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Appendices

APPENDICES

Appendix 1: Author contribution chapters

Appendix 2: Examples of compliance with information requirement ex Article 6(1)(ea) CRD

Appendix 3: Topic list with example questions (Chapter 2)

Appendix 4: Survey instrument (Chapter 4)

Appendix 5: Scenarios survey (Chapter 4)

Appendix 6: Explanation of discrimination grounds (Chapter 5)

Appendix 7: Survey instrument (Chapter 5)

Appendix 1: Author contribution chapters

Chapter 2

Title chapter: Current legal framework

Title published article: Online prijsdiscriminatie. Algoritmische prijspersonalisatie in het licht van het discriminatieverbod en consumentenbescherming

Researchers involved: Kimia Heidary (KH), Bart Custers (BC), Helen Pluut (HP), Jean-Pierre van der Rest (JR)

| | Limited contribution | Substantial contribution |
|------------------------------|---|--------------------------|
| Conceptualization | BC | KH |
| Methodology | | KH |
| Analysis | | KH |
| Writing (original draft) | BC (co-author published article, parts of which have been included in this chapter) | KH |
| Writing (review and editing) | HB, JR | KH, BC |
| Visualization | | KH |

Chapter 3

Title published article: A qualitative investigation of company perspectives on online price discrimination

Researchers involved: Kimia Heidary (KH), Bart Custers (BC), Helen Pluut (HP), Jean-Pierre van der Rest (JR)

| | Limited contribution | Substantial contribution |
|------------------------------|----------------------|--------------------------|
| Conceptualization | BC, HP, JR | KH |
| Methodology | | KH |
| Data collection | | KH |
| Analysis | | KH |
| Writing (original draft) | | KH |
| Writing (review and editing) | | KH, BC, HP, JR |
| Visualization | | KH |

Chapter 4

Title published article: All is (not) fair in personalized pricing: antecedents and outcomes of consumer fairness perceptions

Researchers involved: Kimia Heidary (KH), Helen Pluut (HP)

| | Limited contribution | Substantial contribution |
|------------------------------|----------------------|--------------------------|
| Conceptualization | HP | KH |
| Methodology | | KH, HP |
| Data collection | HP | KH |
| Analysis | | KH, HP |
| Writing (original draft) | HP | KH |
| Writing (review and editing) | | KH, HP |
| Visualization | HP | KH |

Chapter 5

Title published article: Discrimination grounds and personalized pricing: consumer perceptions of fairness, norm alignment, legality, and trust in markets

Researchers involved: Kimia Heidary (KH), Bart Custers (BC), Jean-Pierre van der Rest (JR)

| | Limited contribution | Substantial contribution |
|------------------------------|----------------------|--------------------------|
| Conceptualization | JR, BC | KH |
| Methodology | JR, BC | KH |
| Data collection | | KH |
| Analysis | JR | KH |
| Writing (original draft) | | KH |
| Writing (review and editing) | | KH, JR, BC |
| Visualization | JR, BC | KH |

Chapter 6

Title chapter: Regulating online price discrimination: the role of markets, norms, technology and law.

Researchers involved: Kimia Heidary (KH), Bart Custers (BC), Helen Pluut (HP), Jean-Pierre van der Rest (JR)

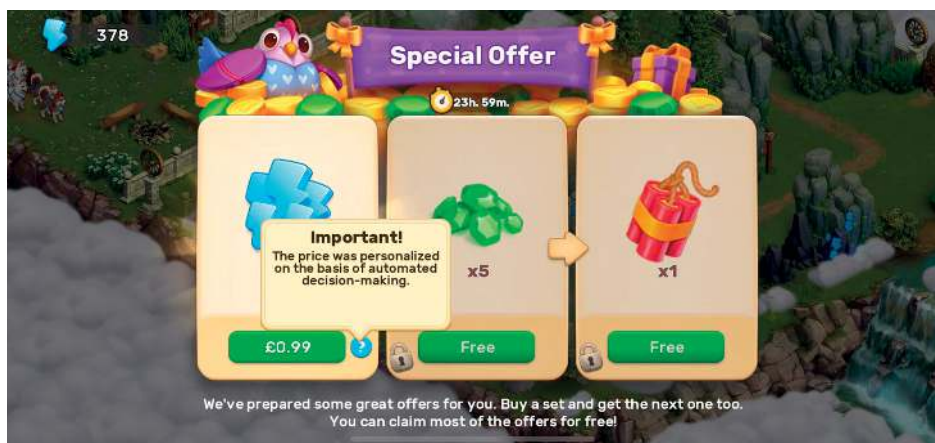
| | Limited contribution | Substantial contribution |
|------------------------------|----------------------|--------------------------|
| Conceptualization | BC, HP, JR | KH |
| Methodology | | KH |
| Data collection | | KH |
| Analysis | | KH |
| Writing (original draft) | | KH |
| Writing (review and editing) | | KH, BC, HP, JR |
| Visualization | | KH |

Appendix 2: Examples of compliance with information requirement ex Article 6(1)(ea) CRD

Example 1 – Klondike Adventures: Farm Game [Vizor Games LTD]

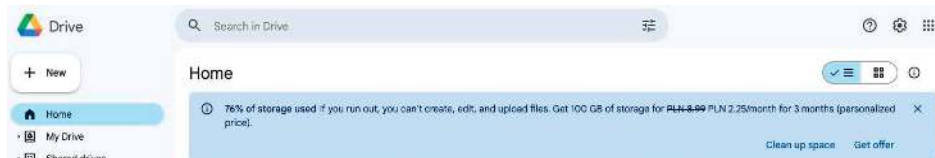
The use of personalized pricing is disclosed by means of an information button, which requires the consumers to hover over the button to view the disclosure.

The screenshot is archived in an open data repository: <https://osf.io/ynj5x/>



Example 2 – Google Drive

The use of personalized pricing is disclosed in-text, at the same time as the pricing offer.



Appendix 3: Topic list with example questions (Chapter 2)

| Theme | Example questions |
|---|--|
| 1 – Digitalization, datafication and the trend of personalization | <p>To what extent are you aware of the personalization that takes place online?</p> <p>What are your thoughts on the trend of personalization?</p> <p>If you look around you, how do other companies perceive this trend? Are they actively involved in this?</p> <p>What do you think is the current public perception of data-driven companies and agencies?</p> <p>How do you view the role of data in our current digital society?</p> <p>Future perspectives:</p> <p>What role will personalization play in our future digital environment?</p> |
| 2 – Consumer segmentation | <p>Does your company distinguish between (prospective) consumers?</p> <p>If so, on what level?</p> <p>If so, for which purpose(s)?</p> <p>If not, why not?</p> <p>What kind of assumptions do you have about your (prospective) consumers, if any? How do you view them?</p> <p>Does the view you have of your consumer differ between online and offline?</p> <p>If applicable:</p> <p>What is your company's current pricing strategy? E.g., fixed prices or dynamic pricing?</p> <p>To what extent is the pricing driven by what you know about the customer?</p> <p>How do experience this method of pricing? What are the benefits and challenges?</p> |
| 3 – Online price discrimination (OPD) | <p>What is your association with the term 'online price discrimination'? Do you have a certain connotation when hearing the term?</p> <p>Can you think of examples of online price discrimination?</p> <p>One of the examples of online price discrimination is charging individual consumers different prices, based on willingness to pay. What is your opinion on this practice and its feasibility?</p> |
| 4 – Reasons to engage in OPD | <p>Can you think of reasons why companies would want to engage in OPD?</p> <p>Can you think of reasons why companies would want to increasingly use consumer data in their pricing?</p> <p>If all companies were to use consumer data in their pricing and engage in online price discrimination, what do you think would happen?</p> |
| 5 – Reasons to not (yet) engage in OPD | <p>Can you think of reasons why companies would not want to engage in OPD?</p> <p>Can you think of reasons why companies would not want to increasingly use consumer data in their pricing?</p> <p>If applicable: why are you not currently engaging in OPD?</p> |
| 6 – Legitimacy | <p>Keeping the interests of the consumer in mind, what (legal) safeguards are needed in order to structure online price discrimination as well as possible?</p> <p>Keeping the interest of companies in mind, what (legal) safeguards are needed in order to structure online price discrimination as well as possible?</p> <p>Are these safeguards sector-specific? Are there sectors where, for example, stricter enforcement should be applied?</p> <p>The European Commission has introduced a provision imposing an information obligation in the Consumer Rights Directive. Companies that adjust prices based on consumer data and automated decision-making must inform consumers in advance. How do you view this initiative? Is this realistic/effective? Do you expect companies to adhere to this?</p> |
| 7 – Future perspectives on OPD | <p>We have discussed several case studies on different forms of personalized pricing. Which of these manifestations do you consider most realistic in the future? Why?</p> <p>Which sectors/products/markets do you think will see the fastest growth within the trend of (price) personalization? Why?</p> <p>What subject(s) do you think should be a focus for further research in the context of price personalization and the parties involved?</p> |

Appendix 4: Survey instrument (Chapter 4)

Introduction

Bedankt voor uw tijd en deelname aan deze vragenlijst. U draagt hiermee bij aan onderzoek naar online prijzen. Uw deelname wordt zeer op prijs gesteld.

Het invullen van de vragenlijst duurt ongeveer **10 minuten**. Houd er rekening mee dat het het gemakkelijkst is om dit op een computer of laptop te doen.

We verzoeken u vriendelijk om alle vragen naar waarheid te beantwoorden. Uw gegevens en antwoorden worden vertrouwelijk behandeld. Alleen de onderzoekers hebben toegang tot uw gegevens. Deelname is geheel vrijwillig en u kunt op elk moment tijdens het onderzoek stoppen. Het is ook mogelijk om achteraf te verzoeken de verstrekte gegevens te verwijderen door contact op te nemen met de onderzoekers.

Voor vragen of opmerkingen kunt u contact opnemen met Kimia Heidary via k.heidary@law.leidenuniv.nl.

Door op de knop 'Ik ga akkoord' te klikken, geeft u aan dat u de bovenstaande informatie hebt gelezen, dat u zich ervan bewust bent dat deelname vrijwillig is en dat u ermee instemt dat uw gegevens worden gebruikt voor onderzoeksdoeleinden. Als u niet wilt deelnemen, kunt u nu stoppen door het sluiten van deze pagina. Nogmaals dank voor uw medewerking.

Ik ga akkoord met de voorwaarden en wil deelnemen aan de vragenlijst

Section 1 – Demographic information

1. Wat is uw leeftijd?

2. Met welk geslacht identificeert u zich het meest?

- Man
- Vrouw
- Non-binair/derde geslacht
- Zeg ik liever niet

3. In welk land woont u nu?

[dropdown menu with 206 countries]

4. Wat is uw hoogst behaalde opleidingsniveau?

- Basisschool
- Middelbare school of equivalent
- Hoger beroepsonderwijs (HBO)
- WO Bachelor
- WO Master
- Doctoraat
- Anders, namelijk:

5. Wat is uw bruto jaarinkomen?

- Minder dan €20,000
- €20,000 – €49,999
- €50,000 – €74,999
- €75,000 – €99,999
- Meer dan €100,000
- Zeg ik liever niet
- €501–€1000
- Meer dan €1000

6. Hoe vaak heeft u in de laatste 6 maanden gemiddeld een online aankoop gedaan?

Kies het antwoord dat het dichtst in de buurt komt.

- Dagelijks
- Wekelijks
- Maandelijks
- Minder dan maandelijks
- Nooit

7. Wat is uw gemiddelde dagelijkse (niet-werkgerelateerde) internetgebruik in uren?

- Minder dan een uur
- 1 tot 2 uur
- 2 tot 4 uur
- 4 tot 6 uur
- Meer dan 6 uur

8. Hoeveel geld heeft u in de afgelopen 6 maanden in totaal uitgegeven aan online aankopen?

- €0
- €1 – €50
- €51 – €100
- €101 – €300
- €301 – €500
- €501–€1000
- Meer dan €1000

Section 2 – Scenario

Op de volgende pagina vindt u een fictieve situatie over de aankoop van een product. Online experimenteren bedrijven steeds vaker met het personaliseren van hun prijzen en het aanbieden van verschillende prijzen aan verschillende consumenten op basis van hun gegevens, zoals uw persoonlijke kenmerken of online gedrag. Dit kan resulteren in een hogere of lagere prijs. Lees de tekst aandachtig door en klik op ‘volgende’ wanneer u klaar bent om door te gaan naar de bijbehorende vragen. Houd er rekening mee dat wanneer u op ‘volgende’ klikt, u niet meer naar deze pagina kunt terugkeren.

[after proceeding to next page, participants are shown one out of four scenarios.]

1: purchase history x lower price

2: purchase history x higher price

3: device type x lower price

4: device type x higher price

Manipulation check

9. Kreeg u een lagere of hogere prijs dan uw vriend?

Lager

Hoger

Weet niet/Kan ik me niet herinneren

10. Waar was het prijsverschil tussen u en uw vriend op gebaseerd?

Het type apparaat dat we hebben gebruikt om de aankoop te doen

Onze aankoopgeschiedenis

Weet niet/Kan ik me niet herinneren

Section 3 – Questions related to scenario

[All answers on a scale of 1 ('strongly disagree') to 7 ('strongly agree')]

Online experimenteren bedrijven steeds meer met het personaliseren van hun prijzen en het aanbieden van verschillende prijzen aan consumenten op basis van consumentengegevens. Dit kan resulteren in een hogere of lagere prijs.

In uw scenario heeft de verkoper u een [hogere/lagere] prijs in rekening gebracht op basis van [uw aankoopgeschiedenis/uw toesteltype].

11. Geef alstublieft aan in hoeverre u het (on)eens bent met de volgende stellingen:

- Naar mijn mening mag een verkoper op deze manier zijn prijzen differentiëren.

- Op deze manier een prijs bepalen is maatschappelijk geaccepteerd.

- Op deze manier een prijs bepalen is een praktijk die ik gewend ben.

12. Beantwoord de volgende vragen met het scenario dat u eerder heeft gelezen in gedachten.

In hoeverre bent u het (on)eens met de volgende stellingen?

- De prijs die ik heb betaald, was eerlijk.

- De prijs die ik heb betaald, was redelijk.

- De prijs die ik heb betaald, was acceptabel.

13. In hoeverre bent u het (on)eens met de volgende stellingen?

- De manier waarop de prijs van de online winkel tot stand komt, is eerlijk.
- De manier waarop de prijs van de online winkel tot stand komt, is redelijk.
- De manier waarop de prijs van de online winkel tot stand komt, is acceptabel.

14. In hoeverre bent u het (on)eens met de volgende stellingen?

- Alles bij elkaar genomen, is dit een redelijke prijs.
- Alles bij elkaar genomen, is deze prijs gerechtvaardigd.
- Alles bij elkaar genomen, is deze prijs eerlijk.

15. Reageer met behulp van de onderstaande schaal op de volgende stelling:

Ik heb het gevoel dat het personaliseren van prijzen iets is waar ik _____ controle over heb:

[Answer on a scale of 1 ('very little/none') to 7 ('a lot')]

16. Ik heb het gevoel dat de manier waarop mijn prijs werd bepaald iets is waar ik _____ controle over heb:

[Answer on a scale of 1 ('very little/none') to 7 ('a lot')]

4 – Dependent variables

[All answers on a scale of 1 ('very unlikely') to 7 ('very likely')]

17. Beantwoord de volgende vragen met het scenario dat u eerder heeft gelezen in gedachten.

Geef aan hoe waarschijnlijk het is dat u:

- Het voorval zou vergeten? (R)
- Zou besluiten om deze online winkel niet meer te gebruiken?
- Met uw vrienden en/of familie zou praten over uw ervaring?
- Uw vrienden en/of familie zou overtuigen om deze online winkel niet te gebruiken?

18. Geef aan hoe waarschijnlijk het is dat u:

- Een klacht zou indienen bij de verkoper?
- Uw ervaring zou melden bij een consumentenorganisatie?
- Een klacht zou indienen bij een consumentenbureau, zodat zij het bedrijf op het matje kunnen roepen?
- Een brief of mail zou schrijven naar de (plaatselijke) krant over uw ervaring?
- Juridische stappen zou ondernemen tegen deze online winkel?

Attention check

19. Voor de kwaliteit van het onderzoek is het van groot belang dat u goed oplet bij het invullen van deze vragenlijst. Geef bij deze stelling a.u.b. neutraal aan.

- Oneens
- Enigszins oneens
- Neutraal
- Enigszins mee eens
- Mee eens

[All answers on a scale of 1 ('strongly disagree') to 7 ('strongly agree')]

20. Beantwoord de volgende vragen met het scenario dat u eerder heeft gelezen in gedachten.

In hoeverre bent u het (on)eens met de volgende stellingen over de webwinkel die u het e-book heeft verkocht?

Ik heb mijn twijfels over de manier waarop deze verkoper prijzen bepaalt.

- De manier waarop de koper de prijzen bepaalt, is om van consumenten te profiteren.

- Consumenten moeten een verkoper die prijzen op deze manier bepaalt, wantrouwen.

21. In hoeverre bent u het (on)eens met de volgende stellingen?

- Ik vertrouw deze online winkel waar ik mijn e-book heb gekocht.

- Ik vind deze online winkel betrouwbaar

- Ik vind deze online winkel deugzaam.

22. Beantwoord de volgende vragen met het scenario dat u eerder heeft gelezen in gedachten.

[Answer on a scale of 1 ('Not at all/slightly') to 5 ('Very much')]

Geef aan in welke mate u zich _____ voelt.

- Boos

- Ontdaan

- Geïrriteerd

23. De volgende vraag gaat over de online markt in het algemeen, waar goederen en diensten online worden verkocht.

In hoeverre bent u het (on)eens met de volgende stellingen?

[Answers on a scale of 1 ('strongly disagree') to 7 ('strongly agree')]

24. Beantwoord de volgende vragen met het scenario dat u eerder heeft gelezen in gedachten. In hoeverre bent u het (on)eens met de volgende stellingen over de online winkel die u het e-book heeft verkocht?

- Ik kijk positief naar deze online winkel.

- Ik kijk negatief naar deze online winkel. (R)

- Ik ben blij met deze online winkel

25. Vindt u deze online winkel:

[Answering scale with 7 unmarked points]

Onethisch _____ Ethisch

26. De online winkel:

[Answering scale with 7 unmarked points]

Heeft goede bedoelingen _____ heeft slechte bedoelingen

Is niet van plan om te profiteren van klanten _____ is wel van plan om te profiteren van klanten

Handelt in mijn belang _____ handelt in eigen belang

Section 5 – General questions

27. In hoeverre bent u het (on)eens met de volgende stellingen?

[Answers on a scale of 1 ('strongly disagree') to 7 ('strongly agree')]

1. E-books zijn erg belangrijk voor mij.
2. Ik heb een sterke interesse in e-books.
3. Voor mij doen e-books er niet toe.

28. Hoe vaak heeft u in de afgelopen 6 maanden gemiddeld een e-book gekocht? Kies het antwoord dat het dichtst in de buurt komt.

- Dagelijks
- Wekelijks
- Maandelijks
- Minder dan maandelijks
- Nooit

29. In hoeverre bent u het (on)eens met de volgende stellingen?





[Answers on a scale of 1 ('strongly disagree') to 7 ('strongly agree')]

- De meeste bedrijven zijn meer geïnteresseerd in het maken van winst dan in het bedienen van consumenten.
- Bedrijven zien consumenten als marionetten om te manipuleren.
- Om winst te maken, zijn bedrijven bereid alles te doen waar ze maar mee weg kunnen komen.

30. Heeft u nog opmerkingen, of wilt u nog iets kwijt dat niet in de enquête is behandeld?

[open question]

Appendix 5: Scenarios survey (Chapter 4)

| | |
|---|---|
| <p>Scenario 1 Purchase history x lower price U heeft besloten om een e-book te kopen bij een online boekwinkel. U heeft het boek gekocht zoals hieronder weergegeven, voor een prijs van € 10,99. U heeft al vaak e-books op deze website gekocht. De dag erna komt u erachter dat uw vriend op hetzelfde moment als u hetzelfde e-book op deze website heeft gekocht, maar € 14,99 heeft betaald voor dit e-book. Het was de eerste keer dat uw vriend een e-book op deze website kocht.</p>  | <p>Scenario 2 Purchase history x higher price U heeft besloten om een e-book te kopen bij een online boekwinkel. U heeft het boek gekocht zoals hieronder weergegeven, voor een prijs van € 18,99. U heeft al vaak e-books op deze website gekocht. De dag erna komt u erachter dat uw vriend op hetzelfde moment als u hetzelfde e-book op deze website heeft gekocht, maar € 14,99 heeft betaald voor dit e-book. Het was de eerste keer dat uw vriend een e-book op deze website kocht.</p>  |
| <p>Scenario 3 Device type x lower price U heeft besloten om een e-book te kopen bij een online boekwinkel. U heeft het boek gekocht zoals hieronder weergegeven, voor een prijs van € 10,99. U heeft uw laptop gebruikt om het boek te kopen. De dag erna komt u erachter dat uw vriend op hetzelfde moment als u hetzelfde e-book op deze website heeft gekocht, maar € 14,99 heeft betaald voor dit e-book. Uw vriend kocht het e-book op zijn mobiele telefoon.</p>  | <p>Scenario 4 Device type x higher price U heeft besloten om een e-book te kopen bij een online boekwinkel. U heeft het boek gekocht zoals hieronder weergegeven, voor een prijs van € 18,99. U heeft uw laptop gebruikt om het boek te kopen. De dag erna komt u erachter dat uw vriend op hetzelfde moment als u hetzelfde e-book op deze website heeft gekocht, maar € 14,99 heeft betaald voor dit e-book. Uw vriend kocht het e-book op zijn mobiele telefoon.</p>  |

Appendix 6: Explanation of discrimination grounds (Chapter 5)

| Ground | Origin | Reference/Field of law | Article | Examples used in survey |
|---------------------------------|------------------|---|---|---|
| Age | Law | Anti-discrimination law | 21 CFEU; Article 1 Grondwet (Gw); | 'Young'/'old', age category, etc. |
| Battery percentage | Literature (Lit) | OECD 2018a; Natelhoff 2023 | | The battery percentage of the device on which the price is shown. |
| Browser type | Lit | Mikians et al. 2012; OECD 2018a | | Google Chrome or Safari, cookies, incognito mode, etc. |
| Browsing activity | Lit | OECD 2018a | | Browsing history, origin page, time spent on webpages, etc. |
| <u>Criminal record/offences</u> | Law | Data protection law | Article 9 GDPR | Criminal record, criminal offences, allegations, etc. |
| Device type | Lit | OECD 2018; Hufnagel et al. 2023 | | Mobile, PC or tablet, Apple or Windows, etc. |
| <u>Gender/Sex</u> | Law | Anti-discrimination law | 21 CFEU; Article 1 Gw; Article 1 AWGB | Female, male, transgender, non-binary, etc. |
| <u>Health data</u> | Law | Data protection law | Article 9 GDPR | Medical record, information about smoking, blood pressure, etc. |
| <u>Ideology/Philosophy</u> | Law | Anti-discrimination law | 21 CFEU; Article 1 Gw; Article 1 AWGB | Personal convictions about society, humanity, etc. |
| <u>Impairment/Disability</u> | Law | Anti-discrimination law | 21 CFEU; Article 1 Gw | Mental or physical disability, chronic illness, etc. |
| <u>Income/Wealth</u> | Law | Solove 2022 | | 'Rich'/'poor', high or low income, etc. |
| Intelligence | Lit | Tannock 2008 | | IQ-score, highest level of education obtained, etc. |
| Location | Lit | Larson, Mattu & Angwin 2015; OECD 2018a; Priester et al. 2020 | | The country or place in which one resides or is located. |
| Loyalty status | Lit | Maxwell & Garbarino, 2010; OECD 2018a; CMA 2018 | | Loyal customer, new customer, bulk costumers, etc. |
| <u>Marital status</u> | Law | Anti-discrimination law | Article 1 AWGB | Married, civil partnership, unmarried, etc. |
| <u>Nationality</u> | Law | Anti-discrimination law | 21 CFEU; Article 1 AWGB | Place of birth, citizenship, etc. |
| Photo/Appearance | Lit | Hern 2020; Solove 2022 | | Conformity with beauty ideals, physical appearance, etc. |
| <u>Political views</u> | Law | Anti-discrimination law; Data protection law | 21 CFEU; Article 1 Gw; Article 1 AWGB; Article 9 GDPR | 'Left'/'right', liberal/conservative, etc. |

(continued)

| Ground | Origin | Reference/Field of law | Article | Examples used in survey |
|-----------------------------|---------------|--|---|--|
| Purchase history | Lit | OECD 2018a; | | Earlier purchases, type of purchases, amount spent, etc. |
| <u>Race/Ethnicity</u> | Law | Anti-discrimination law; Data protection law | 21 CFEU; Article 1 Gwt; Article 9 GDPR | Skin color, ancestry, etc. |
| <u>Religion</u> | Law | Anti-discrimination law; Data protection law | 21 CFEU; Article 1 Gw; Article 1 AWGB; Article 9 GDPR | Christian, Muslim, Jew, Atheist, etc. |
| <u>Sexual orientation</u> | Law | Anti-discrimination law; Data protection law | 21 CFEU; Article 1 Gw; Article 1 AWGB; Article 9 GDPR | Heterosexual, homosexual, bisexual, etc. |
| Social media data | Literature | OECD 2018a; | | Likes, comments, interactions, etc. |
| <i>Socioeconomic status</i> | Law | Solove 2022; Ganty & Benito Sanchez 2021 | | Position on social scale, i.e., through education or job position. |
| Student status | Literature | Carroll & Coates 1999 | | Enrollment in (higher) educational institution. |

Appendix 7: Survey instrument (Chapter 5)

Introduction

Bedankt voor uw tijd en deelname aan deze vragenlijst. U draagt hiermee bij aan onderzoek naar het personaliseren van online prijzen. Uw deelname wordt zeer op prijs gesteld. Het invullen van de vragenlijst duurt ongeveer **5-6 minuten**. Houd er rekening mee dat het het gemakkelijkst is om dit op een computer of laptop te doen. We verzoeken u vriendelijk om alle vragen naar waarheid te beantwoorden. Uw gegevens en antwoorden worden vertrouwelijk behandeld. Alleen de onderzoekers hebben toegang tot uw gegevens. Deelname is geheel vrijwillig en u kunt op elk moment tijdens het onderzoek stoppen. Het is ook mogelijk om achteraf te verzoeken de verstrekte gegevens te verwijderen door contact op te nemen met de onderzoekers.

Voor vragen of opmerkingen kunt u contact opnemen met Kimia Heidary via k.heidary@law.leidenuniv.nl.

Door op de knop 'Ik ga akkoord' te klikken, geeft u aan dat u de bovenstaande informatie hebt gelezen, dat u zich ervan bewust bent dat deelname vrijwillig is en dat u ermee instemt dat uw gegevens worden gebruikt voor onderzoeksdoeleinden. Als u niet wilt deelnemen, kunt u nu stoppen door het sluiten van deze pagina. Nogmaals dank voor uw medewerking.

Ik ga akkoord met de voorwaarden en wil deelnemen aan de vragenlijst

Section 1 – Demographic information

1. Wat is uw leeftijd?

2. Met welk geslacht identificeert u zich het meest?

- Man
- Vrouw
- Non-binair/derde geslacht
- Zeg ik liever niet

3. In welk land woont u nu?

[dropdown menu with 206 countries]

4. Wat is uw hoogst behaalde opleidingsniveau?

- Basisschool
- Middelbare school of equivalent
- Hoger beroepsonderwijs (HBO)
- WO Bachelor
- WO Master
- Doctoraat
- Anders, namelijk:

5. Wat is uw bruto jaarinkomen?

- Minder dan €20,000
- €20,000 – €49,999
- €50,000 – €74,999
- €75,000 – €99,999
- Meer dan €100,000
- Zeg ik liever niet

Section 2 – Scenario

Lees de volgende tekst eerst aandachtig door voordat u op 'volgende' klikt.

'Bedrijven experimenteren online steeds vaker met hun prijzen. Zo ook het aanbieden van gepersonaliseerde prijzen: het rekenen van verschillende prijzen aan verschillende consumenten op basis van hun gegevens, zoals persoonlijke kenmerken of online gedrag. Dit kan resulteren in een hogere of lagere prijs voor bepaalde groepen of consumenten.'

Op de volgende pagina presenteren wij u een aantal gronden op basis waarvan bedrijven de prijs zouden kunnen personaliseren. Wij zijn benieuwd naar uw mening hierover.

Klik op 'volgende' om door te gaan naar de vragen. Houd er rekening mee dat wanneer u hierop klikt, u niet meer terug kan keren naar de vorige pagina.

[Participants were randomly assigned to one out of five groups and being shown 5 (out of 25) grounds]

Section 3 – Questions related to grounds

[All answers on a scale of 1 ('strongly disagree') to 7 ('strongly agree')]

6. Stelling: 'Het gebruik van deze grond voor prijszetting is eerlijk.'

[Indicate answer for each ground]

7. Stelling: 'Persoonlijk vind ik het acceptabel om prijzen op deze grond te baseren.'

[Indicate answer for each ground]

8. Stelling: 'In de maatschappij vindt men het acceptabel om prijzen op deze grond te baseren.'

[Indicate answer for each ground]

9. Stelling: 'Het gebruik van deze grond voor prijszetting zou wettelijk verboden moeten worden.'

[Indicate answer for each ground]

10. Stelling: 'Het gebruik van deze grond voor prijszetting zou mijn vertrouwen in de markt aantasten.'

[Indicate answer for each ground]

Section 4 – General questions

11. Geef aan in hoeverre u het (on)eens bent met de volgende stellingen:

[Answers on a scale of 1 ('strongly disagree') to 7 ('strongly agree')]

- Het is acceptabel als een online winkel op basis van persoonlijke gegevens verschillende prijzen rekent voor consumenten.
- Het is eerlijk als een online winkel op basis van persoonlijke gegevens verschillende prijzen rekent voor consumenten.
- Het is redelijk als een online winkel op basis van persoonlijke gegevens verschillende prijzen rekent voor consumenten.

Attention check

12. Voor de kwaliteit van het onderzoek is het van groot belang dat u goed oplet bij het invullen van deze vragenlijst. Geef bij deze stelling a.u.b. neutraal aan.

- Oneens
- Enigszins oneens
- Neutraal
- Enigszins mee eens
- Mee eens

13. Geef aan in hoeverre u het eens bent met de volgende stelling:

‘Ik vind het acceptabel om mensen die meer kunnen betalen een hogere prijs te rekenen.’

[Answers on a scale of 1 (‘strongly disagree’) to 7 (‘strongly agree’)]

14. Hoe vaak heeft u in de laatste 6 maanden gemiddeld een online aankoop gedaan?

Kies het antwoord dat het dichtst in de buurt komt.

- Dagelijks
- Wekelijks
- Maandelijks
- Minder dan maandelijks
- Nooit

15. Wat is uw gemiddelde dagelijkse (niet-werkgerelateerde) internetgebruik in uren?

- Minder dan een uur
- 1 tot 2 uur
- 2 tot 4 uur
- 4 tot 6 uur
- Meer dan 6 uur

16. Hoeveel geld heeft u in de afgelopen 6 maanden in totaal uitgegeven aan online aankopen?

- €0
- €1 – €50
- €51 – €100
- €101 – €300
- €301 – €500
- €501–€1000
- Meer dan €1000

30. Heeft u nog opmerkingen, of wilt u nog iets kwijt dat niet in de enquête is behandeld?

[open question]

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Curriculum vitae

CURRICULUM VITAE

Kimia Heidary (Vlissingen, 1996) joined the Department of Business Studies at Leiden Law School as a PhD researcher in March 2020. She holds a bachelor's degree in Law from Utrecht University (2016), a master's degree in Persuasive Communication Science from the University of Amsterdam (2017), and a master's degree in Private Law (specializing in Intellectual Property Law) from Utrecht University (2019). Prior to joining Leiden University, Kimia worked at the Stichting Reclame Code, specializing in the Dutch self-regulation system of advertising and advertising law.

During her PhD, Kimia served on the editorial board of legal journal *Ars Aequi* and was a member of the Leiden Empirical Legal Studies (ELS) team. She was involved in the coordination and organization of ELS Labs and the annual international two-day PhD-school in collaboration with VSR (Dutch/Flemish Law and Society Association) and the English Law and Society Association (SLSA). In 2023, Kimia obtained her Basiskwalificatie Onderwijs (BKO) and was affiliated with University College London as a visiting doctoral researcher.

Kimia will continue applying her academic knowledge in practice, commencing her career as a lawyer at Kennedy van der Laan in Amsterdam.