

CONSENT TO TAKE PART IN RESEARCH

04/08/2026

Dartmouth College

Study title: Car Buying Study

Principal Investigator: Mason Parris-Bacon

You are being asked to take part in a research study. Taking part in research is voluntary.

Study Summary: We are researchers at Dartmouth College studying how people buy cars. If you are eligible and agree to be in this study, you will complete a short survey about yourself and share information about your new car purchase.

The risk associated with sharing your information is minimal since researchers are taking several steps to ensure that any information collected for study purposes remains strictly confidential.

Eligible participants will receive a \$5 online gift card for completing a short survey and if you buy a car and provide the requested purchase details, you will receive an additional \$45 online gift card.

The alternative to being in this study is not to take part.

What is the purpose of this study?

Researchers from Dartmouth College are working to understand car buying behaviors.

Will you benefit from taking part in this study?

You will not personally benefit from being in this research study.

We hope to gather information that may help people in the future.

What does this study involve?

If you choose to enroll:

- Doing so will take about 3-5 minutes.
- We may provide you with car buying information, videos, and other online information.
- You will also have the opportunity to share details about any new-car purchase and financing transaction you make during the next month.
- We will email you weekly with reminders about this opportunity, for the next four weeks or so.
- We may contact you in the future with an opportunity to take a survey

What are the options if you do not want to take part in this study?

The alternative is to not take part in this study and close this window. If you choose not to participate, you will not receive compensation for participation.

What are the risks involved with being enrolled in this study?

We do not believe that you will experience any significant risks to your well-being by participating in this study. The risk associated with sharing your information is minimal since researchers are taking several steps to ensure that any information collected for study purposes remains strictly confidential.

Will my data be deidentified and used in the future for other purposes?

Your data, including the information collected in the enrollment form and car purchase details will be deidentified, meaning that your name and contact information will not be stored with it.

Any future research that uses your data will be reviewed by the Committee for the Protection of Human Subjects at Dartmouth College, which will determine if the research requires your permission or may be properly done without further permission from you.

Other important items you should know:

- **Leaving the study:** You may choose to stop taking part in this study at any time.
- **Number of people in this study:** We expect to enroll 3,000 participants in this study.
- **Funding:** An anonymous donor provides funding to Dartmouth College for this research.

How will your privacy be protected?

The information collected as data for this study includes:

- Contact information (Full Name, Email, Phone Number)
- Demographic information (Age, Gender, Race, Education Level, Occupation/Industry Role)
- Vehicle purchase plans
- Information on past vehicle purchases
- Details about your car purchase and financing transaction

We are careful to protect the identities of the people in this study. We also keep the information collected for this study secure and confidential.

The research team will follow strict rules to protect your privacy. Any information you provide is confidential. Researchers will securely store your personal information, responses to questions on the enrollment form, and contract details. Only staff who need to use this information to do research will be able to access the information. Identifiable data will never be

shared outside the research team. De-identified information (i.e., data without your name or any other personally identifiable information) from this study may be shared with the research community, with journals in which study results are published, and with databases and data repositories used for research. They may also be used for future research studies. These data will not be able to be linked back to you in any way.

Will you be paid to take part in this study?

Yes, eligible participants will receive \$5 for completing this enrollment form today. When you provide readable pictures with the details of your car purchase and financing transaction you will receive an additional \$20. To receive compensation, you must provide car purchase details within 1 month of completing the enrollment form. Payment details and methods will be provided upon completion of the respective stages of participation.

Whom should you email with questions about this study?

If you have questions or concerns about this study, you may email the research team for this study: car.buying.study@dartmouth.edu.

If you have questions, concerns, complaints, or suggestions about human research at Dartmouth, you may call the Office of the Committee for the Protection of Human Subjects at Dartmouth College (603) 646-6482 during normal business hours.

CONSENT

By clicking the "Consent" button below, you are indicating that you have read the above information about the Car Buying Study. You agree to take part in this study and will be given a pdf of this consent form.