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## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** Personal Data Exploitation and Privacy Circumvention: An Educational Framework for Prevention

**Creator:** George Wood

**Principal Investigator:** George O. Wood

**Data Manager:** George O. Wood

**Affiliation:** Newcastle University

**Template:** DCC Template

**ORCID ID:** 0009-0009-3998-6499

### Project abstract:

This experiment aims to assess the UK public's views, attitudes, and opinions with regard to privacy, informed consent, and personal data ownership. The data will be collected by an anonymous (random token) questionnaire, distributed to participants following an expression of interest. It will consist of mostly quantitative questions, with a small selection of qualitative questions to supply context where appropriate.

The questions asked in this experiment will focus on relatively neutral topics, and should not cause offence or harm to participants. Moreover, participants maintain their right to withdraw their contribution until the publication of this experiment's results, at which time withdrawal of individual responses won't be possible as the full dataset will have been entered into the public domain.

**ID:** 151277

**Start date:** 01-06-2024

**End date:** 01-01-2025

**Last modified:** 22-07-2024

### Copyright information:

The above plan creator(s) have agreed that others may use as much of the text of this plan as they would like in their own plans, and customise it as necessary. You do not need to credit the creator(s) as the source of the language used, but using any of the plan's text does not imply that the creator(s) endorse, or have any relationship to, your project or proposal

# Personal Data Exploitation and Privacy Circumvention: An Educational Framework for Prevention

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## Data Collection

### What data will you collect or create?

- 1-10 ranked scales will be widely used to provide quantitative data regarding participants' views on the key themes of the experiment.
- Yes/No binary options will be sparingly used to account for a few questions, particularly relating to participation and consent therefor.
- Free text answers will be sparingly used to apply context to selected questions where necessary, however these will be avoided where a suitable alternative is available.
- Participants will be asked questions about their broad demographic characteristics; to ensure participant anonymity is maintained, the resolution of these data categories will be low. Furthermore, any such questions will be optional.
- Further questions will be asked using the above formats, which will aim to assess the participant's views, attitudes, and opinions about privacy, informed consent, and personal data ownership.

### How will the data be collected or created?

- All data for this experiment will be collected via online questionnaires, which can be completed asynchronously at the participant's leisure.
- Two online forms will be used:
  - The first as an initial expression of interest. For this, some minimal personal data will be collected such as the participant's age and email address, but this data will only be used for the purposes of ensuring appropriate participation in the substantive experiment, and for issuing an anonymous token to successful applicants.
  - The second will be the substantive questionnaire, in which no identifying personal data will be collected.

## Documentation and Metadata

### What documentation and metadata will accompany the data?

- A full copy of the questionnaire will be supplied with the data upon publication.

## Ethics and Legal Compliance

### How will you manage any ethical issues?

- The themes this experiment will investigate are relatively neutral, and are unlikely to cause offence or harm to participants.
- Participants will maintain their right to withdraw their contribution until the publication of this experiment's results. Withdrawing after this point would not be possible as the data would have entered the public domain as open data.
- Participants will be thoroughly briefed on the requirements, themes, and objectives of the experiment in order to support them in making an informed decision about whether or not to consent to participate.
- A copy of this Data Management Plan will be provided to every participant.

### How will you manage copyright and Intellectual Property Rights (IPR) issues?

- Newcastle University's standard research copyright notice will be provided to participants, and alongside the published dataset.
- This data will be provided as open data upon publication, and will be fully anonymised at this point.

## Storage and Backup

### How will the data be stored and backed up during the research?

- During the research, the raw data will be stored in Newcastle University provided OneDrive storage, as per their guidance as published [here](#).

### How will you manage access and security?

- Access to this experiment's data will be limited to the principal researcher only during the experiment itself. This will be ensured by Newcastle University's normal user access management process.

## Selection and Preservation

### Which data are of long-term value and should be retained, shared, and/or preserved?

- All data collected for this experiment will be redacted for anonymity where appropriate, and published as open data to contribute to the work of other academics around the world.

### What is the long-term preservation plan for the dataset?

- Upon completion of this experiment, the data will be archived to the [UK Data Service](#). Additionally, a copy may be sent to Newcastle University's [Research Data Warehouse](#) if appropriate.

## Data Sharing

### How will you share the data?

- This experiment's data will be published as anonymised open data upon it's completion.

### Are any restrictions on data sharing required?

Question not answered.

## Responsibilities and Resources

**Who will be responsible for data management?**

- George O. Wood
  - Principal Researcher
  - [G.O.Wood1@ncl.ac.uk](mailto:G.O.Wood1@ncl.ac.uk)
  - PhD Student • EPiC • School of Computing • Newcastle University

**What resources will you require to deliver your plan?**

Question not answered.

# Planned Research Outputs

## Collection - "Privacy, Informed Consent, and Personal Data Ownership in the UK"

### Planned research output details

Title	DOI	Type	Release date	Access level	Repository(ies)	File size	License	Metadata standard(s)	May contain sensitive data?	May contain PII?
Privacy, Informed Consent, and Personal Data Owner ...		Collection	2025-02-01	Open	UK Data Service	1 GB	Creative Commons Attribution 4.0 International	None specified	No	No