

Image sharing survey

Parent information sheet

Over the coming weeks, your child will be given the opportunity to take part in a research survey on image sharing.

This information sheet is for you to keep and provides information about the research project and your child's potential role in it. The research is entirely optional and your child will be informed about how their data will be used and consent will be collected from them before taking part in the survey.

If you have any further questions about the research or your child's involvement, please get in touch with your child's teacher that shared this information sheet with you.

About the project

The aim of this project is to understand young people's attitudes towards and experiences of image sharing. We are interested in getting a wide range of young people's perspectives on the role that image sharing (the sharing of nude or nearly nude pictures or videos) plays in the lives of young people.

What will taking part involve?

- Taking part in this project will involve your child completing an online survey which will take approximately 20-25 minutes
- The survey will ask questions about a range of topics including:
 - some background about your child such as your hobbies, family and school life
 - social media and what they like doing online
 - body image
 - your children's attitudes towards image sharing and your experiences of image sharing
- The survey is completely **anonymous** – we will not ask for your child's name, contact details or any information which could identify them
- Your child won't have to answer any questions they don't feel comfortable with - every question will have a 'prefer not to say' option
- Throughout taking part in the survey, if your child wants to stop doing the survey at any time, they can

How will the information be used?

The questions in the survey are to help us understand more about what young people think about image sharing and identify what could be done to prevent harm related to image sharing.

- Any information that is shared with us will be **anonymous** – we will not collect personal information which could be used to identify your child as part of this survey
- Your child's anonymous information will be used in an aggregated format in a report which summarises our research findings. This will be published.
- Revealing Reality act in accordance with the Data Protection Act 2018 and UK GDPR, and store all data confidentially and securely
- On this project, Revealing Reality are the data processor and Revealing Reality are the data controller

- Revealing Reality's data protection policies state that personal information from respondents is only kept no longer than is necessary for the purposes of the project. For this study anonymised data will be kept for a minimum of 5 years, as it may be used in future research we do to see how things have changed over time.
 - For example, we may repeat the survey in a year's time and use the current data to compare what has changed

About Revealing Reality

[Revealing Reality](#) is a research agency based in London. We specialise in doing research with young people on topics such as social media, online harms and sex and relationships. We work with a range of organisations such as the Children's Commissioner, NSPCC, the BBC, and DCMS (Department for Digital, Culture, Media and Sport).

All of our researchers have up-to-date extended DBS checks and abide by the Market Research Society Code of Conduct.

If you have any further questions about the research feel free to get in touch.

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