*(Insert company logo here)*

**Consent form: Study participation**

This consent form outlines the purpose of the study and provides a description of your involvement and rights as a participant.

**Project overview**

*(Your company name)* is conducting a study to *(describe purpose of primary research project)*.

*(Your company name)* team *(summarize company’s mission)*. The *(company name)* team is seeking input from its current and potential customers. The goal of the study is to help identify opportunities to improve our service and offerings in the near future.

**Procedure**

The research will be conducted in the form of *(specify focus groups or interviews)* virtually via *(note which video platform)* with video. The *(focus groups/interviews)* will take approximately *(note time frame)* and will beconducted by an individual on the *(company name)* team. The video and audio will be recorded and retained by *(company name)*.

The full recording will not be shared with anyone outside the *(company name)* team and will be used for note-taking and ensuring accuracy of information collected during the *(focus groups/interviews)*. However, your real name and your organization’s name will **not** be used in any final written records.

*(Company name)* understands participants have the option of refusing to provide or discuss any information they are not comfortable with.

**Voluntary participation and withdrawal**

You can choose whether or not to participate in this study. You are under no obligation to participate in this study by signing this form.

You may withdraw from participating in this study at any point during the research process for any reason and without prejudice. If you choose to withdraw, please contact *(include contact information)*. Any information you have provided to *(company name)* prior to your withdrawal, including all notes and recordings, will be deleted and destroyed using applicable industry standards.

**Compensation**

*(Your company name)* will provide research participants with *(include incentive amount)* upon completion of the *(focus groups/interviews)* for time spent participating in this research study. Compensation will be given to participants in the form of cash upon completion of the *(focus groups/interviews)*.

**Confidentiality and protection of privacy**

The full recording will not be shared with anyone outside the *(company name)* team and will be used for note-taking and ensuring accuracy of information collected during the *(focus groups/interviews)*. The raw data file will be kept confidential, and it will not be shared with anyone outside *(company name)*.

Information collected during the *(focus groups/interviews)* will be anonymized, and your real name and your organization’s name will **not** be used in any final written records.

**Authorization**

I have read and understood this consent form, and I volunteer to participate in the study. I further understand that nothing in this consent form is intended to replace any applicable federal, provincial or municipal laws. I understand that if I have any questions or would like further information, I can contact the *(company name)* team responsible for this study at *(include contact info)*.

I agree to the terms outlined above.

**Participant name (please print):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date (mm/dd/yy):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Participant signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_