

Statement of Research and Data Protection Policy

VIEW: An Assessment of Problem-Solving Style (VIEW) SM

You are assured that only highly qualified individuals can use VIEW. One of the key parts of the qualification process included agreeing to the standards and guidelines for ethical practice. In short:

1. **You are assured of confidentiality.** Your individual results are **confidential**, and will not be released to anyone without your expressed written consent. The responses you provide to the questions will be compiled, analyzed, and shared with you as a part of the feedback process. Results from VIEW will be stored in a database and may also be used to create norms and explore specific research questions without the use of your name or identifying information.
2. **Completing VIEW is voluntary.** You have been invited to complete VIEW in order to help improve creative collaboration in your organization or team. In most cases, you will receive feedback on your results (unless you are informed otherwise). You may choose to complete VIEW, or not. If you choose not to complete VIEW, you will still receive general and/or aggregated feedback.
3. **You have the right to know why you are being asked to complete VIEW.** You will be informed about the reasons you are being invited to complete VIEW within the invitation you have been sent.
4. **You have the right to:** have your personal data removed and permanently deleted from CPSB's database; have your data transferred or shared with others; have access to your data; withdraw consent from collecting, analyzing, or storing your data. You may also request more detailed information about the steps CPSB takes to protect your personal data in our "How CPSB protects your personal data" document.

To protect your rights, privacy and dignity, this information is collected under the Code of Ethics established by the American Psychological Association (APA – and other allied professional organizations) regarding the use of humans for research as well as the guidelines, policies and procedures of cooperating or sponsoring agencies relating to research, including the European Union's General Data Protection Regulation (GDPR). Your VIEW results are stored in a secure (shielded) electronic database and may be used to create updated norms and to explore specific research questions. Your individual results will remain confidential.

Any requests, questions, or concerns regarding this research policy should be directed to: Sarah Wilson (CPSB's Lead Assessment Administrator and Data Protection Officer – sarah@cpsb.com) or Scott Isaksen (Founder and President of CPSB – APA#67352204 – sgjaway@cpsb.com).

The Creative Problem Solving Group, Inc.
6 Grand View Trail
PO Box 648
Orchard Park NY 14127
Phone: (716) 667-1324