

## Getting Started

Please follow the link in your welcome email to watch the study kick-off video! Once you watch this video, take a look through this reference guide. If you have any further questions send us a message through the Qualsights app. Throughout your participation in this study, we ask that you please keep all the materials in your Welcome Kit.

## Timeline

### Pre-Study Launch Week 0

- Get Started Survey to be completed
- Welcome Kit shipped to you
- Virtual Kick-off Video
- Toilet paper and toilet paper holders shipped to you

### Study Launch Week 1

- Begin setting up and using the toilet paper and toilet paper holder as soon as you receive them.
- Download the QualSights app and create an account to ensure that you are receiving all communications from us. The app will also allow you to reach out to us with any questions or concerns and request more toilet paper.

### Next Phase Summer 2021

- You will receive more information about the next phase of the study in June of 2021.

## Study Instructions

### Toilet Paper Rolls & Holders

**1** You should have received a minimum of 2 boxes in the mail. 1 box containing toilet paper and at least one more box containing a toilet paper holder. There should be one toilet paper holder per bathroom in your home. If this is not the case let us know through the QualSights app immediately.

**2** Remove any existing toilet paper from use in your home. Feel free to keep it in your home, but be sure to store it so that you will not accidentally use it while you are still participating in the study. You should only be using our toilet paper and toilet paper holder throughout the study.

**3** Place each of the toilet paper holders into your bathroom wherever you feel they best fit. As you carry them, be sure to use two hands one holding the base, the other holding the stem.

**4** Carefully slide a roll of toilet paper onto the toilet paper holder and begin to use the device as normal.

**5** You will continue to use this toilet paper and toilet paper holder until we send you new instructions via the QualSights app. If you have any further questions or need to request more toilet paper, please contact us through the QualSights app.

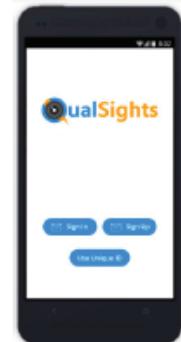
### Fill out surveys

Throughout the study, you will be asked to complete surveys on a monthly basis via the Qualsights app. Be sure to periodically check the app to stay up to date with these surveys and any other essential communications.

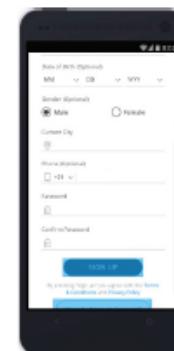
## QualSights Setup

You will need to use the QualSights app throughout the duration of the study. You should download the app to your mobile phone via the Apple App Store, or the Google Play Store. We will use this app for essential communications, monthly surveys, and to send you new toilet paper.

**1** Download the Qualsights app to your mobile phone.



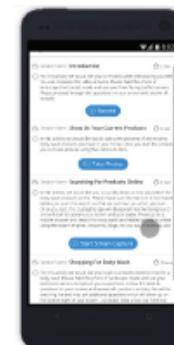
**2** Create an account if you do not have an existing account.



**3** Check your email for the project code to join the study.



**4** You are now set up! Periodically check the app for any updates from us and monthly surveys.



## FAQs

### Payment

#### When and how will I be paid?

*You will be paid 3 times throughout the study via QualSights. Once in February, April, and lastly June of 2021.*

### General

#### What if I run out of toilet paper?

*When you have a little more than a week's supply of toilet paper contact us through the Qualsights App by filling out the activity titled "Product Request" found on the project dashboard.*

#### Can I share?

*Unfortunately, you cannot share the toilet paper we send you. It is only for use within your household's bathrooms on the provided toilet paper holder. If we find that the toilet paper we ship to you is being used outside your household, you will be removed from the study immediately.*

#### What if the device breaks

*If you are having any trouble using our toilet paper holder or the device breaks in any way, please contact us as soon as possible. Again, please be sure to lift the device using two hands, one on the base, the other on the stem. At no point in time should you ever try and fix the device yourself if it starts malfunctioning.*

## User Agreement

This form provides information regarding the research, so you can choose whether to participate. Please read it carefully.

**Research Description** - The purpose of this research is to gain information that can help improve consumer products that may be marketed by the Researcher, a consumer goods company. For the purpose of this research, you will be asked to use the provided toilet paper holders, toilet paper, and bidet. You will be asked to bring the toilet paper holders into the Smart Lab for maintenance and cleaning.

**Voluntary Participation** - I understand my participation is completely voluntary and I can withdraw from the research at any time and for any reason. If I choose not to participate in this research, it will not affect my ability to participate in future studies.

**Confidentiality/Intellectual property** - As the research may involve disclosure and/or development of confidential products, packages, pictures of products, usage instructions, descriptions of products, and/or ideas and environments, which, separately or together with any (new) brand(s) or brand concept(s), may be patentable or otherwise protectable by the Researcher, I agree to preserve the confidentiality of this testing and any confidential information in any form, to which I am exposed during the research, directly or indirectly. I agree that I will neither use nor discuss the above information with anyone, not even with my family and friends, except the person administering the test. I also agree that my obligations of confidentiality and non-use, extend beyond my participation in the research. I agree to assign to the Researcher and its affiliates, all ideas, developments, discoveries, works of authorship, designs, software, and/or inventions, patentable or not, conceived by me as a result of my participation in the research. Furthermore, I agree that the Researcher may use these ideas, developments, discoveries, works of authorship, designs, software, and/or inventions in any manner it sees fit. My obligations under this agreement will not extend to any products or other information that are generally known to the public or which become available to the public through no fault of mine.

**Photo/Video/Audio Release & Use**: I understand that certain portions of the research may be audio and/or videotaped or I might be photographed during the research (make sure this is mentioned in the research description as per paragraph 1). Any recordings in which I appear and other information I provide (e.g. text, video, images or audio) ("Research Data") may be used by Researcher for market research, trade presentations, advertising, product innovation, and internal training as determined by the Researcher, in whole or in part and can be shown to business partners that have an interest in the results of the research.

**Data Privacy** - I understand that if any of my personal information is collected, it will be used for research and for communication with third party business partners. I also understand Researcher is the controller of such data and will take all reasonable steps to ensure my personal information is protected. I agree that my personal information can be shared with partner companies and marketing research clients for research purposes. I will not be identified by name in any publication regarding the Research. If I am a resident of California I have the right to access the personal information Researcher holds about me. I also have the right to request to delete my personal information. I understand that I can exercise my data protection rights by calling 1-800-331-3774 or contacting the Researcher at [humaninsightsplace.com](http://humaninsightsplace.com) and referencing my study number as stated above in this Informed Consent. My personal information may be transferred to countries outside the region in which I live, but my information will still enjoy adequate data protection and safeguards as may be required by the local laws . For more information, I can visit the Researcher's privacy policy, available at [humaninsightsplace.com](http://humaninsightsplace.com).

Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment

**Note:** This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation.

Reorient or relocate the receiving antenna.

Increase the separation between the equipment and receiver.

Consult your P&G smart lab contact for help



**SMART  
LAB**

**Reference guide**

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