



The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation**

All documents and other materials will be updated accordingly. In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning [www.isis-innovation.com/](http://www.isis-innovation.com/)... are automatically redirected to our new domain, [www.innovation.ox.ac.uk/](http://www.innovation.ox.ac.uk/)...

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# Dynamic Consent – Storage of tissue donations and personal information

A personalised communication interface to enable participants to become more engaged in the donation of their tissue samples and personal information for research purposes.

Dynamic Consent is a personalised, communication interface to enable participants to become more engaged in donating tissue samples and personal information for research.



This dynamic approach allows interactions over time, and enables participants to alter their consent preferences as their circumstances change and for these decisions to travel with their samples and information. Through a secure, password-protected website, participants can alter their contact details, change their consent preferences, receive information on the use of their samples and information, enrol in new studies and complete online surveys. This allows them to engage with the research study in their own time, as much or as little as they choose.

### Features and benefits of Dynamic Consent:

- It places participants at the centre of decision-making
- The website has a public area with hypertext, videos and links to social media on new research initiatives which can be adapted for users with visual impairment and hearing or learning difficulties
- The interface can be tailored both to meet the information and communication needs of participants and the resources and capabilities of researchers. Participants can set their preferences about the kind of information they receive from the biobank, how often and in what form they want to receive it
- It meets the highest international ethical and legal standards for consent in a world where data protection laws are in flux

- Collection of one-off consent for research can occur at a stressful time for the person concerned, such as prior to treatment or surgery; Dynamic Consent removes this pressure by allowing participants to return to their decision and review their consent preferences in their own time, creating a clear distinction between research and the clinic
- It encourages public trust by making research more transparent and accountable



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