

PARTICIPANT INFORMATION STATEMENT - Forum

The aim of this study is to study the behaviours of team fans in virtual communities. The study is being led by Dr André Soares with the support of a Professional team of researchers at Coventry University. You have been selected to participate in this forum because you are a fan of Coventry Blaze. Your participation in the forum is entirely voluntary, and you can opt out at any stage by cancelling your registration on the forum or by contacting the lead researcher Dr André Soares, ab9667@coventry.ac.uk, or any other member of the research team (names and contacts below this text). Your participation in this forum will help us to get a better insight into the dynamics within virtual communities and how those dynamics can impact consumer behaviour and wellbeing. The study should take approximately 7 months, but the forum will remain opened at least until the end of the season. Your participation will be treated confidentially and the information you provide will be kept anonymous in any research outputs/publications. Your data will be processed in accordance with the General Data Protection Regulation 2016 (GDPR) thereafter. Your data will be held securely and will only be viewed by the research team. All personal data will be anonymised by 10th June 2019. You are free to withdraw from the project at any time until the date your personal data is anonymised on 10 June 2019. You should note that your data may be used in the production of formal research outputs (e.g. journal articles, conference papers, theses and reports) prior to this date and so you are advised to contact the university at the earliest opportunity should you wish to withdraw from the study. To withdraw, please contact the lead researcher (contact details are provided below). You do not need to give a reason. A decision to withdraw, or not to take part, will not affect you in any way. Coventry University is a Data Controller for the information you provide. You have the right to access information held about you. Your right of access can be exercised in accordance with the Data Protection Act 1998 (up until 24th May 2018) and the General Data Protection Regulation thereafter. **Coventry Blaze will not intervene on the forum, this means that the club will not post information nor respond to any posts or comments.** You also have other rights including rights of correction, erasure, objection, and data portability. For more details, including the right to lodge a complaint with the Information Commissioner's Office, please visit www.ico.org.uk. Questions, comments and requests about your personal data can also be sent to the University Data Protection Officer - enquiry.ipu@coventry.ac.uk. The project has been reviewed and approved through the formal Research Ethics procedure at Coventry

University. For further information, or if you have any queries, please contact the lead researcher Dr. André Soares, ab9667@coventry.ac.uk. If you have any concerns that cannot be resolved through the lead researcher, please contact ethics.hls@coventry.ac.uk . Thank you for taking the time to participate in this forum. Your help is very much appreciated.

The research team:

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