

INFORMED CONSENT FORM & CONFIDENTIALITY DECLARATION

To: Taylor Nelson Sofres (138 av. Marx Dormoy, 92120 Montrouge, France) ("**TNS**")

(b) (4)

Participant's Name and address: _____

I voluntarily wish to participate in research ("**NP Research**") which may potentially involve using New Products ("**NPs**"). It has been explained to me that New Products ("**NPs**") are new tobacco products for existing adult smokers.

The research is commissioned by a commercial sponsor that produces tobacco-based products ("**Sponsor**"). The research is conducted by TNS, who have sub-contracted elements of the research to (b) (4) and Subcontractor. Interviewers duly appointed by (b) (4) will lead the interviews and collect data on behalf of TNS.

I have been informed, also in relation to the data protection provisions, that the NP Research is an investigational study and that its purpose is to understand consumer behaviour and reactions to potential NP information. I understand that any use of NPs by me, and my exposure to NP related-materials is not in any way intended to promote smoking, a particular NP or NPs in general.

During the NP Research, certain confidential information ("**Confidential Information**") will be shown to me. Confidential Information shall mean information disclosed on behalf of the Sponsor during or in connection with NP Research, and prior to the receipt by me was neither publicly available nor in my possession without a duty of confidentiality. The Confidential Information may include, for example, the design, images, scientific information and product communications relating to NPs. I understand that all NP-related information which I receive during the NP 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.
- 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 NP research.
- 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.
- I have been informed not to assume using NPs are safer than smoking any other tobacco products and that NPs should not be viewed as an alternative to quitting smoking.

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

- I have been informed of the nature of the NP Research and the activities involved in participating in it, and in particular that the NP Research will involve an initial interview (lasting approximately one hour) and potentially up to 4 weeks of NP use, involving two further interviews.
- I understand that during the NP Research the collection and the processing of the personal data carried out by (b) (4) will cover only the data necessary for the scope of the NP Research. This data will include any personal data as well as my opinions on the NPs and any associated materials. The information voluntarily provided by me will be communicated by (b) (4) only in an anonymous way to TNS and/or the Sponsor for the purposes of confirming my age and terms of my participation in the NP Research and to understand consumer behavior and reactions to potential NP information. If necessary, this information will be made available to other entities, included the Companies belonging to the Sponsor's group of companies that may potentially be located in other countries than where I live.
- I have had the opportunity to ask questions about the nature of the NP research, and any questions that I have had, have been answered to my satisfaction.
- I understand that my participation in NP Research is completely voluntary and that I may cease participation at any time. I will be compensated for my participation, and I will not lose the compensation to which I am entitled, even if I decide to withdraw early.
- I am aware that if I have additional questions or concerns about the NPs, the NP Research or my continued participation, I may address these to (b) (4) personnel directly or via the telephone Hotline (Telephone Number : 02-3014-0727).
- I am at least 20 years old and I have been living continuously in Korea for at least a year.

- I confirm that I do not suffer from allergies and/or other diseases that require the non-consumption of tobacco or tobacco-based products.
- I am not studying journalism or market research.
- I am not employed in any of the following fields: journalism, market research, health, public relations, advertising or tobacco.
- I have not participated in any market research during which I had to test a tobacco product within the last six months.
- I am a consumer of factory-made cigarettes and/or other combustible tobacco products and / or e-cigarettes. I have been a consumer of at least one of these categories of product for at least one year; and I use one or more of these categories of products at least three times a day.

I agree that:

- I will keep confidential all Confidential Information (whether visual, oral or in writing) to which I may have access during the NP Research for a period of 10 years and that I will not disclose, disseminate or publish 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 dismantle, reassemble or alter in any way any NP which is provided to me and I will promptly return it and any packaging materials to (b) (4) whenever requested but at the latest by the end of the NP Research.
- I will not acquire any rights or ownership to any NP and associated items which are provided to me.
- In case of loss of the NP or any associated items, I will promptly inform (b) (4).
- I may be re-contacted by (b) (4) for a further exploration of the objective of the NP Research.

I understand and agree that:

- My name, age, phone number, email address, sex, smoking habits, my opinions on the NPs and the associated materials which are being investigated, as well as any information about my smoking behavior may be retained and used by (b) (4), the Subcontractor or TNS (and the Sponsor, but in an anonymous way) until the completion of the NP Research for the purpose of conducting the same NP research – but will not be used for any other purpose. I have been informed that I can refuse to provide consent to processing and transmission of my personal data, and I am fully aware that I cannot participate in the NP Research if I refuse to provide my consent.

☐ Agree

☐ Do not agree

- any sensitive information, including, but not limited to allergies, diseases, or any other information relating to my health, which I provide in the course of my participation may be retained and used by (b) (4), the Subcontractor or TNS (and the Sponsor, but in an anonymous way) until the completion of the NP Research for the purposes of confirming my age and the terms of my participation in the NP Research - but it will not be used for any other purpose. I have been informed that I can refuse to provide consent to processing and transmission of my personal data, and I am fully aware that I cannot participate in the NP Research if I refuse to provide my consent.

☐ Agree

☐ Do not agree

- In the event of an unusual health experience or other discomfort ('Event'), I commit to cease immediately all use of the NP and promptly report details of the Event to (b) (4) or the Subcontractor. I further understand that I may be requested to provide details of the Event to (b) (4) or its subcontractor. Any personal data submitted in relation to an Event will be held on an anonymous basis and used only for submission to regulatory bodies involved in approving NPs.

☐ Agree

☐ Do not agree

- I declare that I have been informed about the use of my personal data in connection with the NP Research and by signing this Informed Consent Form & Confidentiality Declaration, I give my consent to the processing and transmission of my personal data, which shall include my name, age, phone number, email address, sex, smoking habits, behavior and answers provided during the NP Research for the purpose of understanding adult consumer behavior and reactions to potential NP information by (b) (4), the Subcontractor, TNS and its affiliated companies that may potentially be located in other countries than where I live, both during the research and after my participation in it has terminated. I have been informed of the right to access

my personal data and the right to request the deletion or blocking of my personal data.

☐ Agree

☐ Do not agree

- I have been informed that by signing this Informed Consent Form & Confidentiality Declaration, my personal data collected by (b) (4) or the Subcontractor can be provided to TNS for the purpose of understanding adult consumer behavior and reactions to potential NP information. I understand and give my consent that TNS may retain and use the personal data until the objectives of the research are met. I have been informed that I can refuse to provide consent to processing and transmission of my personal data.

☐ Agree

☐ Do not agree

I have been informed that the processing and transmission of my personal data will be conducted in accordance with applicable laws and in compliance with appropriate security standards. I have been informed that I can refuse to provide consent to processing and transmission of my personal data, and I am fully aware that I cannot participate in the NP Research if I refuse to provide my consent.

On signing below, I will be provided with a copy of this Informed Consent Form & Confidentiality Declaration. This form will be stored until the research objectives are met by TNS (acting as project coordination research agency and as Data Controller according to the applicable data protection decree) at 138 av. Marx Dormoy, 92120 Montrouge, France. This declaration shall be governed by the laws of the Republic of Korea. The Seoul Central District Court shall have jurisdiction over all disputes arising out of or in connection with this declaration.

(b) (4), the Subcontractor and TNS will act as Data collector, and will retain personal data.

TNS and Sponsor (but in an anonymous way) will act as Data Controllers, each one within the limit of their specific competences.

Signature: _____

Print Name: _____

Date: _____

FOR USE BY AGENCY ONLY

Received by: _____

Date: _____

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