



Participant Consent Form– Customer Experience Research

Thank you for participating in our research. Your participation in the research is greatly appreciated and entirely voluntary. Please be aware that you can withdraw your consent and stop your participation at any time.

We follow the guidelines for research provided by the Marketing Research and Intelligence Association’s code of conduct guidelines for qualitative standards. The Marketing Research and Intelligence Association provides a contact number if you wish to speak with them: 416-642-9793. Please read the statements below and sign where indicated. If you have any questions, please ask.

Purpose

We work for Deloitte, a consulting firm contracted by the City of Toronto to conduct this research on their behalf. The main purpose of our research is to understand what customers like you experience when interacting with City services and identify ways to improve the customer experience. If you would like to discuss this research with a representative of the City of Toronto, please reach out to Carolyn Rowan, whose contact info is shared below:

Carolyn Rowan
Business Analyst, Strategic Policy & Planning
Office of the Deputy City Manager, Corporate Services

Metro Hall, 55 John St., 3rd Floor
Toronto, ON M5V 3C6
T: 416.397.4107

Observation

I understand that employees/representatives of Deloitte may observe my session. I grant permission for employees/representatives of Deloitte to observe my session.

Recording

I understand that video and/or audio of my session may be recorded. The recordings will allow Deloitte and the City of Toronto to review my session and benefit from my comments. The recordings **will not** be made available to the public for any reason. I grant Deloitte and the City of Toronto permission to use these recordings for internal use only, for the purpose of improving the services provided by the City.



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Reporting

I understand that Deloitte may quote my comments in any report produced off the back of this research. I grant Deloitte permission to identify the source of such a quote using my age and profession, and to use a pseudonym (a false name, e.g. John Doe) in place of my name.

Non-Disclosure

I understand that anything I see today is confidential. I will not disclose or discuss this session with anyone outside of the research team. I understand that my personal information will be subject to use by the City for the purposes outlined above.

Name (First, Last) _____

Signature _____

Date (yyyy-mm-dd) and time _____

The Strategic Policy and Planning Unit in the Deputy City Manager's Office, Corporate Services collects personal information during this research under the legal authority of the City of Toronto Act, 2006, SO 2006, Chapter 11, Schedule A, s 136(c) and the City of Toronto By-Law No 169-2018. The information will be used to understand your experience when interacting with City services and identify ways to improve the customer experience. Questions about this collection can be directed to the Strategic Policy and Planning Business Analyst, 55 John Street, Toronto, Ontario, M5V 3C6 or by telephone at 416 397-4107.