Appendix B: **Template for written consent from participants**

<<On company letterhead>>

I <<*insert* *name*>> , in my capacity as <<*insert* *position* *in* *company*) at <<*insert* *company* *name*>> give consent in principle to allow Venessa Horn, a student at the Cape Peninsula University of Technology, to collect data in this company/from me as part of their Master of Public Relations and Communications research. The student has explained to me the nature of their research and the nature of the data to be collected.

This consent in no way commits any individual person to participate in the research, and it is expected that the student will get individual consent from any participants. I reserve the right to withdraw this permission at any time.

In addition, the company’s/my name may or may not be used as indicated below (tick as appropriate):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Thesis | Conference paper | Journal article | Research poster |
| **Yes** |  |  |  |  |
| **No** |  |  |  |  |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

<<*Insert name and signature*>>

<<*date*>