

## EXEMPT DETERMINATION

January 19, 2023

Matthew Farrelly  
919-541-6852  
[mcf@rti.org](mailto:mcf@rti.org)

Dear Matthew Farrelly:

On 1/19/2023, the IRB reviewed the following submission:

Type of Review:	Initial Study
Title:	Increasing Understanding of Digital Advertising: Awareness, Receptivity & Comprehension Experiment
Investigator:	Matthew Farrelly
IRB ID:	STUDY00022310
Funding Source:	FDA Ctr Tobacco Products
Customer/Client Name:	FDA Ctr Tobacco Products
Project/Proposal Number:	0215534.009
Contract/Grant Number:	HHSF223201610032I
IND, IDE, or HDE:	None

The IRB determined that this study meets the criteria for exemption from IRB review under Category (2) (iii) Tests, surveys, interviews, or observation (identifiable); and for which limited IRB review was conducted via expedited review.

Ongoing IRB review and approval by this organization is not required. This determination applies only to the activities described in the IRB submission and may not apply should any changes be made. If changes are made and there are questions about whether these activities impact the exempt determination, you should contact the IRB to discuss whether a new submission and determination is necessary.

Sincerely,

The RTI Office of Research Protection