
Plan Overview

A Data Management Plan created using DMPonline

Title: Exploring trust, engagement and habitual use in the Peerby sharing platform

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Template: TU Delft Data Management Plan template (2025)

Project abstract:

This Data Management Plan covers my thesis for the MSc Strategic Product Design at the faculty of Industrial Design Engineering. The project investigates why borrowers on the peer-2-peer platform called Peerby often do not return after their first use. The research aims to identify behavioural and experiential barriers and validate hypotheses regarding trust, effort, and satisfaction. The project involves qualitative data collection through 10-15 semi-structured interviews with Peerby borrowers (no lenders). Participants are recruited via Peerby's CEO Daan Weddepohl and personal outreach. The research poses minimal ethical and privacy risks and will comply with TU Delft's HREC and GDPR guidelines.

ID: 189965

Start date: 07-10-2025

End date: 27-03-2026

Last modified: 06-01-2026

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Exploring trust, engagement and habitual use in the Peerby sharing platform

0. Administrative questions

1. Provide the name of the data management support staff consulted during the preparation of this plan and the date of consultation. Please also mention if you consulted any other support staff.

My supervisor Dr. Ir. S.S. van Dam will review this DMP

2. Is TU Delft the lead institution for this project?

- Yes, leading the collaboration – please provide details of the type of collaboration and the involved parties below

TU Delft is the lead institution for this project. The project is conducted as part of the MSc Strategic Product Design graduation program at the Faculty of Industrial Design Engineering.

The external collaborator is Peerby, an Amsterdam-based peer-2-peer sharing platform. Peerby provides access to potential participants and contextual input but is not involved in data collection or processing.

All research data are collected, stored, and managed solely by the researcher and TU Delft.

1. Data/code description and collection or re-use

3. Provide a general description of the types of data/code you will be working with, including any re-used data/code.

Type of data/code	File format(s)	How will data/code be collected/generated? <i>For re-used data/code: what are the sources and terms of use?</i>	Purpose of processing	Storage location	Who will have access to the data/code?
Interview notes & transcriptions	.docx	Recorded via phone or laptop (audio) and automatically transcribed.	To analyse user experiences and include anonymised quotes in the report	TU Delft OneDrive	Jesse Lokin (researcher), Dr. Ir. S.S. van Dam (supervisor)
Audio of interviews	.mp3	Recorded with phone (dictaphone app) during semi-structured interviews	To support transcription and ensure accuracy of qualitative analysis	TU Delft OneDrive	Jesse Lokin, S.S. van Dam
Co-creation session notes and outcomes	.docx / paper (scanned)	Notes and post-its from workshops digitised and stored as documents	To capture ideas and insights generated collaboratively	TU Delft OneDrive	Jesse Lokin, S.S. van Dam
Photos of co-creation materials	.jpg	Photos taken with phone (no faces visible)	To document workshop results and visual artefacts	TU Delft OneDrive	Jesse Lokin, S.S. van Dam
Audio of co-creation sessions	.mp3	Recorded with phone (dictaphone app)	To capture relevant insights and discussions during sessions	TU Delft OneDrive	Jesse Lokin, S.S. van Dam
Survey results	.csv / .xlsx	Collected via Qualtrics	To validate findings from interviews and workshops	TU Delft OneDrive	Jesse Lokin, S.S. van Dam
Signed / digital consent forms	.pdf / .jpg	Signed digitally or via scanned copies before participation	To document informed consent from participants	TU Delft OneDrive	Jesse Lokin, S.S. van Dam
Photos or visuals for thesis	.jpg / .png	Taken during sessions (faces blurred or cropped)	To use anonymised visuals in report or presentation	TU Delft OneDrive	Jesse Lokin, S.S. van Dam

II. Storage and backup during the research process

4. How much data/code storage will you require during the project lifetime?

- < 250 GB

5. Where will the data/code be stored and backed-up during the project lifetime? (Select all that apply.)

- TU Delft OneDrive

Raw audio/photo/video stored temporarily and deleted immediately after transcription/anonymisation.

III. Data/code documentation

6. What documentation will accompany data/code? (Select all that apply.)

- Metadata – I will adhere to the metadata standards used by the data repository where the data will be shared (see section V)
- Procedure – Documentation of research method in an Electronic Lab Notebook
- Procedure – A description of data processing procedure(s) (such as laboratory setup, simulation workflows).
- Data – Data dictionary explaining the variables used
- Data – README file or other documentation explaining how data are organised
- Data – Methodology of data collection

IV. Legal and ethical requirements, code of conducts

7. Does your research involve human subjects or third-party datasets collected from human participants?

If you are working with a human subject(s), you will need to obtain the HREC approval for your research project.

- Yes – please provide details in the additional information box below

The research involves human participants through interviews, co-creation workshops, and an online survey with Peerby users.

All participants are adults (18+) and take part voluntarily after giving informed consent.

No sensitive or medical data will be collected, and all data will be anonymised before analysis.

I intend to apply for ethical approval from the TU Delft HREC and will include the HREC reference number once approval is received.

8. Will you work with personal data? (This is information about an identified or identifiable natural person, either for research or project administration purposes.)

- Yes

The project will involve limited personal data, such as participant names and email addresses, which

are collected only for scheduling interviews, workshops, and survey invitations.

No sensitive or financial data will be collected.

Personal data will be stored separately from research data on TU Delft OneDrive, accessible only to the researcher and supervisor.

All personal identifiers will be deleted after transcription and data verification.

9. Will you work with any other types of confidential or classified data or code as listed below? (Select all that apply and provide additional details below.)

*If you are not sure which option to select, ask your **Faculty Data Steward** for advice.*

- Yes, confidential data received from commercial, or other external partners

The project is conducted in collaboration with Peerby, a peer-2-peer sharing platform.

Discussions may include insights about Peerby's internal challenges or strategic directions.

This information is treated as confidential and will not be published in identifiable form.

Only anonymised and aggregated findings will appear in the final report and thesis.

Peerby will not have access to raw data or participant information.

10. How will ownership of the data and intellectual property rights to the data be managed?

For projects involving commercially-sensitive research or research involving third parties, seek advice of your [Faculty Contract Manager](#) when answering this question.

The intellectual property rights are framed by a graduation agreement between Delft University of Technology, myself, and Peerby.

All data collected and processed during the research will be owned by TU Delft and the researcher.

Peerby will not receive any raw data, transcripts, or identifiable information, but may receive aggregated and anonymised findings for feedback purposes.

11. Which personal data or data from human participants do you work with? (Select all that apply.)

- Video materials
- Photographs
- Free text fields (for instance, in questionnaires) in which participants could unintentionally share personal data
- Proof of consent (such as signed consent materials which contain name and signature)
- Audio recordings
- Telephone number, email addresses and/or other addresses as contact details for administrative purposes
- Names as contact details for administrative purposes

Names and email addresses for scheduling and consent (stored separately).

Audio recordings from interviews and co-creation sessions (deleted the same day or after transcription).

Photos/video may include identifiable participants only if they explicitly consent beforehand.
Survey free-text responses may contain incidental personal data; these are anonymised before analysis.

12. Please list the categories of data subjects and their geographical location.

The data subjects are adult users of the Peerby sharing platform who have previously borrowed or requested items via the platform.

Participants include both active and inactive borrowers.

Most participants are located in the Netherlands, primarily in urban areas such as Amsterdam and Rotterdam, but some may reside elsewhere in the European Union.

All participants are aged 18 years or older.

13. Will you be receiving personal data from or transferring personal data to third parties (groups of individuals or organisations)?

- No

16. What are the legal grounds for personal data processing?

- Informed consent

The processing of personal data in this study is based on informed consent.

Participants are informed about the purpose of the study, what participation involves, and how their data will be handled.

Consent is obtained before participation in interviews, workshops, or the online survey, in line with GDPR and TU Delft HREC guidelines.

17. Please describe the informed consent procedure you will follow below.

Before each interview or workshop, participants are informed about the study and their rights, including anonymity and the right to withdraw.

Consent will be given verbally (recorded at the start) or via a short written confirmation by email.

For the online survey, consent is obtained through a mandatory confirmation question before submission.

All consent records are stored on TU Delft OneDrive.

18. Where will you store the physical/digital signed consent forms or other types of proof of consent (such as recording of verbal consent)?

Proof of consent (emails, signed (digital) forms, and audio recordings of verbal consent) will be stored on TU Delft OneDrive in a dedicated, restricted-access folder, separate from the research data.

19. Does the processing of the personal data result in a high risk to the data subjects? (Select all that apply.)

If the processing of the personal data results in a high risk to the data subjects, it is required to perform a Data Protection Impact Assessment (DPIA). In order to determine if there is a high risk for the data subjects, please check if any of the options below that are applicable to the processing of the personal data in your research project.

If any category applies, please provide additional information in the box below. Likewise, if you collect other type of potentially sensitive data, or if you have any additional comments, include these in the box below.

If one or more options listed below apply, your project might need a DPIA. Please get in touch with the Privacy team (privacy-tud@tudelft.nl) to get advice as to whether DPIA is necessary.

- None of the above apply

The project involves minimal personal data (names, emails, and audio recordings for transcription). No sensitive or special-category data will be collected, and all data will be anonymised before analysis. The study does not include vulnerable participants, automated decision-making, or large-scale data processing.

23. What will happen with the personal data used in the research after the end of the research project?

- Anonymised or aggregated data will be shared with others

After the project ends, all personal data (names, emails, and consent records) will be deleted. Only anonymised and aggregated research data will be retained for reporting and academic purposes. The anonymised data may be shared with TU Delft supervisors and included in the final thesis. Peerby will only receive aggregated insights and anonymised findings for feedback, with no access to any personal or raw data.

24. For how long will personal research data (including pseudonymised data) be stored?

- Personal data will be deleted at the end of the research project

Personal data such as names, email addresses, and consent records will be retained only until the completion of the project to allow for verification of informed consent. After the thesis is finalised and approved, all personal data will be securely deleted from TU Delft OneDrive. Only anonymised research data will be retained for archival purposes.

25. How will your study participants be asked for their consent for data sharing?

- In the informed consent form: participants are informed that their personal data will be anonymised and that the anonymised dataset is shared publicly

The informed consent form and survey introduction clearly explain that personal data will not be shared with anyone outside TU Delft.

Only anonymised and aggregated findings may be included in the final thesis or used for academic reporting. Participants are informed that their names, contact details, and any identifying information will be removed prior to data sharing.

V. Data sharing and long term preservation

27. Apart from personal data mentioned in question 23, will any other data be publicly shared?

Please provide a list of data/code you are going to share under 'Additional Information'.

- All other non-personal data/code underlying published articles/reports/theses

Anonymised and aggregated research data underlying the master thesis may be shared publicly via the TU Delft repository and 4TU.ResearchData.

This includes coded interview data, survey results (.csv), and summaries of workshop outcomes. Raw audio recordings, full interview transcripts, and consent records will not be shared due to confidentiality and privacy considerations.

29. How will you share research data/code, including those mentioned in question 23?

Select all that apply and provide additional details below.

- I am a Bachelor's/Master's student at TU Delft and I will share the data/code in the body and/or appendices of my thesis/report in the TU Delft Repository
- All anonymised or aggregated data, and/or all other non-personal data/code will be uploaded to 4TU.ResearchData with public access

Anonymised datasets will be included in the appendices of the master thesis, which will be uploaded to the TU Delft Repository.

A cleaned and anonymised version of the same data may also be published on 4TU.ResearchData with public access.

No raw audio, full transcripts, or personal data will be shared.

All data will be shared under a CC0 (public domain) licence to allow open access and reuse.

30. How much of your data/code will be shared in a research data repository?

- < 100 GB

31. When will the data/code be shared?

- As soon as corresponding results (papers, theses, reports) are published

The anonymised and aggregated data will be shared publicly at the time of the master thesis publication in the TU Delft Repository.

If applicable, a cleaned dataset may also be uploaded to 4TU.ResearchData simultaneously. Personal data, raw transcripts, and audio recordings will not be shared or published.

32. Under what licence(s) will the data/code be released?

- CC0

VI. Data management responsibilities and resources

33. If you leave TU Delft (or are unavailable), who is going to be responsible for the data/code resulting from this project?

The responsible researcher after the completion of the project will be Dr. ir. S.S. van Dam, Assistant Professor at the Faculty of Industrial Design Engineering, TU Delft, with email address s.s.vandam@tudelft.nl.

34. What resources (for example financial and time) will be dedicated to data management and ensuring that data will be FAIR (Findable, Accessible, Interoperable, Re-usable)?

No additional financial resources are required for data management.

Approximately 1-2 working days will be allocated at the end of the project for data cleaning, anonymisation, documentation, and uploading the anonymised dataset to the TU Delft Repository and/or 4TU.ResearchData. TU Delft-provided infrastructure will be used to ensure that data are stored and shared according to the FAIR principles.

35. Which faculty do you belong to?

- Faculty of Industrial Design Engineering (IDE)