Ethics, consent and confidentiality
University as a Living Lab toolkit

Students and academics will find research ethics support and guidance in their Schools. In addition, the Research Ethics Guidebook for Social Scientists may also be useful, providing advice on sampling, consent and confidentiality.

Collecting data from individuals

If you are collecting data from individuals via a survey, interviews or other means, remember to:

- Inform people about the purpose of the research, how data will be used, and that their participation is voluntary and can be withdrawn at any time
- Provide a written consent form to be signed where relevant e.g. when conducting in-depth interviews
- Anonymise responses unless participants have given permission for themselves to be identified
- Store your data on the University’s secure server, rather than on a personal laptop or on USB sticks

Using commercial data

If you are given access to commercial data, it is likely you will have signed an agreement if the data is confidential and for internal use only. If you are unsure about how the data can be shared or used, do check with those who have provided it to you, or ask the SRS Department for further advice.