

## **Data Collection Study – Size and Fit Recommendation**

### **Invitation and Brief Summary**

You are being invited to take part in a data collection study. Before you decide whether you wish to take part it is important that you understand why the data collection is being done and what it will involve. Please read this information carefully and discuss it if you wish. Take time to decide whether you wish to take part. If you do decide to take part, you will be asked to sign this document. However, you are free to withdraw at any time without giving any reason.

### **What is the purpose of the data collection?**

The purpose of the data collection being undertaken is to evaluate a machine learning system to estimate body shape. Data collected will be used to evaluate system performance, identify accuracy of measurements, and inform further design changes.

### **What does taking part involve?**

Participants will be asked to stand in a relaxed, anatomical position and have their photo taken. If the participant is wearing baggy or ill fitting clothing, they may be asked to remove it for the purpose of the image capture. Body measurements at three locations will also be taken: bust, waist, and hips. This will take approximately 15 minutes to complete. Participants may be contacted in the future regarding the data they have provided should follow up be required.

### **What data will be collected and who will have access to the data collected?**

The following information will be collected:

- An image of the participant in non-baggy clothing standing in a relaxed, anatomical pose.
- Measurements of the bust, waist, and hips.
- The participant's name and contact information.

The participant's name and contact information will be collected only for a short period for the purpose of data validation. This information will be destroyed before March 2022. Researchers involved in this data collection study may use this information to contact you, before March 2022, should follow up be required – for example if the image and measurements need to be recaptured due to an error.

During the data collection and analysis, the data will be made available to employees of Levi Strauss & Co. Europe's Data Analytics and AI Team in the first instance. The image and measurement data may be shared internally if there is a business need.

Data may be stored on both Levi Strauss & Co. owned data storage devices (e.g. hard disk drives) as well as stored on a secure cloud storage service (e.g. Amazon Web Services) accessed only by Levi Strauss & Co. employees. If you agree to take part in the research study the image and measurement data provided will be de-identified and made available as "open data" through a research data repository (e.g. GitHub.com or similar). This means the de-identified data will be publicly available and may be used for purposes not related to this study. It will not be possible to identify you from the "open data". Participant's faces in the images will be blurred, and contact information gathered will not be published.

Data collected will be examined by a machine learning based system which will result in a decision based on the input. This decision will only be used for system evaluation purposes.

Your rights to access, change, or move your information are limited, as Levi Strauss & Co. need to manage your information in specific ways for the work undertaken to be reliable and accurate. If you withdraw from the

study, Levi Strauss & Co. will keep the information about you that has already been obtained. To safeguard your rights, the minimum personally-identifiable information will be used.

**Who should I contact for further information?**

Please contact Cameron Trotter regarding this data collection study at [ctrotter@levi.com](mailto:ctrotter@levi.com).

***Please ensure you have read this document fully and understood the contents before joining this data collection study. If you agree to your data being collected and utilised in the ways outlined, please sign below.***

I confirm that I have read the information provided for this study, I have had the opportunity to consider the information, ask questions and I have had any questions answered satisfactorily. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason, I understand that if I decide to withdraw, any data that I have provided up to that point will be retained, utilised, and may be published. I consent to the processing of my personal information for the purposes of this project. I consent to the data I provide to be stored and utilised in other projects as required. I understand that my research data may be published alongside a paper and I consent to my anonymised data being stored on an open access repository available to others. I agree to take part in this study.

*Participant*

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*Name*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

*Researcher*

\_\_\_\_\_  
*Name*

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*Signature*

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*Date*