

decision · partners

insight · judgment · decision making

Decision Partners' Privacy Policy

An international team of management professionals and scientists, Decision Partners is the world leader in advanced behavioural decision research, strategy and communications services for focusing human decision making and behaviour. Our methods draw from current understanding in the relevant disciplines, including decision science, risk perception, risk communication and innovation. We are the leading commercial provider, worldwide, of Mental Modeling Insight™, a unique, evidence-based, science-informed management process for developing programs – policies, strategies and communications – for belief and behaviour change. The technology comprises integrated methods and tools on a software platform. Our applied cognitive behavioural approach enables systematic formulation of strategies and communications for shaping judgment, decision making and behaviour.

Our primary research method is mental models research, which is among the most robust of qualitative perception research methods. It yields rich and high quality data on the complex thinking of a small sample of individuals. The method relies primarily on qualitative data collected through expert elicitation techniques and/or focused, open-ended in-depth interviews conducted primarily by telephone, with experts or non-experts. Decision Partners also conducts mental models-based quantitative research, typically conducted through Internet-based surveys.

The Decision Partners' Human Research Protections Program and Privacy Policy incorporates procedures to meet the highest level of compliance with ethical principles and guidelines for the protection of human research participants found in both the United States and Canada, including:

- The Report of the National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research entitled: "Ethical Principles and Guidelines for the Protection of Human Subjects of Research" (the "Belmont Report") in the United States; and
- The Interagency Advisory Panel on Research Ethics' Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans 2nd Edition (TCPS 2) in Canada.

Decision Partners' Human Research Protections Program and Privacy Policy also complies with the secure personal information management practices consistent with the Health Insurance Portability and Accountability Act (HIPAA) from the United States and the Personal Information Protection and Electronic Documents Act (PIPEDA) in Canada.

For more information about the Decision Partners Human Research Protections Program and Privacy Policy, please contact us.

By phone at **519-344-3232**

By email at **dprc@decisionpartners.co**