

**INFORMED CONSENT FORM & CONFIDENTIALITY DECLARATION**

**VOLUNTEER'S STATEMENT:**

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(b) (6)

Signature of Study

9-14-18

Date

(b) (6)

Printed Name

FOR USE BY AGENCY ONLY

(b) (6)

Signature of Person Obtaining Consent

9-14-18

Date

(b) (6) - M/A/R/C® Research

STUDY TITLE: Cognitive Testing Research to Develop Brand A Cigarettes Consumer Messaging

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### My Research Responsibilities & Risks of Cigarette Smoking/MRTPs

#### My Research Responsibilities

- The purpose of this research is to understand all consumer reactions to product messages in the interest of public health.
- I am responsible for asking questions that I may have about the research, providing any thoughts or opinions I may have during the research and actively participating in the discussion.
- My participation is voluntary and I may leave this discussion at any time if I no longer wish to participate.
- I am prohibited from revealing any confidential information (written, verbal, visual) that is presented during this research. This may include the design, images, messages, statements or any other product communications.
- All information I receive during this research is considered confidential and may not be disclosed by me to any third party via written, verbal or visual means for up to 10 years.
- I am also prohibited from keeping any materials presented during the discussion. All materials presented must be returned to the M/A/R/C® Research staff before I leave the facility today.

#### Risks of Cigarette Smoking/MRTPs

- Smoking causes serious and fatal diseases such as lung cancer, heart disease and emphysema in smokers. Smokers are far more likely to develop serious diseases like lung cancer than non-smokers.
- Cigarette smoking during pregnancy is associated with increased risk of pregnancy complications, spontaneous abortion, low birth weight infants and stillbirth.
- Cigarette smoking is addictive. It can be very difficult to quit smoking, but this should not deter adult smokers who want to quit from trying to do so.
- There is no such thing as a safe cigarette. Using MRTPs has not been shown to be safer than smoking conventional cigarettes and in addition MRTPs should not be viewed as an alternative to quitting smoking.
- Anything communicated during this research is not in any way intended to promote smoking, a particular MRTP or MRTPs in general.

By signing the Informed Consent Form & Confidentiality Declaration, I agree that I have been provided with a copy of this form and that I have read and understand my responsibilities and the risks associated with cigarette smoking / MRTPs.

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FACILITY #

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