



Saïd Business School
University of Oxford

Park End Street, Oxford OX1 1HP, UK
T +44 (0)1865 288800
www.sbs.oxford.edu

Appendix 9: Survey Data Protection Protocol and Research Programme Information

The Ownership Project at Oxford Saïd

Background

Saïd Business School at the University of Oxford is engaged in a research programme examining corporate ownership and purpose, funded by the Ford Foundation. Our research explores how family ownership, broadly defined to encompass a range of management and operational configurations, relates to the endurance, value, conduct, and stakeholder relationships of corporations. For both the Ford Foundation and Saïd Business School, this work is situated within a wider set of activities investigating ideas of ‘inclusive capitalism.’ As such, this programme is particularly attentive to how family businesses can add unique value to the economies, markets, and societies in which they operate.

The programme will identify how both financial and non-financial objectives can be embedded in family firms, in ways that allow us to consider individual purpose alongside organizational purpose. We are particularly attentive to these issues in times of corporate transition (such as restructuring or reorganization) and instances of transfer and change, including the engagement of next generations.

The research will bring independent, rigorous, and objective analysis to bear on family firms and the increasingly-invoked but (as yet) undefined concept of corporate purpose. The programme anticipates making practical and theoretic contributions to the fields of finance, economics, and management studies.

Involvement

Professor Colin Mayer CBE and Dean Professor Peter Tufano lead the project. The University of Oxford’s Central University Research Ethics Committee (CUREC) governs all activities associated with this research and safeguarding of data. Survey insights will inform reports, publications, curriculum materials, and/or tools and methodologies relating to responsible and purposeful business.

Should you have any questions or concerns about our research protocol, please feel free to contact:

- (1) Saïd Business School’s Departmental Research Ethics Committee at ethics@sbs.ox.ac.uk, or
- (2) the Chair of the Social Sciences & Humanities Inter-Divisional Research Ethics Committee at ethics@socsci.ox.ac.uk, address: Research Services, University of Oxford, Wellington Square, Oxford OX1 2JD

For more information, visit: www.sbs.oxford.edu/oxford-ownership

Survey Data Protection Protocol for raw, non-anonymized survey data:

1. This is owned by B-Labs and subject to their own privacy and confidentiality agreement. Family Business Network International (FBN-I), through a contract with B-Labs, has access to this data for the duration of their contract. FBN-I has agreed that the Oxford

SBS Programme on Corporate Ownership and Purpose research team can access (for the duration of SBS' own license with B Labs lasting through September 2018):

- a. Survey data that has already been collected to date
 - b. Survey data that will be collected for the attached survey, a modified version of the pre-existing survey
2. The raw data will be sent via FTP server to one SBS research team member, who will store it on secure SBS server space that only (s)he has access to (File 1). She will delete the individual and company names and assign a numeric code to each survey respondent; this code (File 2) will be stored alongside File 1. The anonymized survey responses (File 3) will be stored on the secure SBS server space with access restricted to the named research team. The fact that Files 1 and 2 (the raw, non-anonymized data) will be stored apart from File 3 (the anonymized data) ensures the integrity of the anonymization of File 3.

Survey Data Protection Protocol for anonymized data:

3. Anonymized data (File 3) may be shared with individuals external to the research team (for example, advisory board members) as needed, and can be used for research outputs.
4. Following completion of the project, SBS research team will retain access to anonymized and original data for the development of research outputs, including:
 - a. convenings of different cohorts of those working in family businesses and intermediary roles, academics, and other related professionals and thought leaders
 - b. development of practical tools, metrics and methodologies to prepare businesses for the future
 - c. publications (academic, practitioner, policy and popular)
 - d. curriculum and other teaching materials

All raw and anonymized data will be destroyed upon completion of data analysis after a maximum period of ten years after date of publication.

Saïd Business School Departmental Research Ethics Committee approval reference: SSH_SBS_C1A_17_086.