

## MUSEUMS and AI APPLICATIONS (MAIA) SURVEY

### Participant Information Sheet (PIS)

This is a research project undertaken at the University of Manchester. Before you decide whether to take part, it is important for you to understand why the research is being conducted and what it will involve. Please take time to read the following information carefully before deciding whether to take part and discuss it with others if you wish. Please ask if there is anything that is not clear or if you would like more information. Thank you for taking the time to read this.

### **About the research**

#### ➤ **Who will conduct the research?**

*Primary Investigator:*

**Name:** Lukas Noehrer  
**Address:** University of Manchester, Oxford Rd,  
Manchester M13 9PL  
**Email:** [lukas.noehrer@manchester.ac.uk](mailto:lukas.noehrer@manchester.ac.uk)

#### ➤ **What is the purpose of the research?**

The purpose of this research is to gather valuable insights into the uptake and usage of AI technologies in the museum sector.

#### ➤ **Will the outcomes of the research be published?**

The primary outcome of the research will be quantitative data. This data will be used for future research by the named researcher above. Anonymised data will be made publically available to support future research.

The survey data and outcomes will be included in research and teaching publications.

#### ➤ **Who has reviewed the research project?**

The project has ethical approval by the University of Manchester.

#### ➤ **Who is funding the research project?**

This project is funded by the **Engineering and Physical Sciences Research Council (EPSRC)** through award EP/R513131/1.

## **What would my involvement be?**

### **➤ What would I be asked to do if I took part?**

By participating in this study, you are agreeing to take part in a survey. We anticipate that the participation will take no more than 20 minutes of your time.

### **➤ Will I be compensated for taking part?**

This study is not compensated.

### **➤ What happens if I do not want to take part or if I change my mind?**

It is up to you to decide whether or not to take part. If you do decide to take part, please indicate your consent on the online survey. If you decide to take part you are still free to withdraw at any time by closing the survey without giving a reason and without detriment to yourself. However, it will not be possible to remove your data from the project once you submit the survey. This does not affect your data protection rights. If you decide not to take part you do not need to do anything further.

## **Data Protection and Confidentiality**

### **➤ What information will you collect about me?**

We are not collecting any “person identifying information” during our survey.

### **➤ Under what legal basis are you collecting this information?**

We are collecting and storing all information in accordance with data protection law that protect your rights. These state that we must have a legal basis (specific reason) for collecting data. For this study, the specific reason is that it is “a public interest task” and “a process necessary for research purposes”.

### **➤ What are my rights in relation to the information you will collect about me?**

You have a number of rights under data protection law regarding your personal information. For example you can request a copy of the information we hold about you.

If you would like to know more about your different rights or the way we use your personal information to ensure we follow the law, please consult our [Privacy Notice for Research](#).

### **➤ Will my participation in the study be confidential and my personal identifiable information be protected?**

In accordance with data protection law, The University of Manchester is the Data Controller for this project. This means that we are responsible for making sure your personal information is kept secure, confidential and used only in the way you have been told it will be used. All researchers are trained with this in mind, and your data will be looked after in the following way:

- ✓ Data will be stored on an encrypted server and will be backed up to a secure store.
- ✓ Experimental data will be shared for research purposes but you will not be identifiable from the data.
- ✓ Experimental data will be used in future research studies.
- ✓ Experimental data will be stored for a maximum of 5 years

When you agree to take part in a research study, the information you provide may be shared with researchers running other research studies in this and other organisations. The future research will be of a similar nature to this research project and will concern museums and digital content. Your information will only be used by this organisation and researchers to conduct research in accordance with [The University of Manchester's Research Privacy Notice](#). This information will not identify you and will not be combined with other information in a way that could identify you.

Please also note that individuals from The University of Manchester or regulatory authorities may need to look at the data collected for this study to make sure the project is being carried out as planned.

## **What if I have a complaint?**

### **➤ Contact details for complaints**

If you have a complaint that you wish to direct to members of the research team, please contact:

#### **Prof Caroline Jay**

The University of Manchester  
Oxford Road, Manchester, M13 9PL  
[caroline.jay@manchester.ac.uk](mailto:caroline.jay@manchester.ac.uk)

OR

#### **Dr Abigail Gilmore**

The University of Manchester  
Oxford Road, Manchester. M13 9PL.  
[abigail.gilmore@manchester.ac.uk](mailto:abigail.gilmore@manchester.ac.uk)

**If you wish to make a formal complaint to someone independent of the research team or if you are not satisfied with the response you have gained from the researchers in the first instance then please contact**

The Research Governance and Integrity Officer, Research Office, Christie Building, The University of Manchester, Oxford Road, Manchester, M13 9PL, by emailing: [research.complaints@manchester.ac.uk](mailto:research.complaints@manchester.ac.uk) or by telephoning 0161 275 2674.

If you wish to contact us about your data protection rights, please email [dataprotection@manchester.ac.uk](mailto:dataprotection@manchester.ac.uk) or write to The Information Governance Office, Christie

Building, The University of Manchester, Oxford Road, M13 9PL at the University and we will guide you through the process of exercising your rights.

You also have a right to complain to the [Information Commissioner's Office about complaints relating to your personal identifiable information](#) Tel 0303 123 1113

## **Contact Details**

If you have any queries about the study please contact:

**Lukas Noehrer**

Department of Computer Science, The University of Manchester  
Oxford Road, Manchester, M13 9PL

[lukas.noehrer@manchester.ac.uk](mailto:lukas.noehrer@manchester.ac.uk)