INFORMED CONSENT



WHAT IS INFORMED **CONSENT?**

If someone gives informed consent it means they voluntarily and knowingly agree to participate in an activity or provide their data, with a full understanding of their rights and in the case of M&E or communication efforts possible uses of their data.

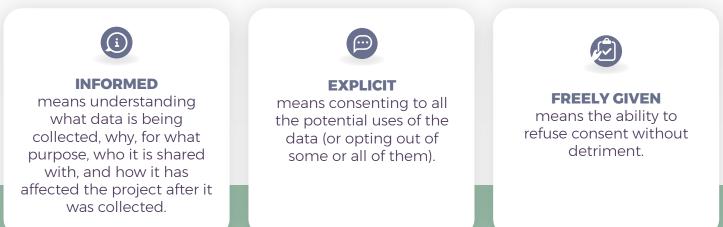
Full consent needs full conversations. This includes informing participants that they have the right to withdraw their consent at any time. Consent is an ongoing process; respondents should be aware of that.

Informed consent helps ensure that people have control of their (digital) identities and that the right to privacy is implemented even in the digital space.

Informed consent:

- Fosters trust and shared decisions
- Empowers target communities

Consent should **be informed, explicit and freely given.** For M&E this means:



Culture, literacy, and power asymmetries may affect individuals' decision to give consent.



CULTURE: Some cultures, especially if they are collectivist, avoid outright disagreement. and in others. families and communities are supposed to give consent for another person. A sensitive approach is needed.



LITERACY: Literacy levels impact the degree to which a person can read and sign a consent form. If someone cannot read a consent form it must be explained to them. Consent may be witnessed or audio-recorded when respondents are illiterate.



POWER ASYMMETRIES: Coercive statements on consent forms such as: "If you do not agree, you cannot participate in this project", heavily impact the willingness of the given consent.

When children are involved, be respected.

In addition to the children's informed their rights must assent, the informed consent from the parents (or legal guardian) needs to be obtained.

Commit to data minimisation and only collect data that is necessary.

Data collection should be GDPR compliant, even outside of Europe. People should be made aware that they have the right to have their data erased and be forgotten if they wish.

