APPLICATION FOR ETHICAL APPROVAL – INTRODUCTORY NOTES

In order for research to result in benefit and minimise risk of harm, it must be conducted ethically. A researcher may not be covered by the University's insurance if ethical approval has not been obtained prior to commencement.

The University follows the OECD Frascati manual definition of **research activity**:

> *"[C]reative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications".*

As such this covers activities undertaken by:

- Members of staff (academic staff or support staff);
- Individuals holding honorary title from the University;
- Postgraduate research students;

In all of these cases ethical review is required regardless of discipline.

The individual undertaking the research activity is known as the **lead researcher**.

Ethical approval is not required for routine audits, performance reviews, quality assurance studies, testing within normal educational requirements, and literary or artistic criticism.

For most projects you will only need to complete sections in the main part of the form. A few projects will need more detailed ethical consideration and will need you to fill in sections in an appendix. At some points in this form you will be asked questions about your research in the following way:

1	Does your research involve <<something specific>>?	**YES**	**Click to continue to appendix <<N>>**	**NO**	**Continue to the next section**
2	Have you completed appendix <<N>>?	**YES**	□	**NO**	✓

Clicking in the appropriate box will take you to the appropriate location in the text. At the end of each appendix is a box. Clicking on this will return you to the question that originally took you to the appendix.

Return to the main form

NB These clickable links will only work if you are editing the document in the desktop version of Word, not the browser version. Please download and save the form before editing it.

Guidance notes are provided as comments or as text IN GREEN throughout this form. Please ensure that the comments are removed and that the green text is replaced by your own text or removed as appropriate BEFORE submitting this form.

Please ensure that you have read the UWTSD Research Ethics and Integrity Policy and the UWTSD Research Data Management Policy BEFORE submitting this form.

APPLICATION FOR ETHICAL APPROVAL

SECTION A: About You (Lead Researcher)

1	Full Name:		Dhruvik Bharatbhai Mangukiya			
2	Tick all boxes that apply:		Member of staff:	☐	Honorary research fellow:	✓
	Undergraduate Student	☐	Taught Postgraduate Student	☐	Postgraduate Research Student	✓
3	Institute/Academic Discipline/ Centre:		London			
4	Campus:		London Campus			
5	E-mail address:		2412991@student.uwtsd.ac.uk			
6	Contact Telephone Number:		07887180211			
7	Project Title		The Role of Digital Storytelling in Building Brand Loyalty: A Case Study of ASOS (UK E-commerce Brand)			
8	Proposed Start Date		10/11/2025	Proposed End Date	03/02/2026	
For students:						
9	Student Number:		2412991			
10	Programme of Study:		MBA – International Business			
11	Director of Studies/Supervisor:		Andry Rakotovololona			

SECTION B: Grant or Contract Funding

1	Has your research been awarded, applied for, or intend to apply for external funding?	**YES**	Click to continue to appendix 1	**NO**	**Continue to the next section**
2	Have you completed appendix 1?	**YES**	☐	**NO**	✓

SECTION C: Internal and External Ethical Guidance Materials

Ethical Guidance Documents
Please list the core ethical guidance documents that have been referred to during the completion of this form (including any discipline-specific codes of research ethics, location-specific codes of research ethics, and also any specific ethical guidance relating to the proposed methodology). Please tick to confirm that your research proposal adheres to these codes and guidelines. You may add rows to this table if needed.

1	UWTSD Research Ethics & Integrity Policy	✓
2	UWTSD Research Data Management Policy	✓
3	UWTSD Open Access Publications Policy	✓
4	UWTSD Export Control Policy *Required ifAppendix 8completed*	□
5	UWTSD Trusted Research and Innovation Policy *Required if research is taking place outside the UK*	□
6	*[List any other relevant documents here]*	□

SECTION D: External Collaborative Research Activity

1	Does your research involve collaborating partners at another institution or organisation?	**YES**	**Click to continue to appendix 2**	**NO**	**Continue to the next section**
2	Have you completed appendix 2?	**YES**	□	**NO**	✓

SECTION E: Details of Research Activity

Aims, Vision and Approach of the Research (maximum 200 words per section)
Please outline what are you hoping to achieve with your proposed work and how will you deliver it?

1	**Research aims and objectives**

Aim: To analyse how ASOS uses digital storytelling through its social media and online platforms to strengthen customer loyalty and engagement.

Objectives:

- To evaluate how ASOS applies digital storytelling strategies across its online and social media platforms to connect with consumers and communicate brand values.
- To examine the effectiveness of ASOS's digital storytelling in influencing customer emotional connection, perception, and brand trust.
- To explore the relationship between storytelling techniques of ASOS and the development of its brand loyalty among the target audience.
- To identify the opportunities and challenges faced by ASOS in sustaining customer loyalty in operating digital storytelling trends in the UK e-commerce sector.

(this box should expand as you type)

2	**Vision**

Importance within or beyond your area of research
This research is significant within digital marketing and consumer psychology as it explores how emotional storytelling fosters brand loyalty in the e-commerce sector. Beyond this field, it contributes to understanding digital communication strategies that enhance customer engagement across industries increasingly driven by online interactions and brand authenticity.

Advancement of current understanding and new knowledge generation
The study advances current understanding by linking *narrative transportation theory* and *consumer–brand relationship theory* to real-world e-commerce branding. It generates new insights into how inclusive, authentic digital storytelling (as in ASOS campaigns) transforms consumer perception and loyalty, providing a framework for story-driven marketing strategies applicable across global digital platforms.

Timeliness of the research
The research is timely as it aligns with ongoing digital transformation trends and the growing reliance on social media storytelling to connect with consumers. In a period where online competition and content saturation are high, exploring storytelling's role in maintaining authenticity and loyalty directly responds to current market and academic needs.

Potential impact on society, economy, or environment
By encouraging brands to adopt authentic and emotionally resonant storytelling, this research may enhance consumer trust and responsible marketing practices, promoting sustainable brand-consumer relationships. Economically, it can help e-commerce businesses like ASOS strengthen retention and loyalty, leading to stable growth. Socially, it supports inclusivity and diversity narratives that reflect evolving consumer values.

3	**Approach**

Methodological framework and analysis methods
This research adopts a **secondary qualitative research framework**, focusing on the analysis of existing data from credible and publicly available sources such as academic journals, company reports, and online marketing campaigns of ASOS. Data will be analysed using **thematic analysis**, which involves identifying, categorising, and interpreting recurring themes related to digital storytelling and brand loyalty. This approach enables in-depth understanding of patterns in ASOS's digital narratives and their emotional and behavioural impacts on consumers.

Reasons for the chosen methods
The secondary qualitative method was chosen for its **cost-effectiveness, efficiency, and relevance** to the study's objectives. Since ASOS's digital campaigns and storytelling strategies are extensively documented online, secondary sources provide sufficient, authentic data for meaningful analysis. Thematic analysis aligns with the research aim of exploring *how* storytelling fosters emotional engagement and brand loyalty, allowing interpretation beyond mere numerical data.

Feasibility, effectiveness, and proportionality
The approach is feasible because all required data are **publicly accessible** through ASOS reports, online publications, and marketing archives. It is **effective** in producing rich insights into consumer–brand relationships without the time and financial constraints of primary research. The scale and method are **proportionate** to the study's scope, enabling achievement of the objectives within limited resources and timeframe while maintaining academic rigour.

Risks to delivery and management strategies
The main risks involve potential **bias or incompleteness** in secondary data and **limited generalisability** from a single case study. These risks will be mitigated by using **multiple credible sources** to ensure triangulation and reliability, maintaining **transparent referencing**, and clearly acknowledging limitations. Consistent thematic validation will ensure analytical accuracy and avoid misinterpretation of qualitative data.

Outputs into outcomes and impacts
The approach ensures that outputs — such as identified storytelling techniques and emotional engagement patterns — can be **translated into actionable insights** for both academic and business audiences. Academically, it extends understanding of digital storytelling as a driver of brand loyalty. Practically, it guides marketers and e-commerce managers in designing **authentic, inclusive, and emotionally resonant narratives** that enhance customer trust, loyalty, and long-term engagement — maximising real-world impact on digital brand strategy and consumer connection.

(this box should expand as you type)

4	**Location of research activity** Identify all locations where research activity will take place.

The research has been conducted within the university itself

(this box should expand as you type)

5	Will any of your research be undertaken outside of the UK?	**YES**	Click to continue to appendix 3	**NO**	**Continue to the next section**
6	Have you completed any of appendix 3?	**YES**	□	**NO**	✓

SECTION F:Research Methods

Will the research activity include:		YES	NO
1	Use of a questionnaire or similar research instrument?	☐	✓
2	Use of interviews?	☐	✓
3	Use of focus groups?	☐	✓
4	Use of participant diaries?	☐	✓
5	Use of video or audio recording?	☐	✓
6	Use of computer-generated log files?	☐	✓
7	Participant observation with their knowledge?	☐	✓
8	Participant observation without their knowledge?	☐	✓
9	Access to personal or confidential information without the participants' specific consent?	☐	✓
10	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive?	☐	✓
11	Performance of any acts which may cause embarrassment or affect self-esteem?	☐	✓
12	Investigation of participants involved in illegal activities?	☐	✓
13	Use of procedures that involve deception?	☐	✓
14	Administration of any substance, agent or placebo?	☐	✓
15	Working with live vertebrate animals?	☐	✓
16	Procedures that may have a negative impact on the environment?	☐	✓
17	Other primary data collection methods. Please indicate the type of data collection method(s) below.		
Details of any other primary data collection method: *(this box should expand as you type)*		☐	✓

SECTION G: Research Participants

Research participants include people who will be taking part in your research as providers of research data (e.g. being interviewed, answering questionnaires, or doing user testing of hardware or software). This includes animal participants.					
1	Does your research involve human or non-human participants?	**YES**	**Continue this section**	**NO**	**Click to continue to section N**

Participant numbers and source How will you ensure an appropriately convened sample group in order to meet the aims of the research? Give details for subgroups separately, if appropriate. How will any potential pitfalls, for example dual roles or potential for coercion, be addressed?		
1	How many participants will be recruited and how was the number decided upon?	NA *(this box should expand as you type)*
2	Who will the participants be?	NA *(this box should expand as you type)*
3	How will you identify the participants?	NA *(this box should expand as you type)*
4	Will you be excluding any groups of people, and if so what is the rationale for that?	NA *(this box should expand as you type)*
5	Will the research involve any element of deception? If yes, please describe why this is necessary and whether participants will be informed at the end of the study	NA *(this box should expand as you type)*
6	Describe whether participants will be able to withdraw from the study, and up to what point (eg if data is to be anonymised). If withdrawal is not possible, after a certain point, explain why not.	NA *(this box should expand as you type)*
7	How long will the participant have to decide whether to take part in the research?	NA *(this box should expand as you type)*

8	What arrangements have been made for participants who might have difficulties understanding verbal explanations or written information, or who have particular communication needs that should be taken into account to facilitate their involvement in the research?	NA *(this box should expand as you type)*

SECTION H: Research with Vulnerable People

1	Are your participants classed as vulnerable people?	**YES**	Click to continue to appendix 4	**NO**	**Continue to the next section**
2	Have you completed appendix 4?	**YES**	☐	**NO**	✓

SECTION I:Research Involving Animals

1	Are your participants non-human animals?	**YES**	Click to continue to appendix 5	**NO**	**Continue to the next section**
2	Have you completed appendix 5?	**YES**	☐	**NO**	✓

SECTION J:Research with the Prison Service or the Probation Service

1	Are your participants staff or offenders within the Prison Service or the Probation service?	**YES**	Click to continue to appendix 6	**NO**	**Continue to the next section**
2	Have you completed appendix 6?	**YES**	☐	**NO**	✓

SECTION K:Health and Social Care Research

1	Are your participants selected due to their health or social care needs?	**YES**	Click to continue to appendix 7	**NO**	**Continue to the next section**
2	Have you completed appendix 7?	**YES**	☐	**NO**	✓

SECTION L:Types of Personal Data

Personal Data Does the research activity involve personal data (as defined by the General Data Protection Regulation 2016 and the Data Protection Act 2018)?		**YES**	**NO**
1	Personal data means any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. Any video or audio recordings of participants and transcription of such are considered to be personal data.	☐	✓
	If you ticked YES, provide a description of the data and explain why this data needs to be collected:		
(this box should expand as you type)			

Special Category Data Does the research involve the processing of special category data (as defined by the General Data Protection Regulation 2016 and the Data Protection Act 2018)?		**YES**	**NO**
2	Racial or ethnic origin	☐	✓
3	Political opinions	☐	✓
4	Religious or philosophical beliefs	☐	✓
5	Genetic, biometric or health data	☐	✓
6	Sex life or sexual orientation	☐	✓
7	Trade union membership	☐	✓
If you ticked **YES**to any of questions L2-L7, provide a description of the data and explain why this special category data needs to be collected to support the research and that it is in the public interest to do so:			
8	*(this box should expand as you type)*		
9	Please describe how the research has been designed to gather the minimum amount of personal data necessary for the specified research purpose:		
(this box should expand as you type)			

10	Demonstrate that the processing is not likely to cause substantial damage or distress to individuals and that their interests will be safeguarded:
	(this box should expand as you type)
11	Demonstrate that the data will not be used to take any action or make decisions in relation to the individuals concerned:
	(this box should expand as you type)
12	Data should be anonymised wherever possible, either at point of capture or once collated. If the data cannot be anonymised, and if pseudonymisation is not possible, demonstrate why the that is possible. If special category data cannot be anonymised, explicit consent to share that data must normally be obtained.
	(this box should expand as you type)

		YES	NO	N/A
13	If special category data cannot be anonymised, will you obtain explicit consent to share that data?	☐	☐	✓

SECTION M: Participant Information and Consent

Information for participants It is normally expected that those participating in research should do so having given their informed consent. If this is not appropriate or practical, explicit justification must be provided, in line with prevailing disciplinary conventions. Please note however, that informed consent to participate in the research is separate from consent to process (e.g. collect, analyse, store, reuse or share) personal data, as the University's lawful basis for processing personal data in research activities is part of its 'public task'.		**YES**	**NO**	**N/A**
1	Will you obtain written consent for participation?	☐	☐	✓
2	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☐	☐	✓
3	Will you tell participants that their participation is voluntary?	☐	☐	✓
4	Will you explain to participants that refusal to participate in the research will not affect their treatment or education (if relevant)?	☐	☐	✓
5	If the research is observational, will you ask participants for their consent to being observed?	☐	☐	✓

6	Will you tell participants that they may withdraw from the research at any time and for any reason?	☐	☐	✓
7	Will participants be made aware of how you will treat any information that may reasonably by considered as confidential?	☐	☐	✓
8	If your research requires your participants to sign up for a service provided by an external company or organisation will you inform them that their data may be stored and processed outside UWTSD?	☐	☐	✓
9	Will you give participants the UWTSD Privacy Notice for Research?	☐	☐	✓

If you have answered **NO** to any ofquestions M1-M8, please provide justification detailing why this is necessary for the research.

10	*(this box should expand as you type)*

Informed consent: Describe the arrangements to inform potential participants, before providing consent, of what is involved in participating. Describe the arrangements for participants to provide full consent before the research begins. If gaining consent in this way is inappropriate, explain how consent will be obtained and recorded.

11	*(this box should expand as you type)*

Confidentiality: Confidential information refers to information that can be related to an identifiable individual, whether living or deceased, which is not in the public domain and which is given with the expectation that it will be kept confidential. Under Common Law when an individual entrusts a researcher or research team with confidential information, the team must handle this in line with 'reasonable expectations'. In other words, confidential information should only normally be shared when there would be 'no surprises' for the individuals concerned. Where participants would not expect the researcher to be sharing their confidential information with others, researchers can manage their expectations by informing them of their intentions (e.g. in the participant information sheet or during discussions about participation) and asking them if they are happy with these plans. They should understand what is being proposed and what this might mean for them, before they decide whether the researcher can share their confidential information with others.

Please detail how you will treat confidential information:

12	*(this box should expand as you type)*

Copies of any written consent form, written information and all other explanatory material should accompany this application. If you have included these then please list the documents included here.

13	Sample information sheets and consent forms are available from the University ethical review intranet page at https://intranet.uwtsd.ac.uk/research/research-integrity-and-ethics

14	Consent form attached?	**YES** ☐	**NO** ☐	**N/A** ✓

SECTION N: Research with Potential Military Application

1	Does your research have any potential military application?	**YES**	Click to continue to appendix 8	**NO**	**Continue to the next section**
2	Have you completed appendix 8?	**YES**	☐	**NO**	✓

SECTION O: Use of Artificial Intelligence Tools

Use of generative AI and other AI-based tools There are a number of ethical issues relating to the use of generative AI and other AI-based tools, including data security, output bias, and output errors. In general you should assume that any generative AI or other AI-based tool that you pay to use is more secure and accurate than one which is free to use. Will the research use AI tools to do any of the following:		**YES**	**NO**	**N/A**
1	Capture data?	☐	✓	☐
2	Generate and/or edit text?	☐	✓	☐
3	Generate graphics?	☐	✓	☐
4	Generate video?	☐	✓	☐
5	Generate sound/music?	☐	✓	☐
6	Generate code?	☐	✓	☐
7	Generate synthetic data?	☐	✓	☐
8	Analyse data?	☐	✓	☐
9	Analyse personal or sensitive data?	☐	✓	☐
10	Classify data?	☐	✓	☐
11	Do you intend to use the free version of any AI tools?	☐	✓	☐
If you have answered **YES** to any of questions O1-O11, please provide justification detailing why this is necessary for the research.				
12	*(this box should expand as you type)*			

Section P: Research Data Management Plan

1	**Data Summary**

The research will access and analyse secondary qualitative data drawn from publicly available and credible sources. These include academic journals, industry reports, company documents, marketing campaign materials, online articles, and social media content related to ASOS's digital storytelling strategies. The data will consist of textual, visual, and descriptive information such as narratives, brand messages, and consumer engagement patterns—rather than numerical or statistical data. This type of data will enable thematic analysis to identify patterns and insights about how ASOS's storytelling influences customer emotions, brand perception, and loyalty within the digital e-commerce environment.

2	**Responsibilities**

As the research is being conducted individually as part of an academic study, therefore I will be fully responsible for data management. This includes collecting, storing, analysing, and referencing all secondary data sources ethically and securely.

Since the research uses only secondary data and does not involve collaboration with external institutions or partners, no additional team or partner institution shares responsibility for data management. The researcher will ensure that all accessed materials are from credible, publicly available, and properly cited sources**,** following institutional ethical guidelines for academic integrity, data protection, and transparency throughout the project.

3	**Assessment of existing data**

Existing data sources
The research will use secondary qualitative data from a range of existing sources related to ASOS and digital storytelling. These include academic journals, industry reports, company publications, marketing campaign analyses, online articles, and social media content such as ASOS's #AsSeenOnMe initiative and the "Inspired By" campaign. Reputable online databases like Statista, Grand View Research, Google Scholar, and ASOS's official reports will also be used. These sources provide detailed insights into ASOS's digital marketing practices, customer engagement strategies, and the role of storytelling in shaping brand loyalty.

Analysis of data gaps
While these existing sources provide comprehensive information about ASOS's storytelling approach and market performance, there are gaps in first-hand consumer perspectives. The reliance on secondary data limits the ability to measure individual emotional responses, loyalty behaviours, or perception changes directly. Additionally, quantitative data linking storytelling campaigns to measurable loyalty outcomes such as repeat purchase rates are limited. These gaps highlight the absence of primary empirical evidence, which could be addressed in future research through surveys or interviews with ASOS customers to strengthen the link between storytelling strategies and consumer loyalty outcomes.

4	**Management and curation of data**

The research data will be systematically organised into digital folders by themes such as storytelling strategies, brand loyalty, and consumer engagement, with full citation details recorded for each source. Thematic coding and research logs will be used to document and analyse key insights, ensuring secure storage and compliance with institutional ethical standards.

5	**Quality assurance of data**

Quality assurance will be maintained by using only credible, peer-reviewed, and verifiable secondary sources, ensuring data accuracy and authenticity during collection. During data entry and analysis, all references and extracted information will be cross-checked for consistency, proper citation, and alignment with research objectives.

6	**Short-term data storage**

The data will be stored digitally on a secure, password-protected computer and backed up regularly on encrypted cloud storage during the research period. Access will be restricted to the researcher only, and all files will be clearly labelled and organised; regular backups and antivirus protection will ensure data security, integrity, and protection against loss or unauthorised access throughout the project.	
7	**Long-term data storage and preservation**
NA	
8	**Documentation and metadata**
The data will be accompanied by detailed documentation, including full bibliographic references, source descriptions, collection dates, and thematic notes that explain the context and relevance of each dataset. Throughout the research, metadata such as file names, coding categories, and analytical notes will be systematically recorded in a research log to ensure clarity, transparency, and ease of understanding for any future secondary users.	
9	**Data sharing**
NA	
10	**Copyright and intellectual property ownership**
NA	
11	**Resources**
The research will require basic digital resources such as a personal computer, internet access, and secure cloud storage for organising and safeguarding data. The costs of storage will be minimal and appropriate, as free or institution-provided cloud services will be sufficient for storing secondary qualitative data. These costs will be met through existing academic resources and personal access to digital storage, requiring no additional funding for long-term data preservation.	

SECTION Q: Risk Assessment

Outline any anticipated risksthat may adversely affect any of the participants, the researchers and/or the University, and the steps that will be taken to address them. If you have completed a full risk assessment (for example as required by a laboratory, or external research collaborator) you may append that to this form.			
1	Full risk assessment completed and appended?	**YES** ☐	**NO** ✓
Risks to participants, researchers, and the University			
2	**Social risks:** *disclosures that could affect participants standing in the community, in their family and their job.*	**YES** ☐	**NO** ✓

Risk: *(this box should expand as you type)*		*How will youaddress any risks?*	
3	**Legal risks:** *activities that could result in the participant, researchers and / or University committing an offence; activities that might lead to a participant disclosing criminal activity to a researcher which would necessitate reporting to enforcement authorities; activities that could result in a civil claim for compensation*	**YES** ☐	**NO** ✓
Risk: *(this box should expand as you type)*		*How will youaddress any risks?*	
4	**Economic harm:***financial harm to participant, researcher and / or University through disclosure or other event.*	**YES** ☐	**NO** ✓
Risk: *(this box should expand as you type)*		*How will youaddress any risks?*	
5	**Reputational risk**: *damage to public perception of University or the University / researchers' reputation in the eyes of funders, the research community and / or the general public.*	**YES** ☐	**NO** ✓
Risk: *(this box should expand as you type)*		*How will youaddress any risks?*	
6	**Safeguarding risks:** *Risk to young people, vulnerable adults and / or researcher from improper behaviour, abuse or exploitation. Risk to researcher of being in a comprising situation, in which there might be accusations of improper behaviour.*	**YES** ☐	**NO** ✓
Risk: *(this box should expand as you type)*		*How will youaddress any risks?*	
7	**Sensitive, embarrassing or upsetting topics**. *If research activity may include sensitive, embarrassing or upsetting topics or issues likely to disclose information requiring further action (e.g. criminal activity), give details of the procedures to deal with these issues, including any support/advice (e.g. helpline numbers) to be offered to participants. Note that where applicable, consent procedures should make it clear that if something potentially or actually illegal is discovered in the course of a project, it may need to be disclosed to the proper authorities.*	**YES** ☐	**NO** ✓
(this box should expand as you type)			
	Health and safety risks		
	Location hazards: f*or example: fire; visiting or working in participant's homes; working in remote locations and in high crime areas; overseas travel; hot, cold or extreme weather conditions; working on or by water. Also hazardous work*	**YES**	**NO**

8	*locations, such as construction sites, confined spaces, roofs or laboratories. For overseas travel, researchers will need to check country / city specific information, travel health requirements and consider emergency arrangements as part of their research planning. In all cases the University's International Travel Policy must be followed.*	☐	✓

Risk: *(this box should expand as you type)*	*How will youaddress any risks?*

9	**Activity hazards:** *for example: potentially mentally harmful activities; distressing and stressful work and content; driving; tripping, or slipping; falling from height; physically demanding work; lifting, carrying, pushing and pulling loads; night time and weekend working.*	**YES**	**NO**
		☐	✓

Risk: *(this box should expand as you type)*	*How will youaddress any risks?*

10	**Machinery and equipment:** f*or example: ergonomic hazards, including computer workstations and equipment; contact with electricity; contact with moving, rotating, ejecting or cutting parts in machinery and instruments; accidental release of energy from machines and instruments.*	**YES**	**NO**
		☐	✓

Risk: *(this box should expand as you type)*	*How will youaddress any risks?*

11	**Chemicals and other hazardous substances**: t*he use, production, storage, waste, transportation and accidental release of chemicals and hazardous substances; flammable, dangerous and explosive substances; asphyxiating gases; allergens; biological agents, blood and blood products.*	**YES**	**NO**
		☐	✓

Risk: *(this box should expand as you type)*	*How will youaddress any risks?*

12	**Physical agents**: f*or example: excessive noise exposure, hand-arm vibration and whole body vibration; ionising radiation; lasers; artificial optical radiation and electromagnetic fields*	**YES**	**NO**
		☐	✓

Risk: *(this box should expand as you type)*	*How will youaddress any risks?*

13	**Environmental risks:** *for example: accidental spillage of pollutants, damage to local ecosystems*	**YES**	**NO**
		☐	✓

Risk: *(this box should expand as you type)*	*How will youaddress any risks?*

SECTION R: Disclosure and Barring Service

Disclosure and Barring Service

1	If the research activity involves children or vulnerable adults, a Disclosure and Barring Service (DBS) certificate must be obtained before any contact with such participants.	**YES**	**NO**	**N/A**
	Does your research require you to hold a current DBS Certificate?	☐	☐	✓
2	If YES, please give the certificate number. If the certificate number is not available please write "Pending"; in this case any ethical approval will be subject to providing the appropriate certificate number.			

SECTION S: Declaration

The information which I have provided is correct and complete to the best of my knowledge. I have attempted to identify any risks and issues related to the research activity and acknowledge my obligations and the rights of the participants**.**

In submitting this application I hereby confirm that I undertake to ensure that the above named research activity will meet the University's Research Ethics and Integrity Policy which is published on the website: https://www.uwtsd.ac.uk/research/research-ethics/

1	**Name of applicant**	Dhruvik Bharatbhai Mangukiya
2	**Electronic or written signature of applicant**:	Dhruvik
3	**Date**	26/11/2025
4	**Name of Director of Studies**	Andry Rakotovololona
5	**Electronic or written signature of Director of Studies**:	
6	**Date**	26/11/2025

Checklist: Please complete the checklist below to ensure that you have completed the form according to the guidelines and attached any required documentation:

1	✓	I have read the guidance notes supplied before completing the form.
2	✓	I have completed all relevant sections of the form in full.
3	✓	I have attached a copy of the Participant Information Sheet (PIS) or Consent Form
4	✓	I have attached a completed copy of the Trusted Research and Innovation Checklist (where applicable)
5	✓	I have attached a full risk assessment (where appropriate)

6	✓	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Ethics and Integrity Code of Practice
7	✓	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Data Management Policy
8	✓	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Research Export Control Policy
9	✓	I understand that it is my responsibility to ensure that the above named research activity will meet the University's Open Access Research Policy

10	I have completed the following appendices:	1	□	2	□	3	□	4	□
		5	□	6	□	7	□	8	□

All communications relating to this application during its processing must be in writing and emailed to pgresearch@uwtsd.ac.uk , with the title 'Ethical Approval' followed by your name.

APPENDIX 1 – Grant or Contract Funding

A1.1	Has your research been awarded external funding?	**YES**	☐	**NO**	✓
A1.2	Have you applied for funding / awaiting decision?	**YES**	☐	**NO**	✓
A1.3	Are you intending to apply for funding?	**YES**	☐	**NO**	✓
A1.4	Funding Body				
A1.5	Lead institution (grant holder)				
A1.6	If awarded, grant reference				
A1.7	If awarded, grant value				
A1.8	If awarded, start date and duration				

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APPENDIX 2: External Collaborative Research Activity

INSTITUTION 1					
A2.1	Name				
A2.2	Researcher name and position				
A2.3	Role in project (e.g. co-investigator)				
A2.4	Contact e-mail address				
A2.5	**External Ethical Approval** *Please detail the ethical approval required and arrangements for this partner.See Section 14 of the UWTSD Research Ethics and Integrity Policy. If approved, please supply confirmation.*	**Obtained?**	**YES** ☐	**NO** ☐	**PENDING** ☐

INSTITUTION 2					
A2.6	Name				
A2.7	Researcher name and position				
A2.8	Role in project (e.g. co-investigator)				
A2.9	Contact e-mail address				
A2.10	**External Ethical Approval** *Please detail the ethical approval required and arrangements for this partner.See Section 14 of the UWTSD Research Ethics and Integrity Policy. If approved, please supply confirmation.*	**Obtained?**	**YES** ☐	**NO** ☐	**PENDING** ☐

INSTITUTION 3					
A2.11	Name				
A2.12	Researcher name and position				
A2.13	Role in project (e.g. co-investigator)				
A2.14	Contact e-mail address				
A2.15	**External Ethical Approval** *Please detail the ethical approval required and arrangements for this partner.See*	**Obtained?**	**YES** ☐	**NO** ☐	**PENDING** ☐

A2.15	*Section 14 of the UWTSD Research Ethics and Integrity Policy. If approved, please supply confirmation.*	

Add additional collaborators as needed

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APPENDIX 3: Research Undertaken Outside of the UK

A3.1	**Research activity outside of the UK** If research activity will take place overseas, you are responsible for ensuring that local ethical considerations are complied with and that the relevant permissions are sought. Specify any local guidelines (e.g. from local professional associations/learned societies/universities) that exist and whether these involve any ethical stipulations beyond those usual in the UK (provide details of any licenses or permissions required). Also specify whether there are any specific ethical issues raised by the local context in which the research activity is taking place, for example, particular cultural and/or legal sensitivities or vulnerabilities of participants. Describe the measures you have taken to comply with these and provide evidence of approvals etc. If you live in the country where you will do the research then please state this. If you have a local research supervisor or research advisor then please give their contact details here.
NA *(this box should expand as you type)*	
A3.2	**Responsible Research and Innovation** If research is taking place overseas please refer to the UWTSD Trusted Research and Innovation Policy and complete the Trusted Research and Innovation Checklist and submit it with this form.
A3.3	Confirm that you have read the Trusted Research and Innovation Policy ☐

If you are a postgraduate research student working with a research supervisor or research advisor at your local university then you do not need to fill in any more sections of this appendix.
If you are working in a research collaboration with an overseas partner please complete the remaining sections of this appendix.

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Organisational Details	
A3.4	Name of Organisation
A3.5	Country where organisation is based:
A3.6	Registration number and name of registration body (examples of relevant registration bodies are government, tax, corporation, charity, educational authority):
(this box should expand as you type)	
A3.7	What is the legal status of the organisation? (for example: public university, private university, charity, private company, non-profit making company, government research organisation, independent research organisation) Please include the date of foundation. Note: We may be required to ask for evidence of this at a later stage.
(this box should expand as you type)	

A3.8	Is your organisation affiliated to any other organisation? (i.e. is the organisation legally part of a larger organisation or a group of larger organisations).

(this box should expand as you type)

A3.9	Name(s) of investigators in the organisation who will be responsible for the collaborative research and innovation

(this box should expand as you type)

About New Partners	
A3.10	Why does a partner want to work with you?

(this box should expand as you type)

A3.11	What are they expecting in return for their financial support or involvement?

(this box should expand as you type)

A3.12	Is the organisation associated with a country which may be viewed as hostile to the UK or one which has different democratic and ethical values from our own?If you have ticked YES, please briefly describe below how you will maintain the UK's democratic and ethical values within the research.	**YES**	**NO**
		☐	☐

(this box should expand as you type)

A3.13	Has due diligence into the partner identified any involvement in research on behalf of the military or police with links to a hostile state?If you have ticked YES, please summarise below how you will prevent information from this research from being released to these organisations.	**YES**	**NO**
		☐	☐

(this box should expand as you type)

A3.14	Set within the context of any information gained from due diligence, could your research be misused or have unintended applications which would be negative?If you have ticked YES, please summarise below how this might occur.	**YES**	**NO**
		☐	☐

(this box should expand as you type)

A3.15	Are there any legal, regulatory or university policy constraints on undertaking your research with this partner?If you have ticked YES, please summarise	**YES**	**NO**

A3.15	your research with this partner? If you have ticked YES, please summarise these below.	□	□
	(this box should expand as you type)		
A3.16	Having considered the answers to questions A3.10-A3.15, are there potential reputational or ethical risks to you or the university?If you have ticked YES, please summarise these risks below.	**YES**	**NO**
		□	□
	(this box should expand as you type)		

About Research Relationships		**YES**	**NO**
A3.17	Are the terms of any proposed Memorandum of Understanding (MoU) in keeping with the expectations of your department and university?	□	□
A3.18	Are you providing existing intellectual property (IP), research data, confidential or personally identifiable data to the project? If so, how is this going to be protected?	□	□
	(this box should expand as you type)		
A3.19	Who will own any IP that is generated?		
	(this box should expand as you type)		
A3.20	What plans do you have in place for protecting the resulting IP?		
	(this box should expand as you type)		
A3.21	What contractual requirements are you able to put in place to protect the interests of your academic institutions?		
	(this box should expand as you type)		
A3.22	What access will the research partner have to your IT network? If they do have access, what broader visibility might this provide?		
	(this box should expand as you type)		
A3.23	Is there any physical separation or protection required between research in similar fields?		

(this box should expand as you type)

About Existing Partners			
A3.24	Would proceeding with the research raise potential conflicts of interest with existing research partners? If you have ticked YES, please explain these conflicts below.	YES ☐	NO ☐

(this box should expand as you type)

A3.25	Have you spoken with your existing partners about any potential conflict of interest? If you have ticked YES, please briefly summarise their response(s) below.	YES ☐	NO ☐

(this box should expand as you type)

A3.26	Does any non-disclosure agreement for this project include an expectation that you will need to provide visibility to existing partners? If you have ticked YES, please explain below how this will be managed.	YES ☐	NO ☐

(this box should expand as you type)

A3.27	Will this research breach any existing contractual agreements that you, your department or university already have? If you have ticked YES, please explain below how this will be managed.	YES ☐	NO ☐

(this box should expand as you type)

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APPENDIX 4: Research with Vulnerable People

Will the research involve data processing involving the following data subjects:		**YES**	**NO**
A4.1	Children under 16	☐	☐
A4.2	Adults with learning disabilities	☐	☐
A4.3	Adults with other forms of mental incapacity or mental illness	☐	☐
A4.4	Adults in emergency situations	☐	☐
A4.5	Prisoners or young offenders	☐	☐
A4.6	Those who could be considered to have a particularly dependent relationship with the investigator, e.g. members of staff, students	☐	☐
A4.7	People who have not given their explicit consent to participate in the project	☐	☐
A4.8	People engaged in illegal activities	☐	☐
A4.9	Any other people who can be considered vulnerable in the context of this project	☐	☐

Please justify the inclusion of the above people (if applicable), explaining why the research cannot be conducted on non-vulnerable people.	
A4.10	*(this box should expand as you type)*

Please give details of extra steps taken to assure the protection of vulnerable people participating in the research. You should describe any arrangements to be made for obtaining consent from a legal representative.	
A4.11	*(this box should expand as you type)*

It is the researcher's responsibility to check whether a DBS check (or equivalent) is required and to obtain one if it is needed. Please confirm:

		YES	**NO**	
A4.12	DBS Check required?	☐	☐	
A4.13	DBS certificate obtained?	**YES** ☐	**NO** ☐	**N/A** ☐

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APPENDIX 5:Research Involving Animals

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The use of animals in research is tightly governed and monitored by law and by the Home Office, specifically under the Animals (Scientific Procedures) Act 1986 and its accompanying codes of practice and processes. The Act regulates procedures that are carried out on protected animals for scientific or educational purposes that may cause pain, suffering, distress or lasting harm. Under the Act, a protected animal is 'any living vertebrate, other than man, and any living cephalopod'. The University does not hold a Home Office issued Establishment Licence and therefore researchers must ensure that any proposed work involving animals is either exempt from the Act or falls outside of its scope. Exempted research, for example involving routine veterinary practice or clinical veterinary research, may still require external ethical approval from the Royal Society of Veterinary Surgeons. When undertaking collaborative research involving animals, the UWTSD Research Ethics Committee must be assured that the partner institution(s) conform to the appropriate regulatory framework or legislation, and have approval from their local Research Ethics Committee. Any such work must follow the guidance of the National Centre for the Replacement, Reduction and Refinement of Animals in Research, known as the 3Rs. In all cases, advise must be sought from INSPIRE for any proposed research involving animals, either at UWTSD, or by research collaborators in partnership with UWTSD. This should be at the very early stages of research design, so that an appropriate due diligence exercise can be undertaken.

Will the research involve any work with any of the following animals (including observation in their natural habitat)		**YES**	**NO**
A5.1	Any living vertebrates, other than humans?	☐	✓
A5.2	Any living cephalopods?	☐	✓
A5.3	Has INSPIRE undertaken an initial due diligence exercise?	☐	✓
A5.4	Due diligence assessment appended to this application?	☐	✓

Please provide a summary of the due diligence exercise, noting arrangements for compliance with the necessary regulatory frameworks and legislation. Please append the full due diligence assessment from INSPIRE.

A5.5	*(this box should expand as you type)*

I

APPENDIX 6: Research with Staff or Offenders in Prison Establishments and Probation Services

Research with staff and/or offenders in prison establishments, the Probation Service or within His Majesty's Prison and Probation Services requires additional approvals.			
Will the research involve any of the following?		**YES**	**NO**
A6.1	Staff in prison establishments	☐	☐
A6.2	Offenders in prison establishments	☐	☐
A6.3	The Probation Service	☐	☐
A6.4	His Majesty's Prison and Probation Services	☐	☐
All researchers wanting to conduct research with staff and/or offenders in prison establishments, the Probation Service regions or within HM Prison and Probation Service (HMPPS) Headquarters are required to formally apply for research approval to the HMPPS National Research Committee (NRC). Before doing so, INSPIRE must undertake an initial due diligence exercise. If you have not contacted INSPIRE, please do so immediately. If YES to any of the above, please confirm:			
A6.5	Has INSPIRE undertaken an initial due diligence exercise?	☐	☐
A6.6	Have you applied to the HMPPS National Research Committee (NRC)?	☐	☐
A6.7	Has HMPPS National Research Committee approval been granted? If yes, please append to this application.	☐	☐
A6.8	Due diligence assessment appended to this application?	☐	☐
Please provide a summary of the due diligence exercise, noting arrangements for compliance with the necessary regulatory frameworks and legislation. Please append the full due diligence assessment from INSPIRE.			
A6.9	*(this box should expand as you type)*		

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APPENDIX 7: Health and Social Care Research

All health and social care research must have a sponsor as defined by the Health Research Authority UK Policy Framework for Health & Social Care. The University will under no circumstances act as the sponsor of health and social care research (i.e. that which requires approval by a NHS Research Ethics Committee). In all cases, therefore, an appropriate collaborating partner must lead the research. Any health and social care research therefore requires an initial due diligence exercise, which will be undertaken by INSPIRE. The purpose of the due diligence exercise is to ensure that the University has the capability to undertake the research, either independently or in collaboration with research partners. This will include advice on suitable collaborative arrangements and the appropriate involvement of UWTSD researchers in the proposed research study. This is likely to apply to the following areas:

Will the data processing involve:		**YES**	**NO**
A7.1	Participants who have been recruited on the basis of medical and health conditions, life stage or other physical or mental attribute.	☐	✓
A7.2	Participants who will engage in physical exercise, activity or exertion of any kind, or who use exercise equipment, assistive devices or other apparatus for the purposes of the research study. This includes interventions that are minimally invasive.	☐	✓
A7.3	Patients and users of the NHS (including NHS patients treated in the private sector).	☐	✓
A7.4	Individuals identified as potential participants because of their status as relatives or carers of patients and users of the NHS.	☐	✓
A7.5	Patients who are cared for in private and voluntary sector nursing homes.	☐	✓
A7.6	Confidential patient information.	☐	✓
A7.7	Clinical trial of a medicinal product or medical device.	☐	✓
A7.8	Access to organs or other bodily material of past and present NHS patients, or any material consisting of or containing human cells.	☐	✓
A7.9	Use of human tissue (including non-NHS sources) where the collection is not covered by a Human Tissue Authority licence.	☐	✓
A7.10	Foetal material and IVF involving NHS patients.	☐	✓
A7.11	The recently deceased under NHS care.	☐	✓
A7.12	NHS staff or premises.	☐	✓
A7.13	Practising midwives conducting a clinical trial.	☐	✓
A7.14	Investigational medicinal product.	☐	✓
A7.15	Medical devices that are not CE-marked or CE-marked medical devices that have been modified or are being used for a new purpose.	☐	✓
A7.16	Exposure to ionising radiation.	☐	✓
A7.17	Other health and social care related research.	☐	✓
Please specify *(this box should expand as you type)*			

Researchers proposing to work on projects involving health and social care research must check whether their study meets the HRA definition of research and whether it should undergo ethics review by a NHS Research Ethics Committee. If you have answered **YES** to any of questions A7.1-A7.17 then this is likely to be the case and sponsorship by a third party will be required. This can be checked via the Health Research Authority's Decision Tool :https://www.hra-decisiontools.org.uk/research/

A7.18	Does the research meet the HRA definition of research?	**YES** ☐	**NO** ☐	**N/A** ☐
A7.19	Is the Research being sponsored by a collaborating partner?	**YES** ☐	**NO** ☐	**N/A** ☐
A7.20	Has NHS ethics approval been granted?	**YES** ☐	**NO** ☐	**N/A** ☐
A7.21	Has INSPIRE undertaken an initial due diligence exercise?	**YES** ☐	**NO** ☐	

Please provide a summary of the due diligence exercise, noting arrangements for compliance with the necessary regulatory frameworks and legislation. Please append the full due diligence assessment from INSPIRE. If you have not contacted INSPIRE, please do immediately.

A7.22	*(this box should expand as you type)*

A7.23	Have you been granted NHS ethical approval?	**YES**	Click to continue to Section R	**NO**	Return to the main form

APPENDIX8: Export Control for Research with Potential Military End Uses

Export controls apply to the physical, electronic or oral transmission outside the UK of applied research, sensitive technology, software and equipment that could potentially be misused, either directly or indirectly, for military purposes. These legal controls are a serious obligation and UWTSD researchers must actively manage the risks of these being misused to fuel conflict, threaten national security, support terrorism and crime, violate human rights or proliferate Weapons of Mass Destruction. UWTSD's Export Control Policy provides a clear six step process to determine if your research is covered by export controls. Please complete the following screening to judge if you need to compete a full export control assessment. If you are in any doubt, then please contact INSPIRE. Any research in UWTSD involving the following high-risk areas must be screened.

Will the research involve:

Defence		**YES**	**NO**
A8.1	Military equipment and munitions	☐	☐
A8.2	Defence equipment, including satellites	☐	☐
A8.3	Technical data, including some border and port information	☐	☐
A8.4	Dual use research	☐	☐
Materials and Technologies		**YES**	**NO**
A8.5	Nuclear materials, facilities and equipment	☐	☐
A8.6	Chemicals, microorganisms and toxins	☐	☐
A8.7	Electronics design, development and production	☐	☐
A8.8	Computers	☐	☐
A8.9	Telecommunications	☐	☐
A8.10	Sensors and lasers	☐	☐
A8.11	Navigation and avionics	☐	☐
A8.12	Marine technology	☐	☐
A8.13	Composite materials	☐	☐
A8.14	Aerospace and propulsion	☐	☐
Sensitive Information		**YES**	**NO**
A8.15	Cryptology	☐	☐
A8.16	Counterterrorism	☐	☐
A8.17	Counternarcotics	☐	☐
A8.18	Cyber-related	☐	☐
A8.19	Non-proliferation	☐	☐
A8.20	Transnational criminal organisations	☐	☐

Genetic Resources		YES	NO
A8.21	Genetic material of actual or potential value	☐	☐
A8.22	Organisms, or parts thereof	☐	☐
A8.23	Populations (or organisms)	☐	☐
A8.24	Other biotic components of ecosystems	☐	☐
A8.25	Domesticated or cultivated species in which the evolutionary process has been influenced by humans	☐	☐

Will you be exporting military or dual-use technology, now or possibly in the future? This information may take many forms, including:		YES	NO
A8.26	Physical transfer of goods, technologies, material or equipment	☐	☐
A8.27	Blueprints	☐	☐
A8.28	Plans	☐	☐
A8.29	Diagrams	☐	☐
A8.30	Models	☐	☐
A8.31	Formulae	☐	☐
A8.32	Tables	☐	☐
A8.33	Engineering designs and specifications	☐	☐
A8.34	Manuals and instructions	☐	☐
A8.35	Software	☐	☐
A8.36	Know-how	☐	☐

Will your project transfer technology using any of the following physical methods?		YES	NO
A8.37	USB flash drives	☐	☐
A8.38	Portable hard drives	☐	☐
A8.39	Laptops	☐	☐
A8.40	Tablets	☐	☐
A8.41	Intangible forms by using electronic media, such as email, phone storage and cloud file sharing	☐	☐
A8.42	Physical exports	☐	☐

Will your project involve any of the following?		YES	NO
A8.43	Oral transfer by phone or videoconferencing or presentations	☐	☐
A8.44	Travelling overseas for any purpose, while unintendingly carrying any of the above.	☐	☐
A8.45	Will you be hosting foreign visitors?	☐	☐

If you answer YES to any of questions A8,1-A8.45 then you should complete a full export control assessment and append that to this application. Before doing this please contact INSPIRE who will advise further.		YES	NO
A8.46	Full export control assessment required?	☐	☐
A8.47	Full export control assessment completed?	☐	☐
A8.48	Full export control assessment appended?	☐	☐

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