

## UX Research Participation Agreement

This Participation Agreement is between **Sinch** and any participant (the “participant”), who signs the agreement by clicking the checkbox on the Sinch Research Calendar.

### **Purpose of Research**

In this research, we aim to identify the key factors that contribute to a smooth onboarding experience for end-users of Customer Communications Cloud (such as Sinch). Specifically, we are interested in learning why users chose Sinch, what they are interested in and what they hope to achieve. We’re also interested in learning how we can improve messaging, voice, or verification onboarding, how to access real-time analytics and logs, and track the performance of their communications with customers.

### **Method**

A user interview (conducted over Microsoft Teams) with a Sinch Product UX Researcher or Product Manager. You will be asked open-ended questions to help us understand your primary use cases for a Customer Communications Cloud.

### **Confidentiality**

All information collected during this research will be kept confidential. Your identity will not be revealed in any publications or presentations resulting from this research. Any personal data will be securely stored for a period of *1 year* and will be destroyed after this time.

### **Voluntary Participation**

Participation in this research is completely voluntary. You may choose not to participate, or you may withdraw at any time during the research session. Your decision to participate or not will not affect your current or future relationship with Sinch.

### **Recording**

The research session will be audio and/or video recorded to ensure accurate data collection. The recording will only be used for note-taking purposes and will be destroyed after *1 year*.

### **Use, Publication, and Confidentiality**

All information collected during this research will be kept confidential and will only be used for the purpose of this research. However, we may share non-personal information with our team members, stakeholders, or clients, in presentations, publications, or other materials related to the project, so long as it does not identify you in any way. We will not publish or share any information that could identify you without your explicit written consent.

### **Intellectual Property**

All writings or works of authorship, including, without limitation, presentations, publications, studies authored by us during this research, are our exclusive property.

### **Consent**

By agreeing to participate in this research, you understand and agree to the information provided in this consent form. You understand that your participation is voluntary, and you may withdraw at any time. You understand that the research session will be recorded, and your data will be kept confidential and that your data may be used for the purposes described above. In addition, you agree to:

- Arrive on time for all scheduled sessions and notify the researcher with sufficient notice if you need to cancel or reschedule.
- Provide accurate and complete responses to all questions, to the best of your ability.
- Be fully attentive during the session and provide detailed responses.
- Keep all information related to this research study confidential and do not disclose it to any third parties.
- Notify the researcher immediately if you experience any discomfort, distress, or adverse effects during the study.
- Follow all instructions provided by the researcher regarding the study procedures.

Shall the participant not fully adhere to the conditions of this participation agreement, they may be disqualified from participation.