardiff School of Psychology Ethics committee if you have any concerns regarding this project: Secretary of the Ethics Committee, School of Psychology, Cardiff University, Park Place, Cardiff, CF10 3AT, UK; Tel: +44 (0)29 2087 0360, email: psychethics@cardiff.ac.uk

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If you consent to participate in the study, please select the box below before proceeding to the next page:

* I consent to participate in this study (1)
* I do not consent to participate in this study (2)