



A Study about Responsible Investing

LETTER OF INFORMATION / CONSENT

Principal Investigators

Dr. Brent McKnight
416-788-4097
bmcknight@mcmaster.ca

Dr. Kevin Veenstra
veenstk@mcmaster.ca

Dr. Benson Honig
bhonig@mcmaster.ca

Purpose of the Study:

If you are a Canadian that has responsible investments or are considering making responsible investments, you are invited to take part in this study on responsible investing. Unlike conventional investments that emphasize financial returns and risks, responsible investing enables investors to reap financial returns while accounting for social and environmental issues. We are focused on understanding the journey that investors undertake in their efforts to obtain applicable financial advice for responsible investments.

This study is part of a larger effort to understand responsible investing at the retail level. Our research team is also studying how financial advisors adopt responsible investing-related business practices and the antecedents and impediments financial advisors face in engaging retail clients with responsible investing. Ultimately, we are interested in understanding if and how the retail market for responsible investing is being created.

We expect findings will be useful for both investors and financial advisors in this new area. The research will inform practitioner reports, will be presented at academic conferences, and appear in journal articles and book chapters.

The study involves a 60-minute interview conducted over Zoom web conferencing. This is an externally hosted cloud-based service. A link to their privacy policy is available here (<https://zoom.us/privacy-and-legal>). Please note that whilst this service is approved for collecting data in this study by the McMaster Research Ethics Board, there is a small risk with any platform such as this of data that is collected on external servers falling outside the control of the research team. If you are concerned about this, we would be happy to make alternative arrangements for you to participate, perhaps via telephone. Please talk to the researcher if you have any concerns. We will be taking handwritten notes and with your permission, we will record the interview for accuracy purposes. To ensure privacy, recordings will be stored locally on our password protected local drive.

Participants will receive a \$20 Starbucks gift card or a \$20 Kiva gift card – a philanthropic-based micro-financing organization.

Potential Harms, Risks or Discomforts:

The risks involved in participating in this study are minimal. All information that you provide will be confidential. All the data will be stored on a secure server with access available only for the members of the research group.

Further, you are not required to answer questions that you do not want to answer or that make them feel uncomfortable.

Potential Benefits

Participants have the opportunity to improve the ability of future investors to find and access responsible investment advice. Participants may not benefit from this study.

Confidentiality

You are participating in this study confidentially. We will not use your name or any information that would allow you to be identified. Only the research team will know your identity, and even this will be protected (blinded) following transcription of the interview.

Transcriptions will be made by NVivo's transcription services (<https://www.qsrinternational.com/nvivo-qualitative-data-analysis-software/resources/blog/nvivo-transcription-is-hipaa-compliant>). Please note that whilst this service is approved for collecting data in this study by the McMaster Research Ethics Board, there is a small risk with any platform such as this of data that is collected on external servers falling outside the control of the research team. If you are concerned about this, please bring this to the attention of the principal investigator.

Every effort will be made to protect your confidentiality and privacy. We will not use your name or any information that would allow you to be identified. However, people are often identifiable through the stories they tell, therefore please only share information that you would feel comfortable sharing with one of your acquaintances.

Any paper copies of information/data you provide will be kept in a locked desk/cabinet where only Dr. Benson Honig, Dr. Veenstra, Dr. McKnight and the research team will have access to it. Information kept on a computer will be protected by a password. Once the study is complete, only an archive of the data, without identifying information will be maintained. The archived data will be held for 5 years.

Participation and Withdrawal:

Your participation in this study is voluntary. It is your choice to be part of the study. If you decide not to be a part of the study, you can stop (withdraw) from the interview for whatever reason, even after signing the consent form or part-way through the study. Participants will be able to withdraw up to 2 weeks following completion of the interview. If you decide to withdraw, there will be no consequences to you. In cases of withdrawal, any data you have provided will be destroyed unless you indicate otherwise. Simply email Dr. Brent McKnight to withdraw from the study.

You may also choose not to answer some of the questions and remain in the study.

Information about the Study Results

We expect to have results from this study over the coming year and will be posting materials at <https://responsibleinvesting.degroote.mcmaster.ca> .

Questions about the Study:

If you have questions or need more information about the study itself, please contact a member of the research team.

This study has been reviewed by the McMaster University Research Ethics Board and received ethics clearance. If you have concerns or questions about your rights as a participant or about the way the study is conducted, please contact:

McMaster Research Ethics Secretariat

Telephone: (905) 525-9140 ext. 23142

C/o Research Office for Administrative Development and Support E-mail: ethicsoffice@mcmaster.ca

VERBAL CONSENT SCRIPT

These are the consent statements that I will go over with you during our interview. They are included here so you can preview them, but you will not be asked to respond to them until the time of our interview.

- I have read the information presented in the information letter about this study.
- I have had the opportunity to ask questions about my involvement in this study and to receive additional details I requested.
- I understand that if I agree to participate in this study, I may withdraw from the study at any time up until 2 weeks following the completion of the interview
- I have been given a copy of this form.
- I agree to participate in the study
- Do you agree that the interview can be recorded? Note that you may turn off your video at any time.