



DOCUMENTATION FOR HUMAN SUBJECT REVIEW COMMITTEES¹: IPSOS COMPANY INFORMATION, PAST EXTERNAL REVIEW, CONFIDENTIALITY, AND PRIVACY PROTECTIONS FOR PANELISTS

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¹ Prepared by R.K. Thomas; Updated August 7, 2019



Introduction

A core Ipsos capability is our nationwide online probability-based panel, known as KnowledgePanel®. Bringing unprecedented reliability and statistical projectability to online research, KnowledgePanel is the only large-scale, online panel that is representative of the U.S. population. KnowledgePanel incorporates the views and opinions of all Americans by combining probability-based sampling and the Internet's many advantages as a research medium. As such, KnowledgePanel provides the highest level of accuracy and representativeness available on the web today – a degree of reliability essential to accurate measurement of public opinion and behavior.

Respect for the principles of voluntariness and informed consent as described in the Belmont Report² is central to our procedures in building and maintaining KnowledgePanel. Participation in research is voluntary at the time that respondents are asked to join the panel, at the time they are asked to participate in any particular survey, and at the time they answer any given question in a survey. KnowledgePanel panelists are not coerced to participate in any research, and they are not removed from the panel as a result of failure to participate in any particular survey project or program of studies. KnowledgePanel panelists have the option to 'opt-out' of the panel at any time by notifying Ipsos. Ipsos maintains a dedicated email address, a toll-free phone number and its own call-center panel management facility to receive requests for information and action from panelists.

Ipsos Company Information

Two prominent Stanford University professors, most notably Norman Nie, founded Knowledge Networks in 1998 with the express purpose of harnessing the capabilities of the Internet for new research methodologies in the new millennium. Since its founding, the company quickly grew into a leading research firm supporting research by public policy, non-profit, and academic organizations. In addition, Knowledge Networks became one of the top consumer insight marketing and media research providers, conducting research support for numerous Fortune 500 and public sector clients. In 2012, GfK Custom Research acquired Knowledge Networks. Then in 2018, the Ipsos Group, one of the largest global survey research organizations, acquired from GfK the Knowledge Panel and the staff who work with the panel.

The former Knowledge Networks' team remains as an active business unit at Ipsos – as part of the Public Affairs Research Group. Key staff responsible for government, academic, and non-profit research bring expertise from long careers in designing and conducting surveys sponsored by the federal government, major universities, and nonprofit organizations. Researchers have also designed and conducted advanced methodological research on data collection mode effects, questionnaire design, non-response bias, and panel effects. The research teams maintain offices

² The Belmont Report, issued in 1978, summarizes the ethical principles and guidelines for research involving human subjects. <http://www.hhs.gov/ohrp/humansubjects/guidance/belmont.html> (accessed May 10, 2017).



in DC, CA, IL, NY, and NJ. Ipsos, however, has offices in more than 100 countries around the world, with North American headquarters located in New York City.

Ipsos is proud to be a member of or participate in the activities of the following industry associations:

- American Association for Public Opinion Research (AAPOR)
- Insights Association (formerly CASRO and MRA)
- The Advertising Research Foundation (ARF)
- American Statistical Association (ASA)
- European Survey Research Association (ESRA)
- ESOMAR

Ipsos has applied and been approved for research by the National Institutes of Health (NIH) and has been given an NIH Federal-wide Assurance Number: FWA00006886.

At Ipsos, Annie Weber leads the KnowledgePanel Plus group in Ipsos Public Affairs. She has completed human subjects training from the federal agencies. Many members of our key staff – including Frances Barlas, Michael Lawrence, Wendy Mansfield, Larry Osborn, Sergei Rodkin, Randall K. Thomas, and Robert Torongo – have also completed human subjects training as required by NIH and university IRBs.

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NAICS Code:	541910
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KNOWLEDGEPANEL[®] METHODOLOGY

KnowledgePanel[®] is the first online, representative, US probability-based panel. Panel members are recruited using probability selection algorithms for both random-digit dial (RDD) telephone and address-based sampling (ABS) methodologies. Unlike other Internet research panels that sample only individuals with Internet access and who volunteer for research (i.e. opt-in non-probability panels), KnowledgePanel does not accept self-selected volunteers as part of the KnowledgePanel. Instead, KnowledgePanel is based on a household sampling frame which recruits households:

- With unlisted telephone numbers
- Without landline telephones
- That are cell phone only
- Without current Internet access
- Without devices to access the Internet

Ipsos's KnowledgePanel recruitment methodology uses the same or similar quality standards as mandated by the Office of Management and Budget in the "List of Standards for Statistical Surveys," which indicates that "Agencies must develop a survey design, including... selecting samples using generally accepted statistical methods (e.g., probabilistic methods that can provide estimates of sampling error)."³

Panel Recruitment Methodology

KnowledgePanel's probability-based recruitment was originally based exclusively on a national RDD frame. In April 2009, in response to the growing number of cellphone-only households that are outside of the RDD frame, Ipsos migrated to using an ABS frame for selecting panel members. This probability-based methodology improves population coverage. Currently, approximately 30% of panel members were recruited through RDD methodology, while 70% were recruited using an ABS methodology. For both ABS and RDD recruitment, households without an Internet connection were provided with a web-enabled device and free Internet service. After initially accepting the invitation to join the panel, participants are asked to complete a short demographic survey (the initial profile survey); answers to these questions allow efficient panel sampling and weighting for surveys. Completion of the profile survey allows participants to become panel members. These procedures were established for the RDD-recruited panel members and continued with ABS recruited panel members. Respondents sampled from the RDD and ABS frames are provided the same privacy terms and confidentiality protections.

ABS Recruitment. ABS involves probability-based sampling of addresses from the U.S. Postal Service's Delivery Sequence File. The key advantage of the ABS sample frame is that it allows sampling of almost all U.S. households. An estimated 97% of households are "covered" in

³ http://www.whitehouse.gov/sites/default/files/omb/inforeg/statpolicy/standards_stat_surveys.pdf (accessed on November 2, 2012).



sampling nomenclature. Regardless of household telephone status, those households can be reached and contacted through postal mail. In late 2009 the ABS sample began incorporating a geographic stratification design. Census blocks with high density minority communities were oversampled (Stratum 1), and the balance of the census blocks (Stratum 2) were relatively under-sampled. The definition of high density and minority community and the relative proportion between strata differed among specific ABS samples. In 2010, the two strata were redefined to target high density Hispanic areas in Stratum 1 and all else in Stratum 2. In 2011, pre-identified ancillary information, rather than census block data, was used to construct and target four strata as follows: Hispanic ages 18-24, non-Hispanic ages 18-24, Hispanic ages 25+, and non-Hispanic ages 25+. Also in 2011, a separate sample targeting only persons ages 18-24 was fielded across the year, again using predictive ancillary information. Combined with the four-stratum sample, the base weight adjustment compensates for cases from this unique young adult oversample. For every survey sample, an appropriate base weight adjustment is applied to each relevant sample to correct for these stratified designs.

Randomly sampled addresses are invited to join KnowledgePanel through a series of mailings, including an initial invitation letter, a reminder postcard, and a subsequent follow-up letter.

Attachment A presents the initial introductory letter used in our ABS mailings. Approximately 40% of the physical addresses selected for the sample can be matched to a corresponding valid telephone number. About 5 weeks after the initial mailing, telephone refusal-conversion calls are made to households for whom a telephone number was matched to the sampled address. Invited households can join the panel by:

- Completing and mailing back a paper form in a postage-paid envelope
- Calling a toll-free hotline phone number maintained by Ipsos
- Going to a designated Ipsos website and completing the recruitment form at the website

RDD Recruitment. For panel members who were recruited using RDD-based sampling (pre-April 2009), list-assisted RDD sampling techniques were used on the sample frame consisting of the entire U.S. residential telephone population. Only banks of telephone numbers (each consisting of 100 telephone numbers) that had zero or one directory-listed phone numbers were excluded. Two strata were defined using 2000 Census Decennial Census data which were appended to all telephone exchanges. The first stratum had a higher concentration of Black and Hispanic households, and the second stratum had a lower concentration of these groups relative to the national estimates. Telephone numbers were selected with equal probability of selection for each number within each of the two strata, with the higher concentration Black and Hispanic stratum being sampled at approximately twice the rate of the other stratum. The sampling was done without replacement to ensure that numbers already fielded would not be fielded again.

A valid postal address was recovered for about 60%-70% of all telephone numbers in the selected samples. The telephone numbers for which an address was recovered were selected with certainty. Until May 2007, between one-half and one-third of the remainder was subsampled randomly, depending on the recruitment period. From May 2007 to March 2009, subsampling was done at a rate of 75% for those households without a physical address. The households for which



there was an address-matched telephone number received an advance mailing, typically 7 to 9 days before the recruitment telephone call. The letter informed them that they had been selected to participate in KnowledgePanel®.

Following the advance letter, the telephone recruitment process began for all sampled phone numbers. Cases sent to telephone interviewers were dialed for up to 90 days, with at least 10 dial attempts when no one answered the phone and when phone numbers were known to be associated with households. Extensive refusal conversion was also performed. Experienced interviewers conducted all recruitment interviews. The recruitment interview, which typically required about 10 minutes, began with the interviewer informing the household member that they had been selected to join KnowledgePanel.

KnowledgePanel LatinoSM Recruitment. In 2008, KnowledgePanel LatinoSM was developed to provide researchers with the capability to conduct representative online surveys with U.S. Hispanics. With the advent of KnowledgePanel Latino, the first U.S. online panel representative of Hispanics, including those without Internet access and those who speak only Spanish, was established. The sample for KnowledgePanel Latino is recruited using a hybrid telephone recruitment design, based on a dual-frame RDD methodology sampling U.S. Latinos and households with Hispanic-surnames. This geographically-balanced sample covers areas that, when aggregated, encompass the majority of the nation's 45.5 million Latinos.

KnowledgePanel Latino samples Latinos residing in 70 DMAs (Designated Market Area) having Latino populations. The DMA-sampling approach was dedicated to recruiting Spanish-language adults who have been categorized as “unassimilated” on the basis of frequency of viewing Spanish-language television and use of Spanish as their primary spoken language at home. The 70 DMAs are grouped into five regions (Northeast, West, Midwest, Southeast, and Southwest). Each region is further divided into two groupings of census tracts: those with a “high-density” Latino population and the remaining tracts with a “low-density” Latino population. The threshold percentage for “high density” varies by region. The five regions, each divided into the two density groups, constitute 10 unique sample frames (5 x 2).

Using a geographic targeting approach, an RDD landline sample was generated to cover the high-density census tracts within each region. Due to the inaccuracy of telephone exchange coverage, there is always some spillage outside these tracts and a smaller degree of non-coverage within these tracts. About 32% of the Latino population across these five regions is covered theoretically by this targeted RDD landline sample. All the numbers generated were screened to locate a Latino, Spanish-speaking household.

The remaining 68% of the Latinos in these five regions were identified through a listed-surname sample. Listed surnames included only those households where the telephone subscriber had a surname that was pre-identified as likely to be a Latino surname. It is important to note that excluded from this low-density listed sample frame are: (a) the mixed Latino/non-Latino households where the subscriber does not have a Latino surname and (b) all the unlisted landline Latino households. The percent of listed vs. unlisted varies at the DMA level. The use of the listed



surname was intended to utilize cost-effective screening to locate Latino households in these low-density areas since the rate of finding Latino households on this list, although not with 100% certainty, was still very high.

In 2011, the above described hybrid design was replaced with national RDD samples targeting telephone exchanges associated with census blocks that have a 45% or greater Latino population density (this density level covers just over 50% of the U.S. Hispanic population). Households are screened in the Spanish language to recruit only those homes where Spanish is spoken. In 2012, the census block Hispanic density was raised to 65% to improve the eligibility efficiency of this RDD approach. In late 2014, an updated design was implemented to include both landline and cellular numbers. The landline component is comprised of listed telephone numbers that are assigned to subscribers with known Hispanic surnames among block groups with at least 40% Hispanic density. Cellular sample telephone numbers are selected from rate centers with Hispanic density of at least 60%.

This all probability-based RDD Spanish-language sample supplements the Latino households (English and Spanish) that are now recruited through the KnowledgePanel's general ABS recruitment sample.

Household Member Recruitment. For all recruitment efforts, during the initial recruitment survey, all household members are enumerated. Following enumeration, attempts are made to recruit every household member who is at least 13 years old to participate in KnowledgePanel surveys. For household members aged 13 to 17, consent is obtained from the parents or the legal guardian during the initial recruitment interview (detailed in section below - Procedures for Obtaining Consent for Surveys with Minors). If no consent is given, no further direct communication with the teenagers is attempted.

Empanelment Methodology

Internet Device Provision. The first RDD recruitment to KnowledgePanel was conducted in 1999. At that time, all households recruited were given a WebTV to use for answering surveys. In August 2002, Knowledge Networks began allowing households to use their own computers connected to the Internet for taking surveys; recruited households were no longer sent a WebTV if they reported having access to the Internet. Currently, if a household does not have a computer and/or access to the Internet from home and subscribes to a landline phone service, the household is given a web-enabled device (laptop or netbook) along with free monthly Internet access in exchange for members completing a short survey on a weekly basis.

Before shipment, each web-enabled device is custom configured with individual email accounts so that it can be used immediately by household members. Most households are able to install the hardware without additional assistance, although Ipsos maintains a telephone technical support line and will, when needed, provide on-site installation. Panel members may contact the Panel Member Support Department for questions using a toll-free number. The Panel Member Support Department is available Monday-Friday 9AM-12AM EST and Sat-Sun 12PM-8PM EST. The



Support Department also contacts household members who do not respond to survey invitations and attempts to restore contact and cooperation. Panel members who have Internet access provide Ipsos with their email accounts and their weekly surveys are sent to that email account.

Completion of Initial Demographic Profile Survey. Following recruitment, which includes an expressed interest by the participant in joining the panel and providing their valid email addresses, all recruited participants are asked to complete a follow-up survey that includes demographic questions such as gender, age, race/ethnicity, income, education, and prior computer and Internet usage. This information can be used for weighting as well as for determining eligibility for specific studies. This information also eliminates the need for gathering basic demographic information on each panel survey. Once this profile survey has been completed, the panel member is regarded as an active member and is ready to be sampled for other surveys. Participants who do not complete the profile survey do not become members of the panel.

Survey Language Preference. Spanish-primary individuals can come in to the panel by way of 4 sample sources: 1) normal ABS strata with no indication of the household being Hispanic, 2) from an ABS stratum that specifically targets Hispanic households, 3) Latino Supplement Spanish recruits from our dual frame RDD sample, and 4) as a secondary household member of a household that was already recruited to the panel.

Our ABS sample members are recruited in a number of ways, which affect the survey language we record for them based on their recruitment modality:

- a. They can call into our telephone center to respond - survey language assigned is based on the language they speak when they call us.
- b. They can go to the Internet and enter our online survey – survey language assigned is based on which language selection they make prior to entering the recruitment page URL they enter.
- c. They can complete a mail-back surveys form – survey language is based on the side of the form they fill in (Spanish or English).
- d. They can be contacted through non-responder outbound calling, and if they answer the phone in Spanish, the household is flagged as a Spanish case and it's called back by a Spanish-speaking agent.

Following recruitment, ABS Spanish sample members are sent welcome survey invitations and core profile survey invitations that are bilingual, with Spanish on top and English on the bottom.

The Latino Supplement Spanish RDD recruits are primary Spanish speaking, contacted by phone with a Spanish-speaking interviewer, and their welcome survey invitation and core profile survey invitation are in Spanish.



For subsequent surveys, panelists are sent surveys and invitations in their preferred language based on the recruitment language selection, or for ABS Spanish, the language they select when beginning the core profile for the first time.

After recruitment, panel members can switch their survey language preference from Spanish to English by calling into our Panel Relations telephone number.

Panel and Survey Participation

Unified Member Portal (UMP). When members are recruited, panel members receive a unique password to access the member portal. It contains links to their surveys, options to change contact info, links to the point redemption site, links to the privacy and other panel policies, and other panel-relevant information. It also includes a listing of their responsibilities as a panel member as shown below.

Panel Member Responsibilities

As a member of KnowledgePanel, you agree to:

- Check your email for new surveys at least once a week.
- Report any technical problems that may prevent you from responding to surveys.
- Answer all survey questions truthfully, unless you feel uncomfortable doing so. (Please notify us if this is the case.)
- Keep confidential the details of KnowledgePanel surveys, especially company names and the content of video and/or audio selections that are part of a survey.
- Refrain from taking unfair advantage of your KnowledgePanel membership in any way.

Survey-specific Participation. Once household members are recruited and empaneled, they can be selected for specific survey projects. Selection is most typically random within strata relevant to the study. Once assigned to a study sample, they are notified by email that a survey is available for them to complete; panelists can also visit their online member page for survey-taking (instead of being contacted by telephone or postal mail). Each notification mode contains a password-protected link that directs them to the survey questionnaire and can be used for only one completion. All information needed is contained in the link -- no login name or password is required. Surveys can thus be fielded quickly and economically. Moreover, this approach reduces the burden placed on respondents because email notifications are less intrusive than telephone calls, and most respondents find answering questionnaires online more interesting and engaging than being questioned by a telephone interviewer. Furthermore, for greater convenience, respondents can choose what time of day to complete their assigned survey. The length of the field period depends on the client's needs and can range anywhere from a few hours to several weeks.



After three days, automatic email reminders are sent to all nonresponding panel members in the sample. If email reminders do not generate a sufficient response, an automated telephone reminder call can be initiated. The usual protocol is to wait at least three to four days after the email reminder before calling. To assist panel members with their survey taking, each individual has a personalized “home page” that lists all the surveys that were assigned to that member and have yet to be completed.

Standard Email Invitations. Below is the standard email invitation that Ipsos uses for inviting respondents to participate in KnowledgePanel surveys. The email invitation below has text-substitution fills that are completed by the survey system. The project survey number is embedded in the survey invitation subject line; this email subject line may be customized for the specific survey project. The text of the email may also be customized for the specific project.

Standard Email Invitation

SUBJECT LINE: Your Latest KnowledgePanel Survey [PROJECT NUMBER]

TEXT OF EMAIL: Dear [FIRST NAME],

Thanks for being an integral part of KnowledgePanel! Your latest survey can be accessed by clicking the following link:

[LINK TO SURVEY]

(If it does not work automatically from email, please copy the below link to your internet browser).

[LINK TO SURVEY]

Our Panel Member Support Center is available if you have questions or comments. You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation. In order to better serve you, please be sure to include reference [PROJECT NUMBER] in the Subject of your message. We are always happy to hear from you!

Thanks,
KnowledgePanel Support Team
<http://www.knowledgepanel.com>

This email was intended for [FIRST NAME]

Respondent Incentives

Ipsos also operates an ongoing modest incentive program, primarily through the use of point system, to encourage participation and create member loyalty. Members can redeem their points for cash, merchandise, gift cards or game entries. Additionally, members may also be entered into special sweepstakes with both cash rewards and other prizes to be won. Generally panel



members are invited to complete one survey per week. On average, panel members complete two to three surveys per month with typical durations of 10 to 15 minutes per survey. In the case of longer surveys, an additional incentive is usually provided. KnowledgePanel members can receive two types of incentives: survey-specific and non-survey specific incentives. Each incentive is described briefly below.

Survey-specific incentives are provided to respondents when (1) the survey is expected to require more than 15 minutes to complete; or (2) an unusual request is made of the respondent, such as specimen collection, the viewing of a specific television program, or completion of a daily diary. In both of these kinds of circumstances, panelists are asked to participate in ways that are more burdensome than initially described to them during the panel recruitment stage. If a survey requires more than 15 minutes for self-administration, then respondents will be automatically entered into a sweepstakes. For surveys longer than 25 minutes, respondents receive additional points. Respondents who participate in the survey are credited with 5,000 to 10,000 points, which roughly equates to \$5 to \$10 depending on the type of award selected by respondents when redeeming. The actual number of points given depends upon the length of the survey and can be even larger for longer or more burdensome surveys.

A by-product of the use of survey-specific incentives is an improvement in the survey completion rate. Internal Ipsos research has demonstrated that incentives of \$10 increase the survey completion rate by approximately four to six percentage points, after controlling for other survey-specific factors such as the length of the survey instrument, length of the field period, sample composition, use of video, etc.

Non-survey-specific incentives are used to maintain a high degree of panel loyalty and to prevent attrition from the panel. The 'panel loyalty' incentive is the web-enabled device and the Internet connection that Ipsos provides for free to households without these items. Panelists who use their own personal computers and Internet service for survey participation are enrolled in a points program that is analogous to a 'frequent flyer' program, in that respondents are credited with points in proportion to their regular participation in surveys. Panelists can redeem their points at times of their own choosing, with general accumulations of \$4 to \$6 per month.

Requirements for Continued Participation on KnowledgePanel®

Members of KnowledgePanel are not required to participate in any particular survey to be eligible for and remain a member of the panel. Participation in each survey is voluntary, as described in the Privacy Terms available on the KnowledgePanel Member website. However, if a member of KnowledgePanel does not participate in eight consecutive surveys, then Ipsos has the option to remove this person from the panel. Before removing the panelist, Ipsos sends emails and attempts telephone contact with the panelist to encourage participation. When a panelist is removed from KnowledgePanel, Ipsos requests any Internet-enabling equipment provided to the panelist be returned. Ipsos provides a shipping label to the Panel Member so that the panelist will not incur any costs in returning the equipment to Ipsos.



Blending Sample Frames. Because current KnowledgePanel members have been recruited over time from two different sample frames, RDD and ABS, Ipsos has implemented several technical processes to merge samples sourced from these frames. Ipsos's approach preserves the representative structure of the overall panel for the selection of individual client study samples. An advantage of including ABS frame panel members in any KnowledgePanel sample is a reduction in the variance of the weights. ABS-sourced samples tend to align more closely to the overall demographic distributions in the population, and thus the associated adjustment weights are somewhat more uniform and less varied. This variance reduction attenuates the sample's design effect and reinforces a real advantage for study samples drawn from KnowledgePanel with its dual-frame construction.

CONFIDENTIALITY AND PRIVACY PROTECTIONS

The documents described in this section related to communications to participants are provided in English to English speakers and in Spanish to Spanish speakers. The documents shown in this section are in English. The Spanish language documents are available upon request.

Confidentiality Agreement with Panelists

The KnowledgePanel recruitment and empanelment process is designed to comply with CAN-SPAM⁴ and CASRO⁵ guidelines. Further, our policies conform to participant treatment protocols outlined by the federal Office Management and Budget, following guidelines from the Belmont Report, and are compliant with HIPAA (the Health Insurance Portability and Accountability Act). Survey responses are confidential; personally-identifying information is never revealed to clients or other external parties without explicit respondent approval and a client-signed nondisclosure agreement. When surveys are assigned to KnowledgePanel panel members, they are notified in their password-protected email account that a survey is available for completion. Surveys are self-administered and accessible any time of day for a designated period. Participants can complete a password-protected survey only once. Members may withdraw from the panel at any time, and continued provision of the web-enabled device (e.g., laptop or netbook) and Internet service is not contingent on completion of any particular survey.

All KnowledgePanel panel members are given a link to access the privacy terms electronically at all times via the Panel Member website and also are able to review it at any time on the Members Page and in links contained in survey invitations. The Privacy and Terms of Use Policy is posted at <http://www.knpanel.com/participate/privacy2.html> and is provided as **Attachment B**.

Each KnowledgePanel member age 18 years of age or older can be categorized into one of four types:

⁴ The CAN-SPAM Act is a law that sets the rules for commercial email.

⁵ Council of American Survey Research Organizations

Documentation for Human Subject Review Committees: Ipsos Key Company Information, Past External Review, Confidentiality, and Privacy Protections for Panelists, © 2019



- 1 A primary respondent living in a household with Internet access
- 2 A non-primary respondent living in a household with Internet access
- 3 A primary respondent living in household without Internet access
- 4 A non-primary respondent living in household without Internet access

The primary respondent is the individual with whom Ipsos initially directly communicated during the recruitment process, while the non-primary respondent is any other adult living in the same household as the primary respondent. For primary respondents, consent to receive survey invitations from KnowledgePanel is obtained during the recruitment process when primary respondents are asked to give their email addresses or shipping addresses to receive the web-enabled device in the following series of questions:

For each of your surveys, we send a personal invitation to your email address. The email message will have a link to the survey.

Our surveys are completed online. You can do them whenever you have free time and, if necessary, pause in the middle and complete at a later time—although most surveys are brief. We will notify you when completing a survey that is time sensitive.

Being a panel member is easy and fun, and it allows you to earn cash by answering surveys. In fact, we will send you a one-time \$10 check for completing your first survey called “Getting to Know You”.

Your email address will be protected by our privacy standards. We can promise you that Ipsos will never share your email address with anyone without your permission.

Please enter your email address:

_____@_____

Please confirm that this is the email address you would like us to use to send your personalized survey invitations.

[insert email address]

1. Yes, it is correct
2. No, I need to make a correction

They are then asked to complete the “Core Profile Survey” which collects basic personal demographic information. Primary respondents must complete the “Core Profile Survey” to become empaneled and before receiving invitations to answer client surveys.

Consent from non-primary respondents is obtained during the initial online survey when respondents answer “Yes” to the question:

Now that you know a little more about the KnowledgePanel, would you like to join and have



your opinion heard?

- 1 Yes
- 2 No

Similar to primary respondents, non-primary respondents must then complete the “Core Profile Survey” before answering any client surveys.

Obtaining Consent for Specific Online Surveys

Ipsos does not require a survey-specific consent for KnowledgePanel members—they are adults who agreed to join the panel and receive survey invitations. Per our agreement with them, they know that every survey and every survey item is voluntary, and that data are collected and provided to clients anonymously. On rare occasions, Human Subjects Review Committees have required that Ipsos obtain informed consent for a specific survey, most typically those dealing with highly sensitive topics. When one is required, Ipsos recommends that the form below be used to obtain online consent, for the following reasons:

- The form is limited to the critical information needed: survey topic, approximate time to complete, organization conducting the survey, research objective, reminder of anonymity and voluntary nature of survey/survey items, and contact information for participants with any questions or concerns. If a bonus incentive (any incentive beyond the standard incentive provided for survey completion) is included, that would be added to the consent form.
- The brief form minimizes burden, especially for the growing proportion of respondents who complete their surveys on a mobile device.
- The brief form adds minimal time to the overall survey length.
- Using a “next” button for consent will obtain a higher consent rate than will a yes/no option.
- Participants most often use the provided contact information when they have a technical question. Therefore, we prefer to specify KnowledgePanel Panel Member Support as the contact. KnowledgePanel Panel Member Support will refer the participant to the client, if the participant is calling about something specific to the survey content.

Clients, of course, are welcome to tailor the consent form below to meet their IRB’s requirements.



Recommended Online Consent Form for Sensitive Item Studies

Thank you very much for participating in KnowledgePanel® surveys. This particular survey asks about [FILL IN CONTENT TOPIC] and will take about [FILL IN NUMBER] minutes to complete.

This survey is being conducted by [ORGANIZATION / NOTE FUNDER IF APPOPRIATE]. The study will help researchers understand [GENERAL RESEARCH OBJECTIVES].

As with all KnowledgePanel® surveys, responding to this survey, or to any individual question on the survey, is completely voluntary. Your responses remain anonymous and will be used for research analyses only.

If you have questions about your rights as a participant in this survey, or are dissatisfied at any time with any aspect of the survey, you may contact the KnowledgePanel Panel Member Support at 800-782-6899.

If you consent to participate in this study, please click the NEXT button below to complete the survey.

[NEXT]
(THIS IS A BUTTON THAT TAKES RESPONDENT TO SURVEY)

Procedures for Obtaining Consent for Surveys with Minors

Consent to recruit teenagers between ages 13 and 17 to become members of the KnowledgePanel is first obtained from the primary respondents during the recruitment process. The specific questions are:

- Question 1: Are you the parents or guardian of [NAME OF CHILD]?
- Question 2: Do you give consent for [NAME OF CHILD] to receive surveys from the KnowledgePanel?

KnowledgePanel will ask for email addresses or create email addresses for teens to receive surveys only after both of the above questions are answered “Yes.” Following parental consent, the individual teenager is sent invitation to answer initial demographic survey. Teenagers must complete this survey before receiving further surveys.

For questionnaires with less sensitive topics (teen perceptions of brands, political attitudes, etc.), study-specific online informed consent has not generally been required by most IRBs. In these cases, the procedure that Ipsos employs for obtaining consent at the time of panel recruitment as indicated above has been deemed sufficient by most IRBs. On some occasions, when the survey topic or some of the questionnaire items are deemed to be highly sensitive by the IRB, Ipsos may require consent on a study-specific basis, obtaining informed consent from both the parents and the teen research participants themselves.



The following three attachments pertain to this topic:

Attachment C: Recruitment Module in Recruitment Interview Script for Obtaining Parental Consent to Include Teens Age 13 to 17 for KnowledgePanel Surveys

Attachment D: Survey-Specific Online Consent Form for Obtaining Informed Consent from Parents for Conducting a Survey with Teens Age 13 to 17

Attachment E: Survey-Specific Online Consent Form for Obtaining Informed Consent from Parents for Conducting a Dyad (Parent/Teen) Survey

Attachment F: Survey-Specific Online Consent Form for Obtaining Informed Consent from Teen Research Subjects (Age 13 to 17)

Data and Record Storage

All records containing personally-identifiable information (PII), such as names, addresses, and emails, are kept on physically secure password-protected encrypted data storage systems within actively monitored network firewalls. All data transfers from web-enabled devices (PCs and laptops used for survey administration) to the main servers are protected by data encryption and a network firewall. Ipsos never provides any respondent's PII to any external client or agency without the respondent's explicit and informed consent, and the client or agency must also sign a non-disclosure agreement. Any subcontractors or service providers that we may retain who handle PII and/or survey response data are subject to confidentiality and non-disclosure agreements.

Ipsos uses organizational controls including pseudonymous identifiers to segregate data and restrict access on a need-to-know basis. A master file linking research participants' names and addresses with their corresponding internally-generated ID numbers is kept secure with access limited to Panel Management staff members and IT administrators who must have access to maintain the computer systems. Thus, researchers, data processing, or coding staff who have a business need to analyze participant-level survey data are able to do so without seeing participants' PII. Ipsos's database contains field-specific permissions that restrict access to data by type of user, as described above, thus preventing unauthorized access.

As part of our work in conducting surveys in support of Food and Drug Administration (FDA) applications, Ipsos has implemented Good Clinical Practice guidelines to assure compliance with FDA requirements for systems documentation and privacy of stored survey data. Consequently, a system of standard operating procedures is in place for documenting all processes relating to maintaining confidentiality and the privacy of panel members. The survey response data are identified only by ID numbers. No PII is stored with survey data – PII is stored in a separate database accessible only to persons with a need to know, as described above.

Ipsos retains the survey-specific response data and metadata in its secure database after a project is completed. These data are retained for purposes of operational research, such as studies of response rates and for the security of our customers who might request additional analyses at a later time or statistical adjustments, or for statistical surveys that would require re-surveying



research subjects as part of validation or longitudinal surveys.

ADVERSE EVENT REPORTING AND PANELISTS' COMMUNICATIONS WITH PIs AND IRBs

Ipsos has a system in place whereby members of KnowledgePanel may call a Ipsos-maintained and staffed panel relations hotline for communicating with Ipsos about any questions or problems related to a study. This hotline is staffed by the Ipsos Panel Member Support Center. The hotline is a toll-free phone number that is provided in the Privacy Terms, the study email invitation, and in many other communications with panelists. In addition, there is a Support Center email address for panelists to communicate with Ipsos. Ipsos research staff logs into a panel relations database each contact made or received.

It is common for Institutional Review Boards (IRBs) to request that Ipsos provide panelists with the ability to contact the Principal Investigators or the study IRB to report any problems or ask questions about a specific study. When Ipsos implements this reporting function, any participant in the study can contact Ipsos with a question or concern about the study. Ipsos will provide the participant with contact information for the principal investigators and the IRB. Moreover, should a study participant report an adverse event or serious problem, Ipsos will promptly notify the investigators.



EXTERNAL REVIEW

List of Institutions Whose Human Subject Review Committees Have Reviewed Ipsos Study Procedures

Below is a list of selected institutions whose Institutional Review Boards have reviewed and approved study protocols for conducting web panel surveys on KnowledgePanel®.

Abt Associates	Stanford University
Arizona State University	Texas A&M University
Baylor University	University of British Columbia
Boston College	University of California, Berkeley
Brigham Young University	University of California, Irvine
Bryn Mawr University	University of California, Los Angeles
Colorado State University	University of California, Santa Barbara
Columbia University	University of Chicago
Cornell University	University of Colorado
Duke University	University of Florida
George Mason University	University of Illinois, Chicago
Georgetown University	University of Illinois, Urbana-Champaign
Georgia Institute of Technology	University of Kentucky
Harvard University	University of Maryland
Indiana University	University of Michigan
Johns Hopkins University	University of Minnesota
Massachusetts Institute of Technology	University of Notre Dame
Michigan State University	University of Pennsylvania
New York University	University of Pittsburgh
North Carolina State University	University of Tennessee
Northwestern University	University of Texas, Austin
Ohio State University	University of Virginia
Penn State University	University of Wyoming
Princeton University	Vanderbilt University
RTI International	Washington University in St. Louis
Rutgers University	Yale University



List of Funding Agencies & Organizations for Research Conducted with KnowledgePanel

Below is a partial list of funding agencies and organizations that have supported research conducted by Ipsos and whose organizations reviewed the study protocols implemented by Ipsos.

American Bar Foundation
American Legacy Foundation
Annenberg Foundation Trust at Sunnylands
California Air Resources Board
California, Dept of Public Health, Tobacco Control Section
Chicago Council on Global Affairs
Ford Foundation
Gates Foundation
March of Dimes
Markle Foundation
John T. & Catherine D. MacArthur Foundation
National Bureau of Economic Research
National Cancer Institute
National Institute on Aging
National Institutes of Health
National Institute of Alcohol Abuse and Alcoholism
National Institute of Mental Health
National Science Foundation
Pew Charitable Trust
Robert Wood Johnson Foundation
Rockefeller Foundation
Russell Sage Foundation
Alfred P. Sloan Foundation
Social Security Administration
Templeton Foundation
United Way
U.S. Department of Agriculture, Economic Research Service
U.S. Air Force
U.S. Centers for Disease Control & Prevention
U.S. Department of Defense, Joint Advertising Market Research & Studies
U.S. Department of Health & Human Services, Health Resources and Services Administration
U.S. Department of Health & Human Services, Office of Population Affairs
U.S. Environmental Protection Agency
U.S. Federal Communications Commission
U.S. Food & Drug Administration
U.S. Internal Revenue Service
U.S. National Oceanic and Atmospheric Administration
U.S. Department of Veterans Affairs



List of Studies Reviewed by the U.S. Office of Management and Budget Conducted with the KnowledgePanel

List of Selected OMB-Reviewed Surveys Conducted on KnowledgePanel®		
Project Name	Funding Agency	OMB #
Solar Cell: A Mobile UV Manager for Smart Phones	National Cancer Institute of the National Institutes of Health	0925-0660
Evaluation of the Get Yourself Tested (GYT) Campaign	Centers for Disease Control and Prevention	0920-0957
Survey of Recreational Anglers	National Oceanic and Atmospheric Administration	0648-0714
2015 IRS Tipping Study	Internal Revenue Services	1545-2261
Forsythe National Wildlife Reserve Survey, Jamaica Bay Survey	National Oceanic and Atmospheric Administration	0648-0714
Measures Survey	U.S. Department of Health and Human Services	0910-0784
CDC Tips-4 Wave 2 Smoker and Nonsmoker Survey	Centers for Disease Control and Prevention	0920-1083
2016 Survey of Household Economics & Decision-Making	Federal Reserve Board	7100-0359
2015 Survey of Young Workers	Federal Reserve Board	7100-0359
2015 Survey of Household Economics & Decision-Making	Federal Reserve Board	7100-0359
2015 Survey of Consumers' Use of Mobile Financial Services	Federal Reserve Board	7100-0359
2014 Survey of Household Economics & Decision-Making	Federal Reserve Board	7100-0359
CDC Tips-4 Wave 1 Smoker and Nonsmoker Survey	Centers for Disease Control and Prevention	0920-0923
CDC Tips-3 Smoker and Nonsmoker Survey	Centers for Disease Control and Prevention	0920-0923
2013 Direct-to-Consumer (DTC) Magazine Ads	U.S. Department of Health and Human Services	0910-0743
2014 Consumer Financial Protection Bureau (CFPB) Annual Awareness Survey	Consumer Financial Protection Bureau (CFPB)	3170-0034
2013 Direct-to-Consumer (DTC) Television Ads	U.S. Department of Health and Human Services	0910-0737
Healthcare Professional Survey of Prescription Drug Promotion	U.S. Department of Health and Human Services	0910-0730
Whole Grain Survey	Department of Health and Human Services, Food and Drug Administration	0910-0747
FDA Online Survey	U.S. Department of Health and Human Services	0910-0714



Colon Cancer Survey	Centers for Disease Control and Prevention	0920-1023
Long-Term Care Survey	U.S. Department of Health & Human Services	0990-0417
2012 Direct-to-Consumer (DTC) Comparative Study	Department of Health and Human Services, Food and Drug Administration	0910-0707
Ocean Recreational Expenditure Survey	Gulf States Marine Fisheries Commission, Consolidated safety services	0648-0637
Patient Prototype Survey	Department of Health and Human Services, Food and Drug Administration	0910-0691
Obesity Survey	Department of Health and Human Services, Food and Drug Administration	0910-0722
Nutrition Attitudes & Food Label Use	Department of Health and Human Services, Food and Drug Administration	0910-0706
CDC Tips-2 Smoker and Nonsmoker Survey	Centers for Disease Control and Prevention	0920-0923
Child Maltreatment Survey	Centers for Disease Control and Prevention	0920-0930
Evaluation of NIAID's HIV Vaccine Research Education Initiative Highly Impacted Population Survey	Department of Health and Human Services	0925-0618
2016 Comprehensive Taxpayer Attitude Survey	Internal Revenue Services	1545-1432
2015 Comprehensive Taxpayer Attitude Survey	Internal Revenue Services	1545-1432
2014 Individual Taxpayer Survey	Internal Revenue Services	1545-1432
2013 Individual Taxpayer Survey	Internal Revenue Services	1545-1432
2012 Individual Taxpayer Survey	Internal Revenue Services	1545-1432
2011 Individual Taxpayer Survey	Internal Revenue Services	1545-1432
CDC National Media Campaign Survey	Center for Disease Control	0920-0923
Survey on Presentation of Risk Information in DTC & Print Ads for Prescription Drugs	Food and Drug Administration	0910-0663
Coral Reef Economic Valuation Cognitive Interviews, Pretest, Full Survey (ANES and MRI)	National Oceanic and Atmospheric Agency	0648-0585
Evaluation of the Parents Speak Up National Campaign: Youth Survey	Office of Population Affairs, Department of Health and Human Services	0990-0325
Media Ownership Study	Federal Communications Commission	3060-1144
IRS Economic Stimulus Study	Internal Revenue Services	1545-1349
IRS Market Segmentation Survey	Internal Revenue Services	1545-1349
Tax Payer Experience Survey	Internal Revenue Services	1545-1349



Information about Broadband survey	Federal Communications Commissions (FCCs)	3060-1132
Survey of FDA Toll Free Number for Reporting Drug Side Effects	Food and Drug Administration	0910-0652
National-Scale Activity Survey	Environmental Protection Agency	2060-0627
Evaluation of the 'Parents Speak Up' National Campaign: National Media Tracking Surveys	Office of Population Affairs, Department of Health and Human Services	0990-0345
Evaluation of the National Abstinence Media Campaign	Office of Population Affairs, Department of Health and Human Services	0990-0311
HIV Testing Efficacy Survey	Centers for Disease Control & Prevention	0920-0752
IRS TAB Conjoint Study II	Internal Revenue Services	1545-1432
IRS TAB Conjoint Study I	Internal Revenue Services	1545-1432
Coral Reef Economic Valuation Pretest	National Oceanic and Atmospheric Agency	0648-0531
Eliciting Risk Tradeoffs for Valuing Fatal Cancer Risks	Environmental Protection Agency	2060-0502
Estimating Consumer Benefits of Improving Food Safety	United States Department of Agriculture	0536-0062
Estimating Consumer Benefits of Improving Food Safety	United States Department of Agriculture	0536-0062
Water Quality in America Pretest Rounds 1-4	Environmental Protection Agency	2010-0031
Estimating the Value of Improvements to Coastal Waters - A Pilot Study of a Coastal Valuation Survey	Environmental Protection Agency	2090-0024
Reactions to Canadian Style Cigarette Warning Labels	Centers for Disease Control & Prevention	0920-0565



CONTACT INFORMATION FOR ANY QUESTIONS

Please contact Randall K. Thomas at Ipsos – Public Communications and Social Sciences to address any questions about this document and Ipsos protocols for the protection of human subjects.

Randall K. Thomas, Senior Vice President
Public Communications and Social Sciences
Ipsos Custom Research, LLC
1655 N. Ft. Meyer Drive
Arlington, VA 22209
Randall.Thomas@Ipsos.com
(703) 485-5384 - office



ATTACHMENT A: KNOWLEDGEPANEL® RECRUITMENT LETTER

Para español, vea el reverso

<<DATE>>

Dear Current Resident,

Your household is invited to join KnowledgePanel®. You can earn cash payments and other rewards for being on our panel and giving us your opinions on various topics.

Ipsos is an opinion research company with KnowledgePanel members all across America. Members take part in national polls and surveys. This research is done for television networks, news organizations, well-known companies, universities and others like *ESPN*, *AARP* and *Consumer Reports*. Our panel helps us track national trends in the economy, politics, entertainment, sports and new products.

We would like your household to be a part of this important research. There are NO membership fees, nothing to buy, no costs to you at any time. Each member of your household, ages 13 and older, can join and also earn cash and rewards.

As a special thank you, we will send a \$10 reward to every household member who joins and takes an introductory survey with us. Join KnowledgePanel and there will be more rewards the longer you remain a member. All we ask for is 10 to 15 minutes of your time each week to do surveys on the Internet at your convenience. If you have no access to the Internet, please see the enclosed information on how we can help you.

Any adult in your household can accept this special invitation in one of the ways below. We are always happy to answer your questions. A quick response would be very much appreciated.

Sincerely yours,

A handwritten signature in black ink that reads "Ellen M. Veccia".

Dr. Ellen M. Veccia
Chief Research Scientist
KnowledgePanel | Ipsos | Palo Alto, CA



ATTACHMENT B: IPSOS PRIVACY STATEMENT

PRIVACY STATEMENT FOR KNOWLEDGEPANEL® MEMBERS



Effective date: 08/10/2000
Last updated: 02/23/2017

KnowledgePanel® Members have been invited to take part in a major national research effort. Members may complete surveys to provide feedback and opinions on a range of political, lifestyle, advertising and other questions, and may contribute other types of data along with other Panel Members. Active Panel Members receive certain benefits from Ipsos Custom Research, LLC in exchange for participating in surveys.

OUR PRIVACY COMMITMENTS

Ipsos Custom Research, LLC (“Ipsos”) respects the privacy of every Panel Member. This Privacy Statement outlines the information Ipsos will collect and how we will use that information you provide on our web site: www.knpanel.com/participate. This Statement will also tell you how you can verify the accuracy of your Personal Information (defined below) submitted to Ipsos and how you can request that we delete or update your Personal Information.

We've developed our privacy policy from industry guidelines and standards, and local, national, and international laws and requirements. All privacy practices and methods described in this policy apply only insofar as permitted by the applicable standards, laws and requirements.

Thanks again for placing your trust in Ipsos.

If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact our U.S.-based, third-party dispute resolution provider (free of charge) at <https://feedback-form.truste.com/watchdog/request>.

INFORMATION COLLECTED AND HOW WE USE IT

WHAT WE COLLECT:

A) PERSONAL AND DEMOGRAPHIC INFORMATION

During the KnowledgePanel® recruitment process, Ipsos collects personal information that is information that could personally identify you, such as your name, address, email address and the

Documentation for Human Subject Review Committees: Ipsos Key Company Information, Past External Review, Confidentiality, and Privacy Protections for Panelists, © 2019



names and ages of members of your household (such personally identifiable information being referred to as "Personal Information");" Personal Information excludes Demographic Information, as defined below). In addition, Ipsos frequently asks Panel Members for characteristics that will not generally by themselves personally identify you (such as health problems or consumer habits), attributes, and demographic information (such as age, income, gender) (collectively, "Demographic Information") via online surveys.

B) OPERATING INFORMATION

Ipsos may, in the course of interacting with Panel Members, gather other types of information from Panel Members ("Operating Information"). For example, as a KnowledgePanel® Member, you will receive surveys from Ipsos on a regular basis. These surveys will ask questions about your interests, needs, and attitudes. We will receive your responses to these surveys. If we offer features, services, or programs in which you explicitly agree to participate, then Ipsos will receive information from those features, services, or programs.

C) LOG FILES

As is true of most websites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

We do not link this automatically-collected data to Personal Information.

D) COOKIES AND TRACKING TECHNOLOGIES

Technologies such as: cookies, beacons, tags, scripts and similar technologies are used by Ipsos and our partners for market research purposes.

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We use persistent cookies on the Ipsos panel member site. Persistent cookies are used when you register as a Panel Member or log into our site, and are used to store information such as your email address and password. We use these cookies to recognize Panel Members when they participate in surveys and to record information about the survey, such as when the survey is completed and how much of the survey has been completed. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file. If you reject cookies, you may still use our site, but your ability to use some areas of our site, such as contests or surveys, will be limited.

In addition, we use cookies to measure certain advertisements that are displayed on your computer. We may invite you to participate in surveys that ask whether you recalled seeing certain advertisements online. By detecting these cookies, we may also track certain information regarding your activity on our or a third party's website, which we use to conduct research on Panel Members' demographics, interests, and behavior. We do not link the information we store in cookies to any Personal Information you submit while on our site. We do not have access to, or control over, cookies that may exist on your hard drive that were placed by third parties. We cannot



control how they may be used by third parties or otherwise have any control over the type of content that may be included with any tags incorporated in those cookies.

E) WEB BEACONS

A web beacon (also known as a tag, clear gif or 1x1 pixel), consists of a small string of code that is embedded within a web page or email. There may or may not be a visible graphic image associated with the web beacon, and often the image is designed to blend into the background of a web page or email.

We use web beacons in our email messages to help determine whether our messages are opened and to verify any clicks through to links within the email. We may use this information to determine which of our emails are more interesting to users, to improve the quality of the emails that we send and to query users who do not open our emails as to whether they wish to continue receiving them. The web beacon is deleted when you delete the email.

We also use web beacons that interact with our audience measurement cookies to inform us when a Panel Member has viewed certain ads and other online content that we are measuring. We and our authorized service providers may link personally identifiable information to web beacons for operational and research purposes.

If you would prefer not to have web beacons in the emails that you receive, you should adjust your email program to receive messages in plain text rather than HTML. It is also possible to detect and control web beacons that are present on web pages by downloading a plug-in for your browser.

BROWSER DO NOT TRACK SETTINGS

Your browser offers a Do-Not-Track (DNT) privacy setting. Enabling it may result in your browsing history not being used by some advertising networks to serve targeted ads to you. The cookies that we use to measure advertising effectiveness may tell us which websites you visited where certain ads were displayed. Enabling or disabling the DNT setting in your browser has no impact on our use of cookies that measure exposure to ads or other online content on third party websites. For more information about DNT privacy settings, visit www.allaboutdnt.com.

HOW WE USE YOUR INFORMATION:

A) PERSONAL AND DEMOGRAPHIC INFORMATION

Personal Information is used to set up e-mail accounts for each household member who is 13 years of age or older (if you do not have Internet access at the time of recruitment), to communicate with you and your household members, and to assist you with questions that you may have about the KnowledgePanel procedures. It may also be used for panel recruitment, contest entry processing or delivery of free gifts to KnowledgePanel Members, and delivery of our quarterly newsletter, which you are automatically enrolled to receive via email.

(To opt out of the newsletter, follow the unsubscribe instructions included in these emails, accessing the email preferences in your account settings page or you can go to: members.knowledgepanel.com.) Personal Information concerning location or address is also used to ensure that our panel accurately represents the country's population as a whole.



Panel Members are asked for Demographic Information in order to pre-qualify members or households for surveys that target specific groups. We also use this information to ensure that our panel accurately represents the country's population as a whole.

Ipsos uses Personal Information and Demographic Information solely in the conduct of its research business. Personal Information or Demographic Information may be combined with information collected about you by Ipsos or third parties with your express permission, with information that is collected about you from public records, or with information that Ipsos may acquire from third parties that have a legal right to provide such information to Ipsos.

If you provide us with your mobile phone number, Ipsos and/or its agents may contact you periodically using an automatic telephone dialing system, interactive voice response technology or SMS text message for purposes related to your participation in KnowledgePanel. For example, we may use interactive voice response technology and SMS text messages to notify or remind panel members when a survey is available for completion. You may revoke your consent to be contacted by an automatic telephone dialing system or interactive voice response technology on your mobile phone by contacting Ipsos. See the ACCESS TO YOUR INFORMATION AND COMPLAINTS section below. If you no longer want to receive SMS text messages from Ipsos or our agents, please reply to our or their SMS text messages by writing STOP.

Please refer to "Accessing, Correcting, Updating and Preventing Use of Your Personal Information or Demographic Information" below for information regarding your ability to control and manage your Personal Information and Demographic Information.

B) OPERATING INFORMATION

Ipsos uses Operating Information solely in the conduct of its research business. As is the case with Personal Information and Demographic Information, Operating Information may be combined with information collected about you by third parties with your express permission, with information that is collected about you from public records, or with information that Ipsos may acquire from third parties that have a legal right to provide such information to Ipsos.

DATA SHARING AND TRANSFER

A) HOW WE MAY SHARE INFORMATION:

Except as detailed in this section of the Privacy Statement, Personal Information regarding Panel Members will never be shared with any third parties without your express permission. We do not sell your personal information to third parties.

We reserve the right, however, to disclose your Personal Information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on Ipsos or its employees or agents.

In addition, occasionally Ipsos will share contact information, such as name and mailing address, with third parties with whom we have partnered to provide specific services to Ipsos, or services on behalf of Ipsos, specifically for the purposes of panel recruitment, panel communications, contest entry processing or delivery of free gifts to KnowledgePanel Members. These partners have agreed not to share or resell this data and they are contractually obligated not to use any Personal



Information except for the purpose of providing these services, unless you enter into a relationship with them that would directly allow them to do so.

Ipsos collects and shares Demographic Information and Operating Information with its research clients (“Clients”) in an anonymous form. We may share this information with our Clients on an anonymous individual basis to provide your individual Demographic Information and Operating Information (without specifically identifying you), and may provide this information on an aggregate basis with respect to a group of our Panel Members to describe group demographics or interest profiles (again, without specifically identifying any Panel Member). As discussed above under the heading “Cookies,” certain web pages that you view may be tracked by third parties using advanced cookies, and this tracking data may be provided by such third parties to our Clients, and combined by our Clients with your Demographic Information and Operating Information for market research purposes.

Our research Clients will never receive Personal Information of Panel Members, nor will they be able to identify Panel Members, without your express permission.

Ipsos is an expanding business, and like other companies, we sometimes acquire or divest business units or ourselves be acquired. As part of such transfers or mergers, we may convey the business assets of the particular business unit, or the company as a whole, including Personal Information, Demographic Information, or Operating Information of Panel Members. In that eventuality, you would be notified via email.

B) DATA TRANSFERS:

Your Personal Information, Demographic Information, and Operating Information will generally be stored in our Ipsos databases. For easier processing of e-mail communications, contests, sweepstakes, or other marketing purposes, or for panel recruitment or panel communications, however, your Personal Information, Demographic Information, or Operating Information may be sent to or accessed by Ipsos’ service providers and contractors who are obligated to keep such information confidential in countries outside the United States or the European Union. Ipsos data protection standards and those of its service providers and contractors are the same, regardless of where your information is stored.

Ipsos’s legal entities outside the European Union have entered into intra-company data protection agreements using standard contractual clauses prepared by the European Commission. Moreover, Ipsos’s U.S. entities have entered into data protection agreements with service providers and other business partners. These agreements require the contracting parties to respect the confidentiality of your Personal Information and to handle European personal data in accordance with applicable European data protection laws.

CHILDREN'S PRIVACY

Ipsos believes that it's especially important to protect children's privacy online and encourages parents and guardians to spend time online with their children to participate and monitor their Internet activity.

Ipsos complies with all applicable national and international children's privacy regulations. We do not permit children who are under 13 years of age to become KnowledgePanel Members. We do not collect any Personal Information from children under 13 years of age. As part of the registration



process for new Panel Members, we collect from the new Panel Member the names of each individual in the Panel Members' household, which may include the names of children who are under 13 years of age. Occasionally we may send a survey to a Panel Member who is a parent or guardian of a child under the age of 13 that asks that Panel Member to have his or her child who is under 13 answer the survey. We take reasonable steps to ensure parental consent to such procedure by sending the survey to the parent or guardian's password-protected email address. The information collected in response to such surveys is not combined with identifying information about the child. In every case such survey does not collect Personal Information about the child. We comply with the Children's Online Privacy Protection Act of 1998.

If a Panel Member has provided us with Personal Information about a child in the Panel Member's household who is under the age of 13, a parent or guardian of that child may contact us at the email address or mailing address listed at the bottom of this Privacy Statement if he or she would like this information deleted from our records. We will use reasonable efforts to delete the child's information from our databases.

If you would like to contact us about your or your child's Personal Information, or to find out how you can have your child's Personal Information removed from our database, please see the "Access To Your Information and Complaints" section later in this document.

DATA SECURITY AND RESPONSIBILITY

Ipsos is committed to keeping the data you provide us secure and will take reasonable precautions to protect your Personal Information from loss, misuse or alteration. Vendors, contractors, or partners of Ipsos who have access to your Personal Information in connection with providing services for Ipsos are contractually required to keep the information confidential and are not permitted to use this information for any other purpose than to carry out the services they are performing for Ipsos.

Ipsos also safeguards Personal Information, Demographic Information, and Operating Information from unauthorized access. Most Operating Information is maintained in databases that are separate from those containing Personal Information and Demographic Information. Only authorized Ipsos employees or agents carrying out permitted business functions are allowed to access these databases. In addition, each employee of Ipsos is required to sign a confidentiality agreement requiring him or her to keep confidential all Personal Information of Panel Members. Employees who violate the confidentiality agreement are subject to disciplinary actions, including termination when appropriate.

While we strive to use industry-standard security technology, procedures and other measures to help protect your Personal or Demographic Information, we cannot guarantee the security of the information you transmit.

LINKS TO THIRD PARTY SITES

Our Site includes links to other websites whose privacy practices may differ from those of Ipsos. If you submit personal information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

CHANGES TO THIS PRIVACY STATEMENT



We may update this privacy statement to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

ACCESS TO YOUR INFORMATION AND COMPLAINTS

A) Accessing, Correcting, Updating and Preventing Use of Your Personal Information or Demographic Information.

If you have submitted Personal or Demographic Information to Ipsos through KnowledgePanel or otherwise, or if someone else has otherwise submitted your Personal or Demographic Information to Ipsos, you can:

- Access, Correct, Update Your Personal or Demographic Information, by emailing your request to: privacy@knowledgepanel.com, or by sending us a letter to the address listed below. Ipsos will use reasonable efforts to supply you with the information you requested to access and to correct any factual inaccuracies in this information within a reasonable timeframe.
- Prevent Further Use of Your Personal or Demographic Information, by emailing your request to: privacy@knowledgepanel.com. Alternatively, you may call us at 1-800-782-6899 or send us a letter to the address listed below. In each case, we will then use reasonable efforts to prevent further use of your Personal Information or Demographic Information in our files.
- We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services contact us at privacy@knowledgepanel.com. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

B) Complaints

Ipsos is committed to working with consumers to obtain a fair and rapid resolution of any complaints or disputes about privacy. Please send us your questions or comments regarding our privacy practices or requests to revoke consent to be contacted by an automatic telephone dialing system or interactive voice technology on your mobile phone by emailing us at: privacy@knowledgepanel.com, or send us a letter to:

Privacy Compliance Coordinator
Ipsos Custom Research
120 Eagle Rock Avenue, Suite 200
East Hanover, NJ 07936

We value the opinions and feedback of Panel Members to help improve our service. If your participation in KnowledgePanel comes to an end, we may choose to send you a brief, voluntary exit survey regarding your experience.

If you would like to see the Ipsos general privacy policy for Ipsos.com, [click here](#).



ATTACHMENT C: RECRUITMENT MODULE IN RECRUITMENT INTERVIEW SCRIPT: OBTAINING PARENTAL CONSENT TO INCLUDE TEENS AGE 13 TO 17 FOR KNOWLEDGEPANEL® SURVEYS

The script shown below is part of the IPSOS telephone script that is administered when recruiting a household to be part of KnowledgePanel.

With your approval, we would also like to send (youth's name) weekly surveys by email. Be assured that we protect the privacy of our teen panel members with the same high standards we apply to all our members. Surveys will be brief, entertaining and age-appropriate. Teenage respondents will have the same opportunity to earn rewards that you do.

Do you give Ipsos your consent to send surveys to (youth's name)?

1. YES TO ALL (for all members age 13-17)
2. YES, TO SOME - QTG2A
3. NO, I DO NOT GIVE MY CONSENT

[YES FOR ALL OR SOME]

Do you give Ipsos your consent to send surveys to (youth's name)?

1. YES, I GIVE MY CONSENT (for only youth specified)
2. NO, I DO NOT GIVE MY CONSENT (for only youth specified)

CONTINUE THE LOOP UNTIL THERE IS NO OTHER ADDITIONAL YOUTH MEMBER. GO TO QTG3 OR QTG4 IF (QTG2=1 OR QTG2A=1). GO TO QPH1A IF QTG2=3 OR QTG2A=2 FOR ALL YOUTHS.

**START AT QTG3 FOR EACH YOUTH WHERE CONSENT_X = 1 and QROSHH5 = YES
START AT QTG4 FOR EACH YOUTH WHERE CONSENT_X= 1 and QROSHH5 = NO**

[YES FOR ALL OR SOME]

May we please have (youth's name)'s email address?

1. YES
2. NO
3. YES, BUT DK EMAIL ADDRESS – [GO TO PARENT EMAIL ADDRESS]

What is that email address?

[** REMINDER: EMAIL ADDRESSES END WITH .COM, .NET, .ORG, .BIZ,, .EDU, .MIL .INFO, .COOP, .US ** (EMAIL_X)] [CONFIRM EMAIL ADDRESS]

[DON'T KNOW EMAIL ADDRESS]

Would we be able to send (youth's name)'s surveys to your email address?

1. YES
2. NO – GO TO GREY AREA

Emails that we send to (youth's name) will have his/her name in the body of the email.

CONTINUE THE LOOP UNTIL THERE IS NO OTHER ADDITIONAL CONSENTED YOUTH MEMBER. THEN GO TO IADD.



ATTACHMENT D: KNOWLEDGEPANEL® SURVEY-SPECIFIC ONLINE CONSENT FORM: OBTAINING INFORMED CONSENT FROM PARENTS FOR A SURVEY OF TEENS AGE 13 TO 17

Below is an example of a parental consent form used in an Ipsos survey that included highly sensitive items. First the parent was asked to consent, and then the teen was asked to assent.

Dear KnowledgePanel participant,

Your [INSERT CHILD'S AGE] year-old [SON/DAUGHTER] is invited to complete a survey being conducted by the [CLIENT NAME]. The survey will be on a variety of topics related to [STUDY SUBJECT CONTENT]. It will take about [15] minutes for HIM/HER to complete. The [STUDY NAME] survey will be quite similar to the kinds of surveys your child may have already taken as a member of a KnowledgePanel household. The potential risk to respondents from completing the survey is minimal. Some questions might make him or her feel uncomfortable, but they have the right to skip any questions they don't want to answer. Participation is completely voluntary.

As always, his or her identity will be unknown in all data resulting from the study. The researchers will not have access to any of your child's identifying information (such as his or her name). All of the conditions and terms described in the "Ipsos's Privacy & Terms of Use Policy" document that you received when you got your recruitment packet are in effect for this study. If you have questions about your child's rights as a participant in this study, or are dissatisfied at any time with any aspect of the [STUDY NAME] survey, you may contact Ipsos at (800) 782-6899.

If your child [qualifies and] completes this survey, you will receive [5,000] bonus points on your child's behalf. If you give your consent to Ipsos for your child to complete this survey, please click the NEXT button below.

[NEXT]

(THIS IS A BUTTON THAT TAKES RESPONDENT TO SURVEY)



ATTACHMENT E: KNOWLEDGEPANEL® SURVEY-SPECIFIC ONLINE CONSENT FORM: OBTAINING INFORMED CONSENT FROM PARENTS FOR A DYAD (PARENT/TEEN) SURVEY

Below is a proposed parental consent form for a parent/teen dyad survey. If needed, there could be an additional form asking the teen research subject to assent (see Attachment F).

Dear KnowledgePanel participant,

Thank you very much for participating in KnowledgePanel® surveys. This particular survey asks about [CONTENT TOPIC] for you and your adolescent. It will take about [NUMBER] minutes for you to complete the parent portion of the survey and about [NUMBER] for your child to complete the adolescent portion of the survey.

This survey is being conducted by [ORGANIZATION / NOTE FUNDER IF APPROPRIATE]. The study will help researchers understand [GENERAL RESEARCH OBJECTIVES]. After you complete the parent survey, we will request that you ask your [##-##] year old [DAUGHTER/SON] to complete the adolescent survey.

As with all KnowledgePanel® surveys, responding to this survey, or to any individual question on the survey, is completely voluntary. Your responses (and your adolescent's responses) remain anonymous and will be used for analyses only.

If you and your adolescent both [qualify and] complete these surveys, you will receive your standard incentive for the parent survey and will receive [5,000] bonus points on behalf of your adolescent.

If you have questions about your rights as a participant in this survey, or are dissatisfied at any time with any aspect of the survey, you may contact KnowledgePanel Panel Member Support at 800-782-6899.

If you consent to participate in this study and give permission for your adolescent to participate, please click the NEXT button below to complete the survey.

[NEXT]

(THIS IS A BUTTON THAT TAKES RESPONDENT TO SURVEY)



ATTACHMENT F: KNOWLEDGEPANEL® SURVEY-SPECIFIC ONLINE ASSENT FORM: OBTAINING INFORMED ASSENT FROM TEEN RESEARCH SUBJECTS (AGE 13 TO 17)

Below is an example of an assent form administered to teenagers age 13 to 17 to gain their assent to participate in a survey that contained sensitive items. For many surveys conducted with teens, this assent form or any other consent form has not been needed. The below assent form was used for a study having highly sensitive content.

You are invited to be part of a group of KnowledgePanel® Members in a study being conducted by [CLIENT NAME]. The survey will be on a variety of topics related to [SUBJECT MATTER]. It will take about [15] minutes for you to complete. The [STUDY NAME] will be quite similar to the kinds of surveys you may have already been involved in as a KnowledgePanel Member.

The potential risk to respondents from completing the survey is minimal. Some questions are of a sensitive nature. However, you have the right to skip any questions you don't want to answer. There are no additional benefits from completing the survey.

In the [STUDY NAME], participation is completely voluntary. You may withdraw your consent or discontinue participation at any time without penalty. As always, your identity will be unknown in all data resulting from the study. The researchers will not have access to any of your identifying information (such as your name). All of the conditions and terms described in the "Ipsos's Privacy & Terms of Use Policy" document are in effect for this study. If you have questions about your rights as a participant in this study, or are dissatisfied at any time with any aspect of the [STUDY NAME], you may contact Ipsos at (800) 782-6899.

If you [qualify and] complete this survey, your parent will receive [5,000] bonus points ([5] cash-equivalent) on your behalf. If you agree to participate in the survey, please click the NEXT button below, and the survey will follow.

[NEXT]

(THIS IS A BUTTON THAT TAKES RESPONDENT TO SURVEY)