



## **InnoRenew CoE**

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# **Informed consent form for research: Familiarity, purchasing intention, and attitude towards bio-based ingredients for skincare products**

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Organization: InnoRenew CoE

Sponsor: Horizon 2020 Framework Programme of the European Union; H2020 WIDESPREAD-2-Teaming: #739574

This document provides information about the study, explains how your data will be processed and used, and what are your rights. Please read it carefully. Before filling the survey, you will be asked to verify your agreement to participate.

## **About the organization**

The study is organized by the InnoRenew CoE, a not-profit private research institute focused on wood modification and the use of renewable materials in sustainable building. It is funded by the Horizon 2020 Widespread Teaming Programme and supported by grants from the European Commission and the Republic of Slovenia.

## **Purpose of the research**

The goal of the survey is to examine the knowledge, perception, and acceptance of the population about bio-based skincare products based on lignin as a multi-functional ingredient. The specific objectives are:

1. To understand the importance of skincare and suncare products to society: consumers profile, preferences, perceived benefits, and knowledge of ingredients
2. To evaluate the awareness of consumers about environmental impact and human health risks related to the use of skincare products and some synthetic ingredients
3. To understand consumers' knowledge, perception, and attitudes towards bio-based ingredients in skincare products and lignin as a potential bio-based ingredient for this specific application.

## **Type of research intervention and participant selection**

This research will involve your participation in an electronic survey. The sample will include English and Slovene speaking adults from Slovenia and other EU countries.

## **Voluntary participation**

Your participation in this research is entirely voluntary. You can withdraw from the study at any point without providing any reasons for doing so.

## **Procedures**

The procedure involves answering questions in an online questionnaire. The expected duration is 10 to 15 minutes.



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### **Risks and benefits**

While the research is still awaiting a review and approval from the University of Primorska Ethic Committee, we predict there are no reasonably foreseeable risks, discomforts, or disadvantages connected to your participation. There will be no direct benefit to you, but your participation is likely to help us clarify the perception and acceptance in the market of an innovative natural solution for skincare products. You will not be provided with an incentive to take part in this activity.

### **Confidentiality**

We will not share your personal information with anyone outside of authorized personnel (researchers on project, data protection officer, and IT personnel at InnoRenew CoE). Any information about you will be marked by a number instead of your name. Only authorized personnel will have access to personally identifiable data and all the information will be securely stored and destroyed when it is no longer needed.

### **Processing and storing your data**

The survey responses will be extracted from the digital questionnaire and stored for data analysis. The data will be stored in a safe place at the investigators' facility and only authorized personnel will have access to it. The response data will be kept only in the anonymized form after the end of the research (expected April 2021). Anonymized research data will be deposited in the Zenodo open access repository where it will be available to other researchers in line with current data-sharing practices.

### **Data Breach**

In the case of a data breach, the responsible Data Protection Officer will be informed by the responsible researcher. Together they will undertake all steps necessary to minimise any negative consequences.

### **Your rights**

You have the right to access your personal data, to correct it, to erase it, to restrict its processing, the right to data portability, and the right to object to in accordance with Articles 15-22 of the General Data Protection Regulation (GDPR). However, the right of erasure does not apply when the processing is necessary for the purposes of archiving that is in the public interest, as well as the purposes of statistical analysis and scientific or historical research.

You can also withdraw your consent to process your personal data at any time according to GDPR Article 6(1) and Article 9(2) without any consequences. Upon request, your local supervisory authority will provide you with information on exercising your rights according to Article 57(e) GDPR.

### **Usage of your data**

Processed data will be used in research publications, for education purposes and for future research. The use will not be limited to the research group. Third parties will be able to access and process the anonymized data deposited on the Zenodo open research data platform. As a participant, you can receive a summary of the results upon request.



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### **Contact information**

The InnoRenew CoE has appointed Dr Ana Slavec as Data Protection Officer to oversee the compliance of the project with data protection regulations. You can contact her at **[dpo@innorenew.eu](mailto:dpo@innorenew.eu)**.

If you have any questions about the content of the study, you can also contact the principal researcher, Oihana Gordobil, **[oihana.gordobil@innorenew.eu](mailto:oihana.gordobil@innorenew.eu)**.