Sensory Analysis Consumer Database – Database Recruitment

PARTICIPANT INFORMATION SHEET

ETHICS PROJECT REFERENCE NUMBER: 8095

We would like to invite you to become a member of a consumer database managed by ZERO2FIVE Food Industry Centre at Cardiff Metropolitan University. Members of the database will periodically be invited to take part in sensory analysis of food and drink products. On occasions, a specific demographic will be required; the database will be used to screen participants and you will only be contacted if you are eligible to take part in that particular sensory analysis project.

What is the purpose of the consumer database?

The purpose of the consumer database is to collect data on a variety of different people who would like to taste new and different food and drink products. Your views and opinions are very important, providing invaluable guidance on developing new food and drink products or improving existing ones.

How will I be contacted?

You will be contacted by your preferred contact method identified as part of the registration process. Following the initial contact, the invitation asking you to take part in a project will be emailed to you – this will contain all the information you need to know about the upcoming panel including what the product is, how many products you will be required to consume, allergen information, timings and directions to the centre.

How often will I be asked to participate?

We conduct sensory analysis throughout the year on a regular basis, and providing you match the required demographic, you could be contacted at any time. Sensory analysis is carried out on different days and at different times of the day to make it easy for panel members to take part. However, there is no obligation for you to take part if you do not wish to do so.

In the case of online surveys and home trials, these can be completed at a time convenient to you.

What will I be asked to do as a panel member?

Consumer panel members are asked to consume a food or drink product and complete a questionnaire. Although you may be asked to consume up to six products in any one session, you will only be asked to try one category of product per session. Occasionally you may also be asked to part in other research carried out by the center, such as focus groups.

How long will each panel take?

Whilst most consumer panels take around 15 minutes, some panels can take up to one hour to complete. You can take part in as many panels as is convenient to you.

Where is the sensory analysis carried out?

Sensory analysis is carried out at the ZERO2FIVE Food Industry Centre at Cardiff Metropolitan University, Llandaff Campus. The address is Western Avenue, Cardiff, CF5 2YB.

Are there any benefits of my taking part?

As a way of thanks, those who take part in some consumer panels will be rewarded with a form of financial compensation (such as gift vouchers) for their time. The amount rewarded will vary and depend on the project being carried out at the time. There will be no financial compensation for completing the recruitment questionnaire.

Will my taking part in the project be kept confidential?

Yes. The project will comply with ethical guidelines and confidentiality of collected data will be bound by the Data Protection Act, 1998. All information about you will be handled in confidence. Project data and personal information will be stored at Cardiff Metropolitan University in locked cabinets and password protected computers.

How long will my data be stored?

Data will be stored in the database for a period of five years. If you would like to be removed from the database before this time, please let us know.

How do I unsubscribe from the consumer database?

You are free to unsubscribe at any time, without giving reason. To unsubscribe from the database, please contact zero2five@cardiffmet.ac.uk along with your Panel ID, full name and postcode.

How do I update my details?

Personal details can be updated by emailing zero2five@cardiffmet.ac.uk. Alternatively please call 02920 205726

Contact for more information

ZERO2FIVE	02920 205726	zero2five@cardiffmet.ac.uk

We can all be contacted by post at the Food Industry Centre, Cardiff School of Health Sciences, Cardiff Metropolitan University, Western Avenue, Llandaff, Cardiff. CF5 2YB.

Thank you for taking the time to read this information sheet and for considering recruitment into the consumer database.

Cronfa Ddata Defnyddwyr Dadansoddi’r Synhwyrau - Cronfa Ddata Recriwtio

TAFLEN WYBODAETH I GYFRANOGWYR

RHIF CYFEIRNOD PROSIECT MOESEG: 8095

Hoffem eich gwahodd i ddod yn aelod o gronfa ddata defnyddwyr a reolir gan Ganolfan Diwydiant Bwyd Zero2Five ym Mhrifysgol Metropolitan Caerdydd. Bydd aelodau o'r gronfa ddata o dro i dro yn cael eu gwahodd i gymryd rhan mewn dadansoddi’r synhwyrau o gynnyrch bwyd a diod. Ar adegau, bydd angen demograffig penodol; caiff y gronfa ddata ei defnyddio i sgrinio cyfranogwyr a chysylltir â chi’n unig os ydych yn gymwys i gymryd rhan yn y prosiect dadansoddi’r synhwyrau penodol.

Beth yw pwrpas y gronfa ddata defnyddwyr?

Pwrpas y gronfa ddata defnyddwyr yw casglu data ar amrywiaeth o wahanol bobl a fyddai'n hoffi blasu cynnyrch bwyd a diod newydd a gwahanol. Mae eich barn yn bwysig iawn, gan roi arweiniad amhrisiadwy ar ddatblygu cynhyrchion bwyd a diod newydd neu wella rhai sy’n bodoli eisoes.

Sut y cysylltir â mi?

Cysylltir â chi drwy eich dull cyswllt dewisol a nodwyd fel rhan o'r broses gofrestru. Yn dilyn y cyswllt cychwynnol, caiff e-bost ei anfon atoch yn eich gwahodd i gymryd rhan mewn prosiect - bydd hyn yn cynnwys yr holl wybodaeth sydd angen i chi ei wybod am y panel sydd i ddod gan gynnwys yr hyn fydd y cynnyrch, faint o gynnyrch a fydd yn ofynnol i chi ei fwyta/yfed, gwybodaeth am alergenau, amseriadau a chyfarwyddiadau i'r ganolfan.

Pa mor aml bydd gofyn i mi gymryd rhan?

Cynhelir dadansoddi’r synhwyrau trwy gydol y flwyddyn yn rheolaidd, ac ar yr amod eich bod yn cyfateb i'r demograffig sydd ei angen, gellid cysylltu â chi ar unrhyw adeg. Caiff dadansoddi’r synhwyrau ei wneud ar wahanol ddyddiau ac ar wahanol adegau o'r dydd i'w gwneud yn hawdd i aelodau'r panel gymryd rhan. Fodd bynnag, nid oes gorfodaeth arnoch i gymryd rhan os nad ydych yn dymuno gwneud hynny.

Yn achos arolygon ar-lein a threialon cartref, gall y rhain gael eu cwblhau ar amser sy’n gyfleus i chi.

Beth fydd gofyn i mi ei wneud fel aelod o'r panel?

Gofynnir i aelodau o'r panel defnyddwyr fwyta cynnyrch bwyd neu ddiod a chwblhau holiadur. Er efallai y gofynnir i chi fwyta/yfed hyd at chwe chynnyrch mewn unrhyw un sesiwn, gofynnir i chi roi cynnig ar un categori o gynnyrch yn unig ym mhob sesiwn. O bryd i’w gilydd, efallai y byddwn ni’n gofyn i chi gymryd rhan mewn ymchwil bellach i’r ganolfan, megis grwpiau ffocws.

Pa mor hir y bydd pob panel yn ei gymryd?

Er bod y rhan fwyaf o baneli defnyddwyr yn cymryd tua 15 munud, gall rhai paneli gymryd hyd at awr i'w cwblhau. Gallwch gymryd rhan mewn cynifer o baneli ag sy'n gyfleus i chi.

Ble caiff y dadansoddiad o'r synhwyrau ei gynnal?

Cynhelir y dadansoddiad o'r synhwyrau yn y Ganolfan Diwydiant Bwyd Zero2Five ym Mhrifysgol Metropolitan Caerdydd, Campws Llandaf. Y cyfeiriad yw Rhodfa'r Gorllewin, Caerdydd, CF5 2YB.

A oes yna unrhyw fanteision o gymryd rhan?

Fel ffordd o ddiolch am eu hamser, caiff y rhai sy'n cymryd rhan mewn rhai paneli defnyddwyr eu gwobrwyo gyda math o iawndal ariannol (megis tocynnau anrheg). Mae'r swm a wobrwyir yn amrywio ac yn dibynnu ar y prosiect sy'n cael ei wneud ar y pryd. Ni fydd unrhyw iawndal ariannol am gwblhau'r holiadur recriwtio.

A fydd cymryd rhan yn y prosiect yn cael ei gadw'n gyfrinachol?

Bydd. Bydd y prosiect yn cydymffurfio â chanllawiau moesegol a bydd cyfrinachedd data a gesglir yn cael ei rwymo gan y Ddeddf Diogelu Data, 1998. Caiff yr holl wybodaeth amdanoch ei thrin yn gyfrinachol. Bydd data'r prosiect a gwybodaeth bersonol yn cael ei storio ym Mhrifysgol Metropolitan Caerdydd mewn cypyrddau dan glo a chyfrifiaduron wedi eu diogelu gan gyfrineiriau.

Am ba hyd gaiff fy nata ei storio?

Bydd y data'n cael ei storio yn y gronfa ddata am gyfnod o bum mlynedd. Os hoffech gael eich dileu o'r gronfa ddata cyn y cyfnod hwn, rhowch wybod i ni.

Sut ydw i'n dad-danysgrifio o'r gronfa ddata defnyddwyr?

Rydych yn rhydd i ddad-danysgrifio ar unrhyw adeg, heb roi rheswm. I ddad-danysgrifio o'r gronfa ddata, cysylltwch â zero2five@cardiffmet.ac.uk ynghyd â'ch Rhif Adnabod Panel, enw llawn a chod post.

Sut alla i ddiweddaru fy manylion?

Gellir diweddaru manylion personol trwy e-bostio zero2five@cardiffmet.ac.uk Fel arall, ffoniwch 02920 205726

<u>Cyswllt am fwy o wybodaeth</u>

ZERO2FIVE 02920 205726 zero2five@cardiffmet.ac.uk

Gellir cysylltu â phob un ohonom drwy'r post yn y Ganolfan Diwydiant Bwyd, Ysgol Gwyddorau Iechyd Caerdydd, Prifysgol Metropolitan Caerdydd, Rhodfa'r Gorllewin, Llandaf, Caerdydd CF5 2YB.

Diolch i chi am gymryd yr amser i ddarllen y daflen wybodaeth hon ac am ystyried recriwtio i'r gronfa ddata defnyddwyr.