



Participant Information Sheet (Plain-Language Summary)

PURPOSE OF THE STUDY

We explore how Artificial Intelligence (AI) is used in entrepreneurial projects and how it affects human-centric values, the aesthetic quality of product / brand, and managerial practices (HDI: Humanism–Digitalization–Innovation).

WHAT PARTICIPATION INVOLVES

1. Completing an online survey ($\approx$ 25 minutes).
2. (Optional) Joining an interview / case study ($\approx$ 45–60 minutes).

RISKS AND BENEFITS

- Risks are minimal and relate to sharing opinions about your company's practices. We apply anonymization / de-identification.
- Benefits include contributing to knowledge on responsible, human-centric AI; on request we share an aggregated summary report.

VOLUNTARY PARTICIPATION AND WITHDRAWAL

Participation is voluntary. You may withdraw at any time without consequences.

CONFIDENTIALITY AND DATA RETENTION

We comply with applicable data protection law. Data are stored for 24 months on Beget Hosting (Netherlands), access is limited to the research team. Publications use de-identified data.

CONTACTS

Common study queries: contact@hdi.academy

Data / rights queries: law@hdi.academy

Complaints / appeals: compliance@hdi.academy