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Unit: Department of Digital Marketing

Project title: Storytelling as a Compensatory Authenticity Pathway for Undisclosed AI Advertising

DECLARATION

On the basis of the fully completed review questionnaire and the supporting professional documents relating to the submitted request for research ethics approval the Committee grants the request and

grants the research ethics approval for the research.
The research shall be conducted in accordance with the review questionnaire.

JUSTIFICATION

The Committee's assessment is as follows:

The attached documents such as the project plan worked out for the referred application, the declaration form designed for this purpose and fully completed by the applicant are compliant with the principles formulated in article (6) of the *Provisions of the Rector No 2/2020. (V. 26.) on setting up the CUB Ad Hoc Research Ethics Committee, and on issuing research ethics permissions*, which governs these provisions, and the planned research is in accordance with the CUB's research strategy and institution building plan. *Please note that the declaration forms issued in the annexes 2.a, 2.b and 2.c of the referred Provisions of the Rector shall be completed and signed in all cases during the course of the research.*

Budapest, 18. November 2025




Prof. Dr. Tamás Bartus

Vice Rector for Faculty and Research
Chair of the Research Ethics Committee