

## Consent Agreement for Participation in the P&G Asia Innovation Project

Project Overview: The P&G Asia Innovation Project aims to generate an Emotional Fingerprint by conducting remote digital volunteer interviews. The Emotional Fingerprint is a collection of metrics derived from emotions extracted from microexpressions, voice phonetics, and transcripts. This project strictly adheres to the principles and regulations outlined in the General Data Protection Regulation (GDPR).

By signing this consent agreement, you acknowledge and agree to participate as a Volunteer in the P&G Asia Innovation Project under the following terms and conditions:

1. Purpose of the Project: The purpose of the project is to gather data for research and development purposes, specifically to generate an Emotional Fingerprint that will be used to improve innovation in our products, services, and processes to generate best practices.

2. Data Collection and Processing:

- a. Remote Digital Interviews: You must participate in remote digital interviews by designated project representatives. These interviews will capture your microexpressions, voice phonetics, and transcripts.

- b. Storage and Processing: ETC AI will securely store and process the collected data for analysis, research, and development purposes. Your personal data will be anonymized and aggregated to ensure confidentiality.

3. Data Usage and Confidentiality:
  - a. Purpose Limitation: The data collected from your participation will be used solely for research and development purposes related to the P&G Asia Innovation Project. It will not be used for any other commercial or marketing activities without your explicit consent.

**b. Anonymity and Confidentiality: Your personal data will be anonymized and aggregated, meaning it will not be possible to identify you from the collected information directly by P&G executives. ETC AI Examiners or mentors can review personal data and interviews to help volunteers improve the process and will ensure strict confidentiality and take appropriate measures to safeguard your data.**

4. Data Sharing:

- a. Internal Sharing: The aggregated data collected during the project may be shared within P&G and ETC AI for analysis, research, and development purposes.

- b. External Sharing: Your personal data will not be shared with any external parties, including third-party entities, without your explicit consent unless required by law.

5. Data Retention: Your personal data will be retained for as long as necessary to fulfill the purposes outlined in this consent agreement or as required by applicable laws and regulations. After this period, your data will be securely deleted or anonymized to prevent further identification.
6. Voluntary Participation and Withdrawal: Your participation in the P&G Asia Innovation Project is entirely voluntary. You have the right to withdraw your consent without providing a reason. To withdraw your consent, please notify the project representatives in writing or by email using the contact information provided.
7. Rights as a Data Subject: As a participant in this project, you have the right to access, rectify, erase, restrict processing, and object to the processing of your personal data. If you wish to exercise these rights or have any concerns about your data, please contact the project representatives using the provided contact information.

By signing below, you confirm that you have read and understood the terms and conditions of this consent agreement and willingly agree to participate in the P&G Asia Innovation Project.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Please retain a copy of this consent agreement for your records.