

**Department of Labor
Employment and Benefits Security Administration
Brand Lift Study
Consent Form**

OMB Control No. 1225-0093 Expiration Date: 02/29/2027

Informed Consent for Research Participation:

Thanks for taking the time to complete the survey. Please read the statements below and sign where indicated.

By submitting this form, you are indicating that you have read the description of the study and that you agree to the terms as described.

If you have any questions, or would like a copy of this consent form, please contact surveys@cmrignite.com.

What this study is about

This survey is being conducted by the CMRignite on behalf of the Department of Labor, Employment and Benefits Security Administration (EBSA). This survey is about enhancing the information and resources provided by EBSA online and on its website. You were asked to participate by DISQO, our partner.

Your Involvement in the Study

We will ask you a series of questions about your awareness of EBSA, awareness of various rights related to job-based health benefit plans, and your opinions about the EBSA website. The survey should take a maximum of 15 minutes total.

Your Participation is Voluntary

Participation is completely voluntary. You may refuse to answer any questions or end participation at any time.

Confidentiality

We will take necessary and appropriate precautions to keep what you tell us confidential. We may develop and present research reports that summarize the results of all the participants who complete the survey. The reports are for internal use only. We will not use your real name in any of our materials.

Storage of Personal Information and Session Data

We will securely store and process your personal information and session data until we deem

the content no longer necessary for the research purposes outlined above. This data can include your email address and phone number.

Statement of Consent

I have read the above information and received answers to any questions I have asked. I consent to take part in this survey and to have any information I provide be used in the manner described above. I understand that my name will not be used in connection with survey responses. I expressly release CMRignite from and against any and all claims that I have or may have for invasion of privacy, defamation, or any other cause of action arising out of the production, distribution, display, or publication of the results of the project, so long as the conditions of use described above are met.

By clicking here, you agree to participate in this study