

INFORMED CONSENT FORM & CONFIDENTIALITY DECLARATION

To: **Taylor Nelson Sofres** (the “Agency”)

Participant's Name: _____

I wish to participate in research (“**NGP Research**”) which may potentially involve smoking Next Generation Products (“**NGPs**”). It has been explained to me that that NGPs are new tobacco products for existing smokers..

I have been informed that the NGP Research is an investigational study and that its purpose is to understand consumer behaviour and reactions to potential marketing messages. I understand that any use of NGPs by me, and my exposure to related materials is not in any way intended to promote smoking, a particular NGP or NGPs in general.

During the NGP Research, certain confidential information (“**Confidential Information**”) will be shown to me. The Confidential Information may include, for example, the design, sensory characteristics, images, scientific information and product communications relating to NGPs. I understand that all NGP-related information which I receive during the NGP Research is Confidential information.

I also confirm that I am aware that:

- 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. Pregnant or breastfeeding women cannot participate in the NGP research.
- 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. I have been informed not to assume smoking NGPs are safer than smoking any other cigarettes and that NGPs should not be viewed as an alternative to quitting smoking.

I have read and understood the requirements of confidentiality and participation in the NGP Research and confirm the following:

- I have been informed of the nature of the NGP Research and the activities involved in participating in it, and in particular that the NGP Research will involve an initial interview (lasting approximately one hour) and potentially up to 4 weeks of NGP use, involving two further interviews.
- I have had the opportunity to ask questions about the nature of the research, and any questions that I have had, have been answered to my satisfaction.
- I understand that my participation in NGP Research is completely voluntary and that I may cease participation at any time. I will be compensated for my participation, but I will not lose the compensation to which I am entitled if I decide to withdraw early.
- I am aware that if I have additional questions or concerns about the NGPs, the NGP Research or my continued participation that I may address these either to Agency personnel directly or via the 24 hour telephone Hotline (Telephone Number : [])
- I am at least [legal age plus 1] years old.
- I am a consumer of factory-made cigarettes and/or other combustible tobacco products.
- (For female participants) I am not pregnant or breastfeeding.

I agree that:

- I will keep confidential all Confidential Information (whether visual, oral or in writing) to which I may have access during the NGP Research for a period of 10 years and that I will not to disclose any Confidential

Information to any third parties (including on social media sites, or to friends, relatives or family), directly or indirectly, unless required to do so by law or a competent court.

- I will not lend, sell, give away or attempt to take apart any NGP which is provided to me and I will promptly return it and any packaging materials to the Agency whenever requested.

I understand and agree that:

- my opinions on the NGPs and the associated materials which are being investigated, as well as any information about my smoking behaviour (including that recorded manually or electronically in a diary or by an NGP device) may be retained and used by the Agency (and the company engaging the Agency).
- any other personal information I provide in the course of my participation may be retained and used by the Agency (and the company engaging the Agency) for the purposes of confirming my age and the terms of my participation in the NGP Research - but it will not be used for any other purpose.

On signing below, I will be provided with a copy of this Informed Consent Form & Confidentiality Declaration. This form will be stored for an indefinite period of time by TNS France, 138 av. Marx Dormoy, 92120 Montrouge France, acting as project coordination research agency.

Signature: _____

Print Name: _____

Date: _____

FOR USE BY AGENCY ONLY

Received by: _____

Date: _____