

# **Are you interested in taking part in the research project ”International Study of Crowdfunding Awareness and Its Drivers”?**

This is an inquiry about participation in a research project where the main purpose is to illuminate and analyse attitudes, opinions, awareness, and experiences related to crowdfunding. In this letter we will give you information about the purpose of the project and what your participation will involve.

## **Purpose of the project**

The purpose is to illuminate and analyse crowdfunding awareness, opinions, and perceptions among members of the public in various countries, while identifying causes for differences and similarities across countries in observed data patterns.

## **Who is responsible for the research project?**

The study is financed by the University of Agder’s Crowdfunding Research Centre in Norway. Data collection in this survey is overseen and administered by the University of Agder School of Business and Law.

## **Why are you being asked to participate?**

You are invited to participate in the survey as a representative of the general adult population in your country. We aim to capture public sentiments and compare levels of crowdfunding awareness among members of the public in different countries.

## **What does participation involve for you?**

If you choose to participate in the project, it means that you fill out an online questionnaire. It will take you approx. 10-20 minutes. The questionnaire contains questions about the general awareness and perceptions of crowdfunding as a form of financing as well as subjective assessments of environmental conditions in your country. Your answers from the questionnaire will be registered electronically.

## **Participation is voluntary**

Participation in the project is voluntary. If you chose to participate, you can withdraw your consent at any time without giving a reason. All information about you will then be made anonymous. There will be no negative consequences for you if you chose not to participate or later decide to withdraw.

## **Your personal privacy – how we will store and use your personal data**

We will only use the information about you for the purposes we have described in this survey. We treat the information confidentially and in accordance with privacy regulations.

Only the project manager from the School of Business and Law at the University of Agder will have access to personal information, as well as SurveyXact, our web-based tool for surveys under UiA's license. This information is deleted after the mobile airtime credit ,gift card, or other promised rewards have been distributed to the participants. Different rewards are offered in each country and clearly specified in the survey based on respondent’s country of origin.

## **What will happen to your personal data at the end of the research project?**

Data collection for the project will end on 31.12.2023 latest. Personal information will be anonymised at the end of the project.

## **Your rights**

So long as you can be identified in the collected data, you have the right to:

- access the personal data that is being processed about you
- request that your personal data is deleted
- request that incorrect personal data about you is corrected/rectified
- receive a copy of your personal data (data portability), and
- send a complaint to the Data Protection Officer or The Norwegian Data Protection Authority regarding the processing of your personal data

**What gives us the right to process your personal data?**

We will process your personal data based on your consent.

Based on an agreement with University of Agder School of Business and Law, NSD – The Norwegian Centre for Research Data AS has assessed that the processing of personal data in this project is in accordance with data protection legislation.

**Where can I find out more?**

If you have questions about the project, or want to exercise your rights, contact:

- University of Agder School of Business and Law via Prof. Rotem Shneor, by email ([rotem.shneor@uia.no](mailto:rotem.shneor@uia.no)).
- Our Data Protection Officer: Ina Danielsen, på epost ([ina.danielsen@uia.no](mailto:ina.danielsen@uia.no)).
- NSD – The Norwegian Centre for Research Data AS, by email: ([personverntjenester@nsd.no](mailto:personverntjenester@nsd.no)) or by telephone: +47 55 58 21 17.

Yours sincerely,

Prof. Rotem Shneor