**Sample Information Letter for an Anonymous Online Survey**

***\*\*\* This sample shows a finished product created from the Information Consent Letter (ICL) Guide. When drafting your own letter, please refer primarily to the*** [*ICL Guide*](https://uwaterloo.ca/research/office-research-ethics/research-human-participants/application-process/samples-and-other-supporting-materials/information-consent-samples)***, as your study may have unique procedures and details not covered here. This sample does not include the consent form itself \*\*\****

**Study Title**: Perspectives of Health Canada Policy on Mandatory Labelling of Genetically Modified Food

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This letter explains what the study is about, possible risks and benefits, and your rights as a research participant. You may print/save a copy for your records. If you do not understand something in the letter, please ask one of the investigators before consenting to participate.

**What is the study about?**

You are invited to participate in a research study about the general public’s perception of genetically modified (GM) food. The purpose of the study is to find out what the Canadian public knows about genetically modified (GM) foods, what they think or feel about GM foods, and specifically what they think about the labelling of GM foods. We plan to combine perspectives from the Canadian public with the results we obtain from the literature and document review of Health Canada policy on GM food.

**What does participation involve?**

Participation in the study will consist of an online anonymous questionnaire that takes approximately 20 minutes. You will first be asked some demographic information such as age, gender, and education. The remaining questions ask about your perspectives on genetically modified foods. With your permission, anonymous quotations from the open-ended responses may be used in papers and publications.

**Who may participate in the study?**

To participate in the study, you need to be at least 17 years of age.

**Is participation in the study voluntary?**

Your participation in this study is voluntary. You may decline to answer any question(s) you prefer not to answer by skipping to the next question and may stop participating at any time by not submitting your responses and closing your web browser.

**Will I receive anything for participating in the study?**

If you participate in this study, you will receive a $20 electronic gift card to Goodness Me health food stores. If you decide to stop participating early, please click through to the end to receive the electronic gift card. To keep your responses anonymous, you will be asked to input your email address for purposes of receiving the electronic gift card in a separate online questionnaire. Email addresses will be stored separately, then destroyed once electronic gift cards have been issued. The amount received is taxable. It is your responsibility to report this amount for income tax purposes.

**What are the possible benefits of the study?**

Participation in this study will not provide any personal benefit to you. Data from this study may contribute to the public discussion on the mandatory labelling of GM food.

**What are the risks associated with the study?**

There are no known or anticipated risks associated with participation in this study. If a question or the topic makes you uncomfortable, you can choose not to provide a response.

**How is data collected, stored, and protected?**

This anonymous questionnaire will not ask for your name or other identifying information. As described above, email addresses will be separately collected for sending gift cards. Removing your responses later is not possible because the researchers will have no way of identifying which responses are yours. This survey is hosted by Qualtrics, which has multiple safeguards in place, although no Internet transmission is ever fully secure. Collected data will be securely stored on password-protected computers for at least 7 years. With your permission the data that you provide in this study may be shared publicly without any names or other identifying information.

**Who is sponsoring/funding this study?**

This study is funded by a Canadian Institutes of Health Research project grant.

**Has the study received ethics clearance?**

This study has been reviewed and received ethics clearance through a University of Waterloo Research Ethics Board (REB 12345). If you have questions for the Board, contact the Office of Research Ethics, toll-free at 1-833-643-2379 (Canada and USA), 1-519-888-4440, or [reb@uwaterloo.ca](mailto:reb@uwaterloo.ca).

**Who should I contact if I have questions regarding my participation in the study?**

If you have any questions about this study or need more information before you decide whether to participate, please contact one of the researchers named above.