

# ESOMAR

## Ipsos Answers to ESOMAR Questions for Users and Buyers of Online Samples

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# Company Profile

**1. What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?**

**Context:** *This answer might help you to form an opinion about the relevant experience of the sample provider as well as potential biases that might result from other uses such as being paid to watch ads or receiving a high volume of marketing messages.*

Ipsos' commitment to panel research quality is a tradition extending back to our mail panel heritage in the 1970s and '80s. This formed the foundation of our global online panels and our research-on-research program, which has helped us develop best practices for achieving and maintaining high-quality data and respondent engagement. There are only a few other companies with this heritage and extensive expertise in market research and panels.

Ipsos Interactive Services has panels in over 50 countries in **North America, Europe, Latin America, Asia-Pacific and the Middle East**. Its divisions adhere to the same online research industry principles and panel management guidelines, though some differences in regional approaches exist. Rules and privacy policies may vary to reflect the needs in the respective regions.

Ipsos began conducting online surveys in 1999 and has been running online panels for more than 20 years. We have conducted almost every type of research online. Study types fielded include (but are not limited to) concept, package and product testing, website evaluations, public opinion, sensitive topics, voter exit polling and ad testing.

**2. Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?**

**Context:** *It is important to know if the provider's offerings have been designed by and are monitored by staff with knowledge of basic principles of sampling. This may be useful at the sample design stage as well as during fulfilment when quotas become difficult to fill or when weighting may be required. Ditto for any frontline staff who may serve as your main point of contact with the sample provider.*

Ipsos has sample experts that have embedded years of knowledge into sampling and automation algorithms. They continuously develop innovative solutions leveraging technology, using insights from Research on Research, competitive intelligence analysis and trends monitoring.

Our operational teams have a comprehensive understanding of sampling management, sourcing, blending and sample theory used to design optimal sampling strategies to meet project requirements and ensure the research data is fit for purpose.

**3. What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?**

**Context:** *Depending on your company's capabilities, you may wish to work with a one-stop shop that can host your survey, produce basic tabulations, code open ends, and so on. There may be time and cost savings with this approach.*

Ipsos is a full service, end-to-end market research company, providing everything from sample / research design, programming, hosting, data collection, data processing, analytics and reporting.



A large, diverse crowd of people walking on a city street, with a teal overlay containing the title text.

# Sample Sources and Recruitment

## What this section is about

Answers to the questions in this section will help you understand the types of sample available from different sample providers in the market and the sources they rely on. This will help you evaluate the quality of the sample being offered, whether it is suitable for measuring change over time, and whether there are any specific constraints you need to consider when using it. It will also allow you to understand whether the sample provider is drawing the sample from its own sources or aggregating sources from other providers. We recommend that you first identify the sample types being offered and then ask the relevant questions for all sources.

Broadly speaking, there are two models of sample sources and recruitment:

### Panels

These are databases of potential participants who declare that they will cooperate for future data collection if selected, generally in exchange for a reward / incentive. This includes traditional access panels, co-branded panels, or opt-in databases of individuals who agreed to complete research projects and also undertake other non-market research activities (watch ads, download an app, complete marketing offers, etc., also known as loyalty programs, or rewards communities within GPT (Get paid to) sites.) Loyalty card and subscription databases are included here if there is a continuous relationship with members who understand the commitment asked of them.

### Intercepts

This includes intercepts from offer walls, affiliate networks, social media or other platforms to drive traffic to a survey. Intercept is an approach where potential participants are asked to take a survey for a reward while they are engaged in another, activity such as playing an online game, reading news, or some other online activity.

Intercepted participants may be previously unknown to the sample provider or may have been pre-identified and profiled through a prior survey experience.

#### 4. Using the broad classifications above, from what sources of online sample do you derive participants?

**Context:** Sample providers may deliver sample from a single source, such as their own proprietary panel, or other panels. Or they may leverage a range of technologies and platforms to aggregate / blend participants from a combination of sample sources. Some providers may do both. Clarity about the sources being used will help you to understand what type of sample is being offered. This answer might differ from country to country and from project to project.

Ipsos has its own supply of sample through its globally managed Ipsos iSay panels and some locally owned Ipsos panels. In addition, Ipsos partners with many different types of external suppliers to source sample when needed to fulfil project requirements. This includes other traditional research panels, reward / loyalty communities, intercept / offer wall providers, and sample exchanges. Ipsos can also leverage its Direct-to-Survey channel which accesses respondents directly through social media platforms.

To reach respondents, Ipsos has a proprietary project management / workflow system that controls access to our panel assets and where necessary, external respondent sources.

#### 5. Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer? (Assume proprietary to mean that the sample provider owns the asset. Assume exclusive to mean that the sample provider has an exclusive agreement to manage / provide access to sample originally collected by another entity.)

**Context:** This question will help you to understand whether the vendor is 'running' the source or 'marketing' the source. Running the source implies a closer relationship with panelists and a deeper knowledge of recruitment techniques. This may also help you to understand whether the sample is exclusively available from this provider.

The demand for respondents is defined by multiple criteria, such as: Sample size, Response Rate, Target Audience, Incidence Rate, Dropout Rate, and Exclusion Rules i-Say is prioritized as the first source to be used since Ipsos owns this asset and has full visibility of the quality and panelist information. When the demand exceeds what can be achieved within our own panels, we seek sample from approved partners. We use a variety of sample partners across the world: large global providers, local market providers, special population providers. All our sample partners pass a rigorous, multi-stage vetting process before we allow them to contribute to Ipsos studies; they continue to be monitored and assessed over time.



**6. What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?**

**Context:** Understanding the method of recruitment and whether the recruitment is by invitation only will help you to understand the quality of the sample and how it may be used.

The recruitment process is open to all. Most of the volume is recruited through affiliate networks, media agencies, social media and referral programs. In the USA 46% of the volume is recruited through social media, 51% through affiliate networks and media agencies and 3% through self-recruitment and referral. In APAC 72% of the volume is recruited through affiliate networks, 5% via direct bloggers / influencers and 23% is self-recruitment through in-house social media campaigns, direct web sign-ups and referrals. In MENA 32% of the volume is recruited through social media, 16% through self-recruitment and referral and 41% through affiliate networks and media agencies. In LATAM 65% of the volume is recruited through external suppliers (affiliate networks / media agencies) and 35% is self-recruitment via in-house social media campaigns, website signups and referrals. In Canada 60% of the volume is recruited through social media, 36% through affiliate networks and media agencies and 4% through self-recruitment and referral. In Europe, 38% of the volume is recruited through social media, 26% through self-recruitment and referral and 36% through affiliate networks and media agencies.

**7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organization and the technologies you are using. Please try to be as specific and quantify as much as you can.**

**Context:** Understanding the level of recruitment validation undertaken by the sample provider will help you to mitigate effects of fraud in your projects. Working with providers who have fully developed strategies and are using up to date detection technologies is recommended.

Ipsos' commitment to panel research quality is a tradition extending back to our mail panel heritage ('70s), and it is the foundation of our global online panels. We have extensive experience in conducting online and mobile surveys. Our knowledge has been harnessed in our research-on-research program that has helped us to define best practices and that continues to support the delivery of high-quality online research in an ever-changing online world.

We believe quality should cover the entire lifecycle of a study, as well as the lifecycle of the respondents. As a result, we have checks and balances at 3 different levels:

- Internal sample → panel-level vetting
- External sample → supplier-level vetting
- In-study validation of responses

For Ipsos, because we have our own panels, data quality begins with recruitment. Access to our own panels allows us to monitor what is happening in our industry, what works and what does not work against fraud, and to vet our external sample partners to meet our own internal criteria.

Most of our panelists are referred to us through various online suppliers. Based on our many years of experience, we know that multi-source recruitment is the best option for maintaining a representative base of respondents. We only use high quality recruitment sources to entice people who are interested in taking surveys.

We strategically focus on developing processes that reflect the newest internet practices as may currently be found through social networks. Email lists, banners, website and text ads, co-registration, and search engine marketing are also used.

Panelists are only added to the panel if they meet specific quality checks:

- **Unique emails identification:** Our panelists cannot create multiple accounts with the same email address.
- **Unique contact details detection:** At panel registration, respondents provide name, surname, street address, phone numbers and email address. Using this information, we can identify panelist accounts that are very likely to be duplicates.
- **Accounts not on the Ipsos “block list”** (including emails of clients, competitors, and Ipsos employees) → Accounts connected to the “block list” are not allowed.
- **Duplicate devices detection through digital fingerprint:** an external digital fingerprinting tool gathers a large number of data points from a respondent's device, such as operating system version, browser version, plug-in, etc., and assigns a relative weight to each data point. The data gathered is put through machine learning models and algorithms to create a unique digital fingerprint of each computer. We do not allow respondents to create multiple panelist accounts from the same device.
- **Fraud check:** our digital fingerprint supplier also assigns a fraud or risk score to all devices, using machine learning algorithms and global identity network technologies. Respondents with high risk scores are denied entry into the panel.
- **Country Geo-IP validation:** A respondent connected from an IP outside the surveyed country is not allowed to participate.
- **Anonymous open proxy detection:** Someone connected from an open anonymous proxy is hiding her/his device identity and geo-location. This behaviour is highly correlated with deliberate fraud attempts.
- **Device settings and Geo-IP location validation:** Certain combinations of device settings and geo-location proved to be good predictors for fraudulent behaviour. These rules were implemented at panel and survey level to prevent future fraud attempts.
- **Validation via CAPTCHA security code:** This prevents automated registration and stop robot answers. It is applied at panel registration.

- **Double-opt in email confirmation:** This ensures validity of the email address provided. Respondents who want to join our panel receive a confirmation link on the email address provided. Once they click on the confirmation link, they are allowed to continue.
- **SMS checks:** in some markets, respondents are required to provide a mobile phone number, and they must activate their account by using a code provided via SMS.
- **Email domain validation:** “disposable email” providers (websites that generate email addresses that are available only for a few minutes or only for a limited number of messages received) are not allowed; accounts using these domains are blocked.
- **Detection of anomalies and patterns in panel registration data:** Accounts having multiple elements in common are inactivated. AI-based, automated procedures built and maintained in-house are employed at an early panel stage.
- **Town and postal / zip code** validated according to official lists.
- **Validations between correlated questions** (title and gender, age of parents and children, etc.).

In addition to these checks protecting our own panels, we also have strict vetting criteria for our partners, for these situations when we need to use partners to meet the objectives of our studies.

**8. What brand (domain) and/or app are you using with proprietary sources? Summarize, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.**

**Context:** *By understanding the domain/app and method the sample provider is using with members, you will gain an indication of the extent of activity with those members and the quality of their relationship with the sample.*

We offer an omnichannel experience meaning that panelists have a similar experience regardless of what channels they are using to interact with our brand in any given time. Specifically, we offer 3 points of entry into a survey: iSay website, iSay app, and email survey invitations. About 46% of our surveys start from an email invite, 51% from our website and 3% from the mobile app. Please note that these percentages can vary by the panelist demographic group (i.e., age) and market.



**9. Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?**

**Context:** Sample provision is offered through three main channels: managed service, self-serve, and API (Application Programming Interface) integrations. In a self-serve model, buyers are given access to a platform which they can use to specify the audience they want to access, and manage all the steps of a research project, from sample design to launch to fieldwork management to closing. In a managed service model, sample providers will provide that service. API integrations are the mechanics which allow sample providers, buyers and data collection platforms to automate some aspects of the process.

Ipsos offers both managed service and self-service sampling options. Our standard offer uses a managed services approach where we handle set-up, launch and field management. When we do use external sources, some are integrated via API with our systems.

The self-service platform is available for a selection of Ipsos testing solutions. This platform is a complete end-to-end application that provides the speed and flexibility of DIY without sacrificing quality.

**10. If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend). Do you let buyers control which sources of sample to include in their projects, and if so how? Do you have any integration mechanisms with third-party sources offered?**

**Context:** It is well documented that different sources can produce different results. Consistency in source blending can be vital for tracking studies or other inter-survey comparisons. The use of a single, narrow source, such as a single supermarket's loyalty scheme, may result in unintended bias.

When necessary, Ipsos will utilize multiple sample sources to support client needs. Consistent and controlled blending across multiple sample sources is proven research practice. By blending across a defined combination of panels / sources, we can ensure access to a larger pool of quality sample and maintain consistency across studies / waves.

The decision on what kind of sample sources to use for a study is based on the nature of the study and what is important to research quality for that study.

11. **Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, Is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktop only questionnaires? Is it suitable to recruit for communities? For online focus groups?**

**Context:** *By understanding the constraints of the sample being offered, you can understand if the actual sample available from the provider meets your particular research.*

The selection of sample sources for a study is made considering the nature of the project requirements and if there are any specialized operational or respondent needs. For product testing or other recruit / recall situations our internal double opt-in panels, and other 3<sup>rd</sup> party double-opt panels, are recommended. Our Direct-to-Survey (DTS) solution is better suited for shorter studies since this channel provides untargeted access to respondents while they are engaged online through social media platforms.

A high-angle photograph of a business meeting around a wooden table. In the foreground, a woman with her hair in a ponytail is looking at a document titled 'MARKETING PLAN'. To her right, an older man with glasses is looking at a document titled 'CONTRACT'. In the background, a woman and a man are looking at a laptop. There are two coffee cups on the table. A blue semi-transparent banner is overlaid on the right side of the image, containing the text 'Sampling and Project Management'.

# Sampling and Project Management



## What this section is about

Answers to the questions in this section will help you understand the processes and procedures that are undertaken to provide you with a sample of participants for your survey. You should understand what biases may be inherent in, or as a result of, the approaches taken and the likely severity of those biases.

**12. Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that “looks like” the target population? What demographic quota controls, if any, do you recommend?**

**Context:** *The sampling process (i.e., how individuals are selected or allocated from the sample sources) may affect how random the sample is from within the sources proposed. Quota controls are commonly used to make samples look like the target population and, if done without thought, may be less than optimal for your particular project.*

Sampling begins by developing targets to **match official census statistics** or **profiles as requested** by the client for any given country. For certain target populations, such as mobile phone owners, pet owners, etc., we have the ability to generate representative quotas based on a sub-sample of the panel, and then use these quotas to obtain a balanced sample of the target population.

Sampling is carried out via an application that allows us to construct **complex samples** using proprietary algorithms based on the target and screening requirements. The software selects potential respondents that match according to the targets (ex. selected to be representative of the general population, internet population or other specific demographic profile required).

The software uses an interactive selection algorithm that balances on all variables at once, as follows:

- The first step is to calculate the sample demand on **marginal** quotas (e.g., number of Males, number of Females, number of panelists aged 18-24, number of panelists living in a certain region, etc.)
- Then it looks at the **eligible** number of panelists on **crossed** cells (Males 18-24 from Region A, Females 18-24 from Region A, etc.)
- The algorithm then determines the sample **demand on crossed quotas**, using as input both the marginal demand and the crossed eligibility, and a RIM weighting approach.
- For each crossed profile the number of needed panelists is **randomly selected**.

Finally, if the sample needs to be distributed among more than one group so that different treatments or surveys may be fielded in equally balanced groups or cells, this is done in real time as respondents arrive at the survey.

**Exclusion procedures:** Panelists will be eliminated from participating in surveys for specific periods of time. Ipsos applies its own exclusion rules which take into account the type of study, the category researched, how recently the respondent was last invited to take a survey, etc. These rules are based on our panel management expertise and are aimed at eliminating the bias resulting from overusing the same respondents, while maintaining panelist engagement.

**Deployment:** Panelists receive an invitation to a router, rather than direct invitations to a specific survey. The invitation process is controlled by an email delivery service used in the management of mail-outs. The application allows automatic mailing at a predefined time/day and by batches. Direct invitations can be sent for specific surveys where a group of pre-screened/pre-recruited people are needed to complete a task, such as product tests and diaries.

We can also control the number of completes for any specific cell by setting desired end quotas on any specified criteria (ex. gender, age ...). Once a target quota is achieved, the survey will close for respondents within that target.

**13. What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?**

**Context:** Targeting samples based on pre-existing profiles increases efficiency. Some bias may result depending on the precise questions asked, when they were asked, and to how many people. Appending existing information reduces the burden on the panelists in the survey itself.

To join the Ipsos panel, all panelists must provide the following information at registration, hence all of the below questions are 100% profiled. Education and Household income are mandatory only in some countries at registration.

- Name
- Email address
- Gender
- Year and month of birth
- Zip / postal code (from which various regional variables are derived)
- Household size
- Age and gender of children under legal minimum age, living in the household
- Education\*
- Household income\*

Beyond demographics, we collect additional profiling information on panelists (e.g., pets, beverages, finances, electronics, vehicles), questions that are most relevant to our clients' sample targets. Each respondent has the option to answer the profiling questions by accessing the Panel Member website (managed by Ipsos). As these questions are not mandatory to be answered by the panelists, the profiling rate differs from question to question.

For each question, there is a specific expiration date set in the system, from 1 month to 2 years. The expiration period is defined depending on the question asked (for example for consumption variables we can re-ask a question after 6 months, but for a main demographic such as education, the expiration is set to 1 year). Once passing the expiration date, the panelists have the option to refresh the information on profiling topics.

The profiling questions are general and can be used by different clients. The information collected from profiling is used in the Ipsos systems for better targeting the respondents in surveys, for quota setting and as demographics appended. This is valid only if the information stored in the panel is still valid/not expired. If for one question the expiration date has passed, then the respondents are going to see and answer again the question, directly in survey.

For non-Ipsos sample sources, the profiling information is managed by the vendors.



#### 14. What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?

**Context:** A sample provider failing to meet your sample requirements may require use of additional sample providers, adding time and complexity to the project. Trackers should be assessed in the light of any exclusion periods you may want to introduce that will reduce the available sample for subsequent waves.

We provide feasibility estimates for a client's study based on the following information:

- **Overall sample definition:** who is being targeted for the study.
- **Demographics:** specific variables and quotas that must be achieved.
- Any **other qualification criteria**, and whether:
  - We have pre-screened our panel on those factors;
  - We need to pre-screen prior to launching the study; or
  - We can qualify incoming respondents in the survey itself.
- **Incidence** level: can usually be estimated from sample target if client has no prior research.
- **Number of completes** required.
- Any **over-quotas / boosts** required, and definition of groups if so.
- Estimated **survey length**.
- **Exclusion rules** to be applied (including participation in a past wave(s) of a tracking study).
- Any special **stimuli** involved (e.g., image files, audios, videos).
- Any special **tasks** to be programmed (e.g., conjoint task, card sort).
- **Time in field**.

This will tell us whether we can complete the study on time and on spec using our own sample sources, or if external sources are required. If there is a feasibility issue, we work with the client to decide on the best course of action (e.g., reducing the number of completes, increasing time in field, loosening qualification criteria, or adding external respondent sources).

Our feasibility model and algorithms are updated over time to allow us to provide an accurate estimation of the number of completes that can be delivered.

**15. What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/sub-contractors?**

**Context:** *There may be good reasons why certain sample providers should not be used. For example; the provider may not have experience of operating in the geography relevant to your project.*

Due to the dynamic nature of the online market research business, at times we must rely on third-party online sample providers to complete client-sponsored market research studies. We have a tightly controlled supplier vetting process through which we identify companies who adhere to a quality and respondent management process which closely mirror our own. Companies selected as preferred partners adhere to stringent guidelines on each project commissioned. Additionally, we have a Supplier Quality / Satisfaction program through which we capture qualitative and quantitative measures on supplier performance which are then reviewed monthly by management.

**16. Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.**

**Context:** *Biases of varying severity may arise from prioritization in the order in which surveys are presented to participants or the methods used to allocate a participant to one of the various surveys for which they may appear to qualify.*

Yes, when fielding, we may choose to employ our **Field Management Platform** to link studies to the full spectrum of available sample sources: our own panels, social networking sites, partner panels, online communities, affiliate networks, and more. Routing and reallocation offer multiple benefits during the survey process - from field management, to respondent engagement, to precision of survey results. Two key benefits include higher quality and increased sample capacity.

**Higher quality (respondents and data)**

- Increased respondent satisfaction: respondents have a higher likelihood of finding a survey to take when they want to take one.
- Increased data quality: achieved through more rigorous quotas and comprehensive elimination rules. Nested / Interlocked quotas deliver greater precision which allow for a better match to sample targets and reduces the need for data weighting. Elimination rules are managed within the entire system, allowing for eliminations to be managed across all sample sources.

### Increased sample capacity

- Increased capacity: extended reach provides expanded access to the target population.
- Easier to fill quotas: more efficient use of sample increases sample flow and helps fill quotas more easily.
- Easier to reach "hard to get" demographics: more efficient use of in-demand, low response demographics (such as ages 18-34) enables more studies to be fielded using these demographics.

### 17. Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?

**Context:** An excessive amount of time spent in a router answering screening questions may cause a participant to become fatigued, potentially impacting data quality.

If the screening process takes longer than usual, respondents are asked whether they wish to continue or opt-out (we solicit their informed consent to continue).

### 18. What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?

**Context:** The information about the survey (and associated rewards) may influence the type of people who agree to take part, creating the potential for bias.

Panelists receive an invitation to take a survey with the following information:

- A one-time use, encrypted link to our survey router
- Physical address for Ipsos
- Member support email address / link
- Link to privacy policy
- Opt-out information

Ipsos iSay Panel Members are automatically matched to surveys according to the available information in their panel membership profile, responses to screening questions and prioritized across a range of factors. The survey is controlled so that all respondents answer the sections of the questionnaire that are relevant to them. The survey is controlled to collect answers on every question in turn; therefore, unlike other self-completion methodologies, online data collection ensures that blank answers are not present in the end data set. Respondents will be given 'don't know' or 'prefer not to answer' options, as necessary, throughout the questionnaire to ensure an answer is not forced.

**19. Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?**

**Context:** *The level of detail and the nature of the information given about a project may influence who responds, creating the potential for bias.*

A panelist can access surveys through the panelist website or the app dashboard. The panelist can select a survey from all the survey opportunities open to them. The information provided on the website and the app dashboard includes:

- Survey information (survey number and number of incentive points)
- Device compatibility (only surveys compatible with device used are shown)
- A unique URL that provides access to the questionnaire
- Member support email address / link
- Link to privacy policy

To limit bias, we do not provide the topic of the survey.

**20. What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during the course of a survey? If so, can this be flagged at the participant level in the dataset?**

**Context:** *The reward or incentive system may have an impact on the reasons people participate in a specific project and these effects can result in bias in the sample.*

Offering different reward values to particular groups can be performed within our system prior to survey infield date. However, the impact of different reward values can produce biased sample results.

**21. Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?**

**Context:** *Participant satisfaction may be an indicator of willingness to take future surveys. Participant reactions to your survey from self-reported feedback or from an analysis of the points where participants drop out of the survey may enhance your understanding of the survey results and lead to improvements in questionnaire design for future surveys.*

Ipsos has multiple approaches to monitoring respondent satisfaction.

**Survey Satisfaction:** Upon completion of every survey, panelists are invited to respond to a few questions about the survey they just completed. The questions are optional, and clients can access the results either directly from the deliveries, or by request. Threshold values to check against are also provided and significantly high or low scores are outlined.

**Panel Satisfaction Survey:** We periodically field a standard survey that measures our panelists' satisfaction towards panel membership activities (panelists' website, surveys, rewards, communication channels, support etc.). Scores are monitored and translated



into engagement actions and improvements. These results focus more on the experience of being a panelist and are not directly relevant for clients.

We also communicate with our panelists through our Member Services team and social media and are quick to resolve any issues they may raise. In addition, the Member Services team shares relevant respondents' feedback with business stakeholders to trigger improvements where the case and maintain a constant focus on quality experience.

An indirect measure of respondents' satisfaction is abandon rate. Abandon rates are reported for each survey at individual question level; high abandon rates could imply respondent dissatisfaction with the questions presented to them and can lead to data quality concerns around non-response bias. High abandon rates for given questions can trigger the re-thinking and re-designing of questions to become more user friendly to respondents. Abandon rates are also reported and monitored monthly at macro level to monitor evolution over time and identify potential issues, patterns.

## 22. Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

**Context:** *You should expect a full sample debrief report. Sample providers should be able to list the standard reports and metrics that they make available.*

Ipsos provides a full fieldwork report including:

- Date of study launch
- Incidence rate
- Date of study completion
- Information of the average survey length
- Other reports are available upon request

A close-up photograph of a person's hands typing on a laptop keyboard. The laptop screen in the background shows lines of green code on a dark background. A semi-transparent green rectangular box is overlaid on the center of the image, containing the text 'Data Quality and Validation' in white, bold, sans-serif font.

# Data Quality and Validation

### What this section is about

This section focuses on the quality of the in-survey data. In-survey data quality includes project level data validity and representativeness, survey-taking behaviours, sample blends, participant characteristics, and project level data health and audit practices.

**23. How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?**

**Context:** Answers to this question may alert you to about the potential for bias due to the participation of professional participants, simply survey fatigue, or category bias.

Exclusion rules are applied to minimize respondent fatigue and to reduce the potential for bias caused by recent experience with similar surveys or subjects. Ipsos' global elimination policy includes the following types of exclusions applied either at system or survey level: General rest period eliminations (exclude panelists who were invited recently), category eliminations (exclude respondents who recently participated in a study about the same category of products, services, or behaviours), and same study / research type eliminations (exclude respondents who participated in a previous wave of the same study).

Eliminations are applied at the sample extraction stage and at the survey level for all iSay panelists. Checks for category and same study / research type participation are applied for all external sample sources in real time, in a fully automated and standardized way, when the respondent reaches the Ipsos sampling platform.

**24. What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc.? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?**

**Context:** You may wish to append data that enables you to analyse and trend data to look for potential biases based on participation levels, sources, tenure, and other data the provider may hold.

Yes, we do maintain data related to contact and participation history. We maintain databases that record all aspects of a panelist's survey history and experience on our panel: their recruitment date and tenure on the panel, their complete demographic profile, their survey invites and response history, and their technical configuration (operating system, browser, Java, Flash settings, IP address, etc.) at the time they entered the survey.

We can supply many of these variables to clients, such as sample reports that contain the target definition and sample profile versus panel profile versus eligible part profile on as many dimensions as are applicable to the study. Other individual-level variables are available either within the respondent data file itself or upon request.

Note however that Ipsos follows GDPR and other local/country privacy regulations, so certain requests that pertain to personal identifying information are not feasible or may require additional privacy compliance research/survey set-up to ensure adequate data collection and processing. This allows respondents/data subjects to have full control on their personal data use.



**25. Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.**

**Context:** *Given the widely acknowledged risk of fraud in online research, buyers should understand identity and fraud controls, not just at recruitment, but at the point of survey entry. It is essential that there be measures in place to ensure that participants are who they say they are and that the member or email account has not been hacked, is not a duplicate with other accounts from other channels or panels, and whether or not the account is shared by other members of the household.*

Ipsos makes quality part of **every stage of the research process**, starting with the initial research discussions to delivering insights to clients. We rely on a holistic framework. Throughout the life cycle of a study, we follow a set of clear values / guiding principles:

1. **Research quality is a priority**, and takes precedence over field timing, budgets, and study design.
2. **The consumer is at the core of everything we do** – respondents are first and foremost humans, who need to feel comfortable and respected to give us meaningful answers. As a result, we focus on questionnaires that can accommodate all device types, we work with new design trends, and focus on overall respondent engagement (by considering new interaction models, incentivization, etc.).
3. **Quality is a challenge and responsibility shared across all Ipsos teams** – from production to research teams. We strongly believe that the best way to protect the quality of our data (and therefore of the insights we provide our clients) is to establish multiple lines of defence.
4. **We choose flexible solutions which allow us to evolve** as respondents and the research environment change, and we continuously review and revise existing solutions. We look for new approaches or knowledge (behavioural science techniques, machine learning, AI, etc.).
5. **Dedicated experts set forth the quality principles and documentation**, and are responsible for ongoing training, consultation and monitoring. Practically, this translates into large centralised teams dedicated to Respondents' Engagement and Vendor Management, Sample Supply Management, Products and Platforms, Quotation, Operational Excellence (Production, Innovation, Legal) and Research-On-Research.
6. **Best practices and standards are applied with global consistency** across all pillars.
7. **All quality pillars are connected and part of a greater whole**. All teams must align before changes can be made, even if the connections may not seem obvious.
8. **We embed quality principles in our processes and automate them for increased consistency**. We also rely on human logic and intuition, when needed.
9. **We embed the privacy by design principle in our processes that manipulate respondents'/data subjects' personal data** and ensure the adequate level of control and human oversight, including when needed for automated decision-making.

In short, **our goal** is to work with respondents who are:

- **Real:** They are who they claim to be
- **Fresh:** They are not being overburdened with surveys
- **Unique:** They only take a survey once
- **Engaged:** They take surveys seriously, and access surveys on the device of their choice

To guarantee that respondents are real, we use the following tools:

- **Country Geo-IP validation:** a respondent connected from an IP outside the surveyed country is not allowed to participate.
- **Removal of mismatched device settings and Geo-IP location:** certain combinations of device settings and geo-location proved to be good predictors for fraudulent behaviour. That's why any connection from such a device is stopped from the very beginning, when respondent attempts to enter the survey.
- **Analysis of the risk score associated with a given device**, leveraging the digital fingerprinting technology provided by an external provider. The digital fingerprinting is a process that allows us to assign a unique identifier, a "digital fingerprint", to a given device, based on its unique characteristics. It examines device attributes to determine.
  - where a device is truly located and if it is evading detection
  - any past history of fraud associated with the device or related devices
- Digital fingerprinting is considered a standard best practice in our industry for data quality, and we use it for two different quality checks:
  - a deduplication check (to make sure the respondent has not already accessed the study) and more
  - a device check, to identify (and flag / block / remove) respondents who have potential fraudulent characteristics associated with their device (deemed high risk devices). For example, these checks include:
    - Anonymous **proxy detection:** someone connected from an open anonymous proxy is hiding her / his device identity and geo-location. This behaviour is highly correlated with deliberate fraud attempts
    - Use of high-risk ISP providers
    - Use of TOR networks, which also correlate strongly with fraud attempts

The table below summarizes the **main** processes / checks at both registration and panel level for ease of reference.

	PANEL REGISTRATION	IN SURVEY
Captcha security code	X	By request
Double opt-in email	X	
Removal of disposable email domains	X	
List of blocked email addresses	X	
Mismatch between device settings and Geo-IP	X	X
Country Geo-IP validation	X	X
Access attempts from two countries in one day	X	X
IP address risk assessment	X	X
Open or anonymous proxy detection	X	X
TOR network use	X	X
Client network fraud evidence (digital fingerprint supplier)	X	X
Detection of data anomalies and patterns	X	
Automated Bot detection with open-end analysis	X	X
Honey pot questions		X
Duplicate emails checks	X	
Duplicate contact details checks	X	
Duplicate device checks through digital fingerprinting	X	X
Duplicate devices identification through cookies	X	X
Speeding detection		X
Straight-lining detection		X
Questionnaire logic checks	X	By design

In addition, we need to guarantee that respondents are unique and fresh (i.e., they only take the survey once and they have not participated recently in similar surveys). This translates into:

- **Strict panel usage rules** are employed to avoid interviewing the same people too often and prevent them from becoming too used to a type of survey or product category.
- **Duplicate devices detection through digital fingerprint:** we do not allow multiple respondents completing the same survey from the same device. Also we use the digital fingerprint to reject respondents who completed a similar survey recently from the same device.
- **Duplicate devices detection through web cookie / flash cookie:** a cookie once placed on the respondent's device can uniquely identify it, provided the cookie is not deleted by the respondent. Cookies are used at survey level for deduplication and eliminations purposes; they are used in conjunction with digital fingerprint.
- **Duplicate emails identification:** external sample providers do not share email addresses, but some agreed to share anonymized email addresses which allows us to de-duplicate them.

All these quality measures that we employ in live surveys are fully automated and fully standardized across all regions and all types of surveys and all sample sources. They are applied by default with no additional charge for the research buyer.

IIS experts are constantly monitoring and reviewing the performance of our quality measures and updating and integrating new ones as respondents' behaviours and the online landscape evolve.

In addition, because quality is a shared responsibility,

- The production teams implement industry and Ipsos best practices when running each project, with rigorous QC checks and testing, to avoid issues with fieldwork.
- Our research teams are trained to make sure we optimize the survey instrument and the respondent's experience, to limit risks (such as undisguised screeners, which make obvious the intended target audience, and thus increase the risks of fraudulent respondents making their way in the sample), and they review and analyse the data, allowing them to detect any inconsistency or illogical data pattern.



**26. How do you manage source consistency and blend at the project level? Regarding trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?**

**Context:** Participant source is a known contributor to data representativeness. Knowing all the sources used for the project, especially for tracking and longitudinal research, and that the proportions from each source are known and reportable over time, will allow you to understand any population biases that might exist.

Ipsos creates an optimal sample blend for every project based on project requirements. For studies that require consistency (to compare survey results to a previous study or databased norms), careful attention is given to managing the blend to be consistent over time since changes in the sources used or in the contribution from the sources can have data implications.

When setting a blend for a tracking project, the objective is to deliver sample blended consistently throughout the agreed period and to avoid unexpected changes in the sample composition which can drive data differences. We follow a best practice of managing quotas by supplier to ensure a consistent sample frame from each source in the blend. Feasibility of the blend is checked for the lifecycle of a tracker, being sure to factor in any exclusion periods to safeguard the sustainability of the project.

**27. Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?**

**Context:** Buyers and providers often work together to track individual survey response quality, so buyers should understand what data the provider uses to confirm survey answers, block or remove a member, and how to enable that information exchange.

Our own panelists are actively monitored from registration onward. We monitor 3 different dimensions:

- Hyper-activity (respondents that are too active are considered suspicious, even if nothing in their response data is particularly odd).
- Unengaged / suspect behaviour (respondents who speed or straightline multiple times are automatically purged once they reach a certain threshold of "misbehaviour", while respondents who are caught giving what we believe to be outright fraudulent answers will be purged immediately).
- Under-clicking (while under-clickers are not technically creating an issue, we prefer to purge under-clickers because they should not count toward our active pool, but also because we prefer to avoid the risk of "sleeper" accounts – accounts created specifically to infiltrate a panel, where activity is kept very low to avoid detection until they are ready "for action").

Panelists that are hyper-active, unengaged (or suspected of fraud), or have gone dormant are purged from the panel altogether, so they can no longer access surveys.

**28. For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item nonresponse (e.g., “Don’t Know”) (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?**

**Context:** Data cleansing methods are often built into survey programs and platforms. Some of those methods are set up to automatically remove responses, while others are optional or manual. Understanding what tools will be used will aid buyers in understanding how much cleaning they should plan to do once they receive the final dataset, and what biases might be introduced by automated cleaning practices.

To guarantee respondents are engaged (i.e., they complete surveys seriously), each respondent’s survey taking behaviour is evaluated in real time, through standard self-adjusting algorithms. The worst offenders are automatically removed from the data deliverables; they are not counted against quotas.

- **Speeding detection:** to identify someone who displays inattentive survey-taking behaviour through completing a survey too quickly, we measure not only the time spent in the survey overall, but also the number of answers provided. This allows us to calculate a completion speed for each respondent as the number of answers provided per minute.

A speeder is someone who completes the survey 3+ times quicker than the median speed for the survey. We identify and remove speeders from live surveys, in real time. The process is fully automated and standardized across all IIS surveys, from all regions and all sample sources. On our panel, we deactivate panelist accounts that record speeding across multiple surveys.

- **Straight-lining detection:** to identify someone who displays inattentive survey taking behaviour through providing identical answers across multiple questions within and across multiple grids, we measure straight-lining response patterns.

A *straight-liner* is someone who provides a straight-line response pattern; across one or more grids and has completed the survey 2+ times quicker than the median speed registered for the survey, or regardless of their survey completion speed if the grid has opposite statements that encourage the respondent to use a range of scale points across the grid.

As with the speeders’ detection, the straight-lining module runs on live surveys in real time, in a fully automated and standardized way. Both speeding and straight-lining algorithms are self-adjusting. They do not use fixed pre-defined benchmarks; the threshold levels are derived in real time based on previous respondents’ behaviours within the survey. We deactivate the panelist account that records straight-lining across multiple surveys.

- **Open-ends evaluation:** Ipsos utilizes technology to identify a series of behaviours that suggest the respondent was not human (unrealistic reaction or typing speed, signs of copying and pasting or text insertion, etc.). It also includes a built-in honey pot (i.e., a question that humans should not be able to interact with, but that a bot would attempt to answer), as well as a lookup vs. a list of known suspect open-ends (these are open-ends that have been associated with known fraudulent respondents), and a gibberish check.

In addition, because we believe that low quality data can stem from either unengagement or from fraud, we encourage being proactive, making surveys as engaging as possible for respondents.

Unengagement (or good respondents answering badly) itself depends on two things:

1. The specific situation the respondent is experiencing at the time they are taking a survey (i.e., their lives – mental, physical, environmental). Respondents do not take our surveys in a vacuum; they often fit them in to their busy day. They can and do get distracted on a question, or sometimes skip an open-ended question because it is too much effort.
2. The survey environment / experience.

As researchers, we obviously cannot fully control the environmental dimension, but we have the ability to:

1. Fit our surveys in their lives, by making it easier to take surveys whenever is convenient for them, by allowing them access to a diverse range of studies on multiple devices.
2. Optimize their survey environment/experience. For example, we contribute to unengagement when we field questionnaires that are too long, too grid-heavy, too complex, too reliant on open-ends, too onerous in the tasks we ask of respondents, etc.

Ipsos has published multiple points of view delving into these dimensions. To summarize, we find that, to minimize the odds of deliverables including unengaged respondents, making the survey as engaging as possible is critical. Broadly, that means:

- Wherever possible, make the study device-agnostic. This gives the respondent their choice of survey-taking device (typically a computer or a mobile phone) and ensures that the survey is presented well on screen, regardless of the screen size of the device chosen.
- Shorten the survey.
- Use fewer grids and fewer open-ends.
- Use the most updated template (so the studies do not look dated, and benefit from the latest development).
- Be wary of very long / detailed screeners: there is nothing more demoralizing/disengaging for a respondent than to have put a lot of effort into what they thought was a questionnaire, then get screened out.
- Follow best practices in terms of question design (i.e., avoid double-barrel questions, avoid biased scales, etc.).

In short, offering an enjoyable experience is the best way to guarantee good quality responses. It also offers protection against fraud: if good quality people enjoy the survey, they will not be tempted to abandon (which means fraudulent respondents become less likely to gain access!).


Beside these general guidelines, we also recommend incorporating a few elements into all studies, to make it easier to detect suspect behaviour, thus allowing the study to “self-protect” against unexpected issues. In particular, we suggest:

- Disguising screeners (to make the topic less obvious, and thus remove the temptation to claim being a user).
- Highlighting Under-clicking or over-clicking / satisficing.
- Making straight-lining more obvious.
- Hiding contradictions in the questionnaire.

Generally, we do not recommend the use of obvious traps (or traditional red herrings). In research-on-research exercises, we have found that:

- They do not stop bad respondents from entering surveys (particularly if / when they are not refreshed / updated often).
- They increase the cognitive load forced onto all respondents (including good respondents) and often have a negative impact on non-fraudulent respondents.





# User Agreement

**Policies and  
Compliance**

## What this section is about

Sample providers, buyers, and their clients are subject to data protection and related information security requirements imposed by data protection laws and regulations. In addition, they may be subject to laws and regulations that may impact incentives paid to participants. These laws and regulations vary by jurisdiction with different laws and regulations applying in different countries or states within countries and are generally interpreted based on where the participant resides. Applicable data protection laws and regulations include, but are not limited to: the Act on the Protection of Personal Information or APPI (Japan); the Australian Privacy Act (Australia); the California Consumer Protection Act or CCPA (state of California in the United States); the Children's Online Privacy Protection Act or COPPA (United States); the Data Protection Act (United Kingdom); amendments regarding data localization requirements to the Data Protection Act (Russian Federation); the General Data Protection Law (Brazil); the EU General Data Protection Regulation or EU-GDPR (EU/ EEA); the Health Insurance Portability and Accountability Act or HIPAA (United States); the Graham-Leach Bliley Act or GLBA (United States); and PIPEDA (Canada). AB 2257 (the state of California in the United States) is an example of law and regulation related to employment which may impact incentives paid to participants.

Information security frameworks and standards include, but are not limited to COBIT, HITRUST, ISO 27001, the NIST Cybersecurity Framework and SOC 2. Answers to the questions in this section can help you understand the data protection, information security and compliance policies, procedures, and practices that a sample provider has implemented.

**29. Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).**

**Context:** A privacy notice is required by various data protection laws and regulations as well as other laws and regulations as well some market research industry codes. A privacy notice discloses information about the personal data that a sample provider collects and processes and the way that that personal data is used, disclosed, and managed. A review of a sample provider's privacy notice can help you understand their procedures and practices related to personal data and the degree to which they comply with applicable laws, regulations, and industry codes.

Ipsos may own and/or manage various access communities (offline and online), such as: proprietary online panels (for consume research), custom panels (owned and/or branded for a client and managed by Ipsos), specialised panels (built for specific target groups/audiences), online communities (to conduct special research), etc.

Each type of Ipsos access community operates under customised and dedicated T&Cs (contractual agreement between Ipsos and its members) and Privacy Policies. Both are available and displayed to the individuals prior to onboarding to each community, to allow them to express their acceptance.

Individuals can view our extensive Privacy Policy at the time of Ipsos iSay online panel registration. The Privacy Policy is posted in our Ipsos panels dedicated website:

<https://www.ipsosisay.com/en-gb/privacy-policy>.

As well, the introduction to our standard online survey invitation includes a link to the policy and reminds panelists that we hold all information provided to us in the strictest of confidence.

Our full Privacy Policy is available at the below links:

Europe, NA, New Zealand, Hong Kong, India, Indonesia, Malaysia, Singapore:  
<https://www.ipsosisay.com/en-gb/privacy-policy>

LATAM: <https://www.ipsosisay.com/es-ar/privacy-policy>

MENA: <https://www.ipsosisay.com/en-sa/privacy-policy>

Australia: <https://www.ipsosisay.com/en-au/privacy-policy>

Japan: <https://www.ipsosisay.com/ja-jp/privacy-policy>

S. Korea: <https://www.ipsosisay.com/ko-kr/privacy-policy>

Our Ipsos online panels Privacy Policy addresses the key privacy and data processing concepts as follows:

1. [Why We Collect Information from Respondents](#)
2. [What Personal Data Do We Collect About Respondents?](#)
3. [How Will We Use the Information About Respondents?](#)
4. [Children](#)
5. [Use of Cookies and Similar Code](#)
6. [Use of Digital Fingerprinting, Device Data and Other Information on Respondents Device](#)
7. [How Long Will We Keep the Information Respondents Provide?](#)
8. [How Do We Ensure Respondents Personal Information Is Secure?](#)
9. [Automated Individual Decision-Making, Including Profiling](#)
10. [How Can Respondents Access their Information and / or Correct It and / or Request Its Transfer and / or Erasure and / or Complain](#)
11. [EU Representative](#)
12. [Changes to Our Privacy Policy](#)
13. [Useful Links](#)

When Ipsos uses other sources of respondents (like freshly recruited respondents by Ipsos, external sample sources acquired from 3<sup>rd</sup> party sample providers or client supplied sample), we provide respondents with a dedicated and customised Privacy Policy, according to the sample source, identifying the Controller of the sample's personal data and identifying the role Ipsos plays when inviting the respondents to participate in Ipsos research surveys, as well as why Ipsos is collecting and processing their personal data (including the survey answers).

We comply with the standards of CRIC, MRA, and ARF in North America, and with ESOMAR, AIMRI and EFAMRO standards in Europe and/or internationally. Further, in North America, we strictly abide by all ethical, privacy, and anti-spam laws / policies of the following organizations:

- ARF
- PIPEDA
- CAN-SPAM

Our personally identifiable information collection and emailing practices have been audited and are certified to comply with all relevant privacy and spam laws by the two premier online trust authorities: TRUSTe and Sender Score Certified.

Ipsos research surveys are equipped with survey disclaimers, containing full Privacy Notice and Consent for any personal data collected and processed. If we may collect and process special categories of personal data (SCPD, aka sensitive personal data), we apply additional Privacy Notice and Explicit Consent, which asks respondents to provide us with their explicit consent. Ipsos ensures that consent is freely given, specific, informed, and unambiguous (using plain language).

Ipsos provides options for consent withdrawal (where applicable as per the privacy regulations) and/or options to stop the interview at any time, at the discretion of the respondent.

Below are examples of the additional Surveys Compliance Privacy Notice, Consent and Respondent Confidentiality Agreement wording Ipsos implements for Product Tests, Personal Data Processing, Adverse Events:

### **ALLERGY**

Some questions can be sensitive in nature. We would like to remind you that your participation is strictly voluntary and that your responses are combined with the other participants' answers and used for this research purposes only. You can withdraw your consent or stop the interview at any time, at your discretion.

Have you ever suffered from an allergy to any of the ingredients listed below?

**[Insert] Ingredient list or Allergen list**

1. Yes
2. No
3. Prefer not to answer **[MOVE TO EXIT SCREEN]**

### **ADULT\_CONFIDENTIALITY CONSENT**

We hope you will enjoy participating in this study. However, it is important you understand this product may not be generally available yet, and it as well as any labelling, packaging and other information is confidential. Before you can take part, you must read the **Confidentiality and Consent Agreement** \*

Please confirm that you...

1. will only use the confidential information for the purpose of this study; will not copy, print, store, forward or disclose any of the confidential information to anyone by any means including social media
2. have read the document and agree to the Confidentiality Agreement and Consent Form
3. No thanks/ Decline **[MOVE TO EXIT SCREEN]**

### **\*CONFIDENTIALITY AND PARTICIPATION AGREEMENT**

Thank you for your interest and participation in this research. [INSERT IPSOS LEGAL ENTITY NAME] ("Ipsos") has been engaged by the Sponsor of this research to conduct product testing and evaluation research, with participants who will be offered the opportunity to test [NAME OF THE PRODUCT] (the "Product"). Whilst this is not the most exciting thing to read, it is important that you understand the conditions under which you agree to participate and which the Product(s) will be made available to you for the test. Please read the following carefully, as you must confirm that you have read, understand and agree to the conditions in this agreement before you can participate in this research.

What do I have to agree to?

By participating in this research, you understand and agree to the following terms and conditions of participation.

You will be liable to Ipsos and the Sponsor in respect of the obligations set out in this agreement.



#### Participation:

You confirm that you are of legal age to enter this agreement. You agree to read all instructions and will heed any and all warning labels or other safety information which Ipsos or the Sponsor may provide to you. You also confirm that you do not:

- take any medicines, drugs or other substances; or
- suffer from any allergy, sensitivity, disability, have any physical or psychological condition, or other health conditions; or
- consume, use of, or contact with the Product(s) unhealthy, dangerous or inadvisable for any reason.

You also agree to participating personally in this research, including personally carrying out any and all instructions and product testing. If for any reason you cannot perform or complete the test, you will promptly notify Ipsos using the contact details we have given to you and do not get someone else to perform the test for you. If you experience any adverse reaction to the Product(s), please seek medical advice immediately. Where required by law, you will have been given contact details if you experience any adverse reaction to the Product(s) under test. You agree that you will follow all instructions to participate in this research and submit the data and results as directed.

#### Confidential Information:

Your responsibility: Whilst taking part in this study, you may be provided with information about the Sponsor's new concepts, packaging, marketing materials and products that have not been advertised, published, marketed or made public. Such information which you may be provided in connection with this research is "Confidential Information" which can only be used for this research. You shall not:

- use, disclose, or reproduce the Confidential Information or discuss the Confidential Information with anyone; or
- make copies of Confidential Information or photograph, video or in any other way reproduce it; or
- give the Product(s) or any other Confidential Information to anyone else, or publish pictures, video or any other information about the Product or Confidential Information anywhere, including on social media (e.g., Facebook, Instagram, Twitter). You understand and agree that any breach or threatened breach of this Agreement, will cause irreparable harm to Ipsos and the Sponsor that is not adequately compensable in damages and that, in addition to other remedies that may be available at law or equity, Ipsos and the Sponsor are entitled to seek injunctive relief for any such threatened or actual breach. You therefore understand and agree to indemnify, defend and hold harmless Ipsos and Sponsor and each of their respective officers, partners, clients, managers, employees, agents, attorneys and assigns, from and against any and all liabilities, claims, actions, suits, causes of action, demands, obligations, proceedings, judgments, fines, damages, costs, losses and expenses of any kind (including reasonable legal fees, court costs and/or settlement costs) (collectively, "Claims") arising from or related to any breach or alleged breach by you of any representation, warranty or agreement hereunder. In legal terms, this includes not only the right to seek preliminary injunctive relief against any such breach or threat of such breach, but also the right to seek compensation for the harm done by the breach.

You agree that upon completion of the research, you shall return to Ipsos any and all Product(s), Confidential Information, and all components, documentation, data, results, or any other information and materials which you were provided or that was created by you during the research.

Ipsos' responsibility: Ipsos will not share with the Sponsor your name or any other information that identifies you, without your prior explicit consent. Any contact information you provide will only be used for product shipments or to contact you in connection with this and future studies. Beyond that, Ipsos will keep the information you provide confidential and will ensure only fully anonymous aggregated data is included in any research findings that are shared with the Sponsor or other third party.

#### Ownership:

The concepts, products and packaging shown to you, described to you and/or used by you remain the property of the Sponsor. In addition, any ideas, improvements, discoveries, or inventions that may be generated from this research are also the property of the Sponsor and you agree to assign to the Sponsor all ideas, improvements, or inventions resulting from your participation in this research.

#### Waiver, No guarantee or Warranty:

Neither Ipsos nor the Sponsor provide any guarantee or warranty for any Product(s) made available for testing. Specifically, Ipsos and the Sponsor disclaim any warranty of fitness, merchantability, safety and the like. The Product(s) may have only a limited life and other characteristics which may be unknown to us. Therefore, you specifically agree to waive and release all claims against Ipsos and the Sponsor arising out of or related to your participation in this research and your use of the Product(s). To the extent permitted by law, neither Ipsos or the Sponsor shall be liable for any injury, death, property damage or other damage sustained or allegedly sustained by you or any household member resulting from the distribution, consumption, use of or contact with the Product(s) made available in connection with this research, except for and solely to the extent caused by the Sponsor's or Ipsos' gross negligence or any liability by the Sponsor or Ipsos under applicable product liability or consumer protection legislation.

#### **ADDRESS\_INTRO**

Please complete the following with your correct shipping address. You can enter an office or a home address.

The information will ONLY be used to send you the product for this test. Your phone number is requested should we need to contact you regarding the product/test. This information will be retained only for **[INSERT DURATION OF THE STUDY]**, and then deleted from our files.

We'll never sell or distribute this information. Our trusted shipping partner, **[INSERT NAME OF LOGISTIC COMPANY]**, will have access to this information only for the purpose of mailing products.

By completing the following information, you consent to the use of your personal information for the purpose described above.

**CS: ALWAYS INCLUDE A MANDATORY TICK BOX ON THIS SCREEN, NEXT TO THE CONSENT**

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#### **ADVERSE EVENTS**

Your participation in this survey will be confidential to Ipsos. All product manufacturers are keen to ensure the safety of their products, and in some cases, have legal obligations to report any problems or side effects users may experience with a product.

If following your participation to this survey you indicate that you may have experienced such problems, we will report these to the manufacturer anonymously. If the manufacturer needs your contact details to further investigate the possible side effect, these will be transferred to them only with your prior consent.

**30. How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate? How do you address requirements regarding consent or other legal bases for the processing personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?**

**Context:** As noted above, buyers and sample providers are subject to data protection and related information security requirements imposed by data protection laws and regulations, other laws and regulations as well as clients. Understanding a sample provider's compliance position with these laws and regulations is essential.

Ipsos operates internally under the corporate data protection and privacy policy which is built based on the GDPR / EU Regulation 2016/679, applicable in all 90 Ipsos countries and effective since May 25<sup>th</sup>, 2018: <https://www.ipsos.com/en/privacy-data-protection>

Ipsos appointed a Global Chief Privacy Officer (CPO), responsible to oversee the privacy compliance across the whole Ipsos Group. Ipsos nominated Data Protection Officers (DPOs) in most of its countries where offices / branches established (including in the non-EU regions), responsible to coordinate the implementation of the Ipsos privacy program locally.

Ipsos is compliant to all data protection and privacy applicable regulations, in all jurisdictions operating. Ipsos applies first the local/country privacy legislation, prevailing against internal policies and procedures; in the countries where the local privacy legislation is still not strong enough, Ipsos applies its global privacy and data protection policy, mirroring the GDPR regulation skeleton.

Ipsos seeks respondents' consent / acceptance to participate in its research surveys in all countries operating, aiming for global standardisation applied in the processes of ensuring voluntary participation and freely expressed and informed acceptance. According to the applicable privacy legislation to the respective country, Ipsos ensures honouring respondents' privacy rights accordingly (e.g., consent withdrawal, if applicable; access to respondent personal data, deletion of the personal data upon individual request / right to be forgotten, data portability, etc.).

Ipsos respondents participating in the research activities are transparently informed about all privacy key elements:

- identity of the controller
- contact details of the Data Protection Officer
- purpose of the processing and the legal basis for the processing of personal data
- recipients of the personal data
- information about data transfer to a third country\*
- data retention period
- existence of the rights of the data subject/users (for instance, right to: access, rectify\*, erase\* and data portability\*)
- right to withdraw consent at any time\*
- right to lodge a complaint to a supervisory authority\*

- existence of any requirement to provide the personal data (and consequence of failure)\*
- existence of automated decision making\*

*\*GDPR only and / or if applicable according to the local privacy legislation*

Ipsos has implemented its internal procedure for the Data Breach Incident Management, providing to all Ipsos DPOs the adequate documentation to handle such events. The documentation includes “Data Breach Management Procedure” and “Data Breach Notification – Annex” to be filled in with all relevant details related to the breach incident occurred. The documentation represents the foundation to prepare the notification to the local supervisory data protection authority (if applicable and required by in force privacy laws) and/or to the data subjects impacted (if required by local privacy regulations).

Ipsos complies with the breach incident window time imposed by the regulations to report an incident, if applicable (e.g., 72 hours in EU/EEA under GDPR/EU Regulation).

When Ipsos works with partners (3<sup>rd</sup> party vendors / services providers) acting as Processors on behalf of Ipsos, our company imposes a maximum of 24 hours for the Processor to inform Ipsos (Controller) on any data breach incident that may occur on their side and affecting the personal data they process on behalf or for the services to be delivered to Ipsos.

Ipsos ensures privacy regulations compliance that address personal data transfers by applying the following:

- Ipsos intra-group agreements, established for Ipsos internal transfers between its Affiliates / Offices, designed to cover all transfers situations: Controller to Controller, Controller to Processor, Processor to Sub-Processor, and Processor to Controller (new module, per the latest privacy regulations).
- For external personal data transfers (to its clients & partners/3<sup>rd</sup> party providers), Ipsos is operating under the contractual agreement addendums, addressing personal data transfers, including Standard Contractual Clauses (SCCs) and/or additional security and privacy safeguards as required by applicable privacy regulations.
- Ipsos is applying additional security and privacy measures, especially when cross-borders transfers occurring to 3<sup>rd</sup> countries not given with “country of adequacy” status.

Ipsos applies a corporate Information Management Policy for personal data retention, regulating the retention and storage of the personal data according to the type of the research conducted (ad-hoc – shorter retention periods, longitudinal research / tracker – longer retention periods). Ipsos pseudonymises personal data as soon as possible that is no longer needed in full and anonymises the personal data once research projects are closed and data subject of being archived. Ipsos applies customised retention rules only if clients may have special requirements on personal data retention, as per contractual agreements.

**31. How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants? In your response, please address the sample sources you wholly own, as well as those owned by other parties to whom you provide access.**

**Context:** Consent for the collection and processing of personal data has long been required by market research industry codes. It is also explicitly required by some data protection laws and regulations. Some data protection laws and regulations, including EU-GDPR and CCPA as examples, also provide for access rights for participants to correct, update, or delete their data. Implementation of a participant support channel is also required by ISO 20252 (ISO 20252:2019: Market, Opinion and Social Research, Including Insights and Data Analytics - Vocabulary and Service Requirements).

Ipsos respondents participating in the research activities are transparently informed about all privacy key elements and they are also provided with the clear option of withdrawing their consent for research participation by writing to the Member Services team. If the consent withdrawal is not applicable (according to the local/country jurisdiction), Ipsos provides clear options to stop the interview at any time.

Ipsos online panels members are provided with a "preference settings" page inside the online panels dedicated website, where they can customize their opt-in/opt-out preferences for different kind of research activities.

Ipsos is providing unsubscribe links for survey emails invites, for panels membership, etc. The unsubscribe links are always highly visible and user friendly, making the process easy and straight for the respondents/participants in our research activities.



### 32. How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?

**Context:** As stated above, buyers and sample providers are subject to laws and regulations such as those that may impact incentives paid to participants.

The Ipsos legal structure is established to cover regional or country-level specificities and ensure the availability and communication to process owners on the legal compliance matters affecting Ipsos research activities.

Regarding incentives, Ipsos uses a point system to incentivize panelists and/or respondents.

The point system is a neutral system which does not skew the participation of specific groups of people. From time to time we strengthen the reward by combining points with other incentives among the types available (i.e., prepaid, digital rewards, etc.). Point values vary from country to country based on a percentage less than the average hourly rate after taxes as to not create full time panel employees. Percentages are determined by the average amount of surveys available over the given year.

Panelist Redemption prizes typically include merchandise, prepaid cards and large amounts of points.

Our Privacy Policy informs respondents of the standard retention of information associated to reward fulfilling, which is of two years; the respondent's information associated to the contest and prize fulfillment for a period of three years.

### 33. What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?

**Context:** Some data protection laws and regulations (for example COPPA and EU-GDPR) impose specific requirements with the respect to the collection and processing of the personal data of children and young people. These requirements include specific age definitions as well as a requirement for verifiable parental consent. See the ESOMAR & GRBN Guideline on Research and Data Analytics with Children, Young People, and Other Vulnerable Individuals for further discussion.

Compliance with the Children's Online Privacy Protection Act (COPPA) is guaranteed because we do not collect personal information from children, and surveying of panelists' children is only done through advocacy. Ipsos does not register members under the legal age limit applicable in the specific country in its access communities (offline or online).

Ipsos is also affiliated with professional market research organizations, such as AIMRI, ESOMAR, and EFAMRO by adhering to these market research industry's bodies code of conduct and regulations. The adherence to the industry ICC/ESOMAR and bodies regulations gives Ipsos full recognition as a professional market research agency fulfilling the following requirements:

- The principal business activity of the company must be marketing or social research.
- Researchers/research agencies must confirm that they abide by the International Code of Conduct (as endorsed by ESOMAR) and/or the relevant code of their national market research association.
- Researchers/research agencies are required to adhere to the AIMRI Code of Business Practice and the AIMRI Guidelines for Quality Standards.

**34. Do you implement “data protection by design” (sometimes referred to as “privacy by design”) in your systems and processes? If so, please describe how.**

**Context:** *Data protection by design “(which may also be referred to as “privacy by design”) is an approach that requires the consideration of privacy and data protection issues at the design phase of any system, service, product or process and then throughout the lifecycle. Understanding a sample provider use or lack of use of” data protection by design” can help you understand its data protection compliance posture.*

Ipsos complies with the privacy by design and by default principle re-enforced by the GDPR/EU Regulation effective since May 2018 and adopted since then by many other countries’, assessing for security and privacy risks all its new initiatives (new research methodologies, technologies, new research products, operational / production flows, etc.) processing personal data, conducting the Data Protection Impact Assessments (DPIAs) when necessary, documenting its end-to-end research flows and/or panel management processes by building Data Flow Diagrams (DFDs), overseeing personal data traceability across its systems / tools and platforms. For on-going research activities, Ipsos maintains the Registries of Processing Activities, tracking and monitoring any changes in its tools/systems and flows used for processing personal data.

Ipsos regularly conducts internal quality, security, and data protection / privacy audits, revising the processes used in end-to-end operations, identifying the security and data protection risks and implementing remediations plans containing corrective actions when necessary.

**35. What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedure(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?**

**Context:** *Information security frameworks such as ISO 27001 or SOC 2 are accepted and recognized frameworks for information security compliance. Understanding which framework(s) a sample provider uses or if a sample provider doesn't use such a framework can help you understand the sample provider's information security compliance posture.*

Ipsos designed, documented, and implemented an information security framework based on industry standards and global best practices, including but not limited to ISO 27001:2013 standard. Each Ipsos group entity follows the global management framework documented in policies issued according to the information security and data privacy requirements.

The global information security management system includes a set of thoroughly documented and formalized policies and processes, cascaded to all Ipsos entities, ensured within the IT infrastructure, such as Information Management Policy, Information Security Policy, Access Management Policy, Risk Management process, Incident Management Policy, Change Management Policy, Vendor Management Policy, Vulnerability Management Policy, Patch Management Policy, etc.

Under the supervision of the Global Information Security team, Ipsos asset owners, country IT managers have been delegated with information security and data privacy responsibilities, documented in the Ipsos Information Management Policy.

Ipsos entities ISO 27001-certified have implemented a risk management process based on standard requirements. The risk management implemented practices include the assessment of risks and opportunities by the relevant asset owners: for each asset, the organizational impact is evaluated from the confidentiality, integrity and availability perspective; threats are identified and ranked from the probability of occurrence perspective; vulnerabilities are identified and ranked from the ease of exploit perspective. Based on the value generated, risks are classified as High, Medium and Low – depending on the value interval. Risks with values high and medium will require mitigation controls to be reduced to an acceptable level, risks with values low – are considered acceptable risks, risks with values high and medium that cannot be reduced to an acceptable risk level require management validation.

Information Security and Data Protection and Privacy awareness programs are valid at Ipsos corporate level, are available to all Ipsos employees on the global training center platform and are focused on the key acceptable practices and policies.

Ipsos has mutually agreed contractual terms comprising of Information Security, Data Privacy, relevant IT controls ensuring privacy by design, by default for the outsourced services. All subcontractors are managed as per Ipsos Supplier Assessment and Approval Policy; the vetting process consists of validating Information security, Data Privacy and IT operations controls and compliance with Ipsos standards and requirements.

Globally managed hosting providers, hosting Ipsos platforms are required to be ISO 27001 certified and / or SOC 2/ SSAE18 type 2 annual audited. Ipsos reviews annually the ISO 27001 certification status and SOC 2/SSAE18 type 2 audit reports and monthly / periodic service reviews.

Ipsos information security measures fall under two broad categories: Physical Security and Logical Security. These practices are applied at all Ipsos data centers and managed-hosting providers.

Physical Security measures include the following:

- 24/7 security guards at our managed hosting providers
- Night Guard for Ipsos Data Centers (guard can be reached 24/7)
- Mandatory sign in by all staff
- Authorized staff only permitted to access data center. All vendors are escorted while on premise
- Mantrap at our managed hosting provider
- Data center walls extended to ceiling
- Monitored alarm system
- CCTV at our managed hosting provider
- Fire Suppression System

- Statement on Auditing Standards compliance: SSAE18 / SOC2 Type 2 Certification at our managed hosting providers

Logical Security measures include the following:

- Firewalls with DMZ
- Monitored IDS
- Change Management Process
- Segregation of duties
- Access Control (Request / Authorization / Verification / Termination)
- Scheduled audit of accounts
- Password Policy
- Restricted Domain Admin access – named only
- No generic accounts allowed
- Logical control: all rights to directories are kept at the group level in order to provide confidentiality of our various clients
- Anti-Virus procedure
- TLS 1.2 or greater versions available for encrypting personal data / survey data in transit over public networks
- Information Security Awareness Program
- Regular scheduled network vulnerability scans
- Regular scheduled application vulnerability scans and application penetration testing
- Server and PC Hardening Policy
- Data Retention / Destruction Policy
- Backup Policy
- Business Continuity and Disaster Recovery Plan

Ipsos entities certified against standards like 27001, 20252, ISO 9001 go through internal and external auditing schemes, including quality and information security requirements.

The internal audit programs include reviews and checks against Information Security controls and Privacy and Data Protection criteria, to ensure compliance against applicable privacy laws and applicable information security, and data protection standards, internal documented policies and procedures. Corrective and preventative action plans are documented, constantly reviewed and followed up for implementation.

Ipsos in North America and Ipsos Interactive Services largest operational hub located in Romania, which coordinates the Ipsos global panel infrastructure are annually audited and certified in accordance with ISO 27001. Ipsos Interactive Services is also certified in accordance with ISO 20252, Market Research and ISO 9001, Quality Management.

### 36. Do you certify to or comply with a quality framework such as ISO 20252?

**Context:** *ISO 20252 is an international quality standard recognized by many market research industry associations. In addition to requirement for a system to manage research processes, it explicitly addresses requirements for data protection and information security compliance.*

At Ipsos global level, the corporate framework of policies and procedures developed in accordance with the industry requirements as well as the Ipsos Professional Code of Conduct and Ethics are maintained to ensure compliant approaches in all research

activities across Ipsos; independent audits and certification schemes are also maintained in key areas.

The Ipsos Interactive Services entity in Romania ensures the backbone of global processes and platforms for systematic panel management, sampling and online data collection are certified and annually audited independently according to three ISO standards: ISO 20252 - Market, opinion and social research, ISO 27001 - Information Technology Security Techniques Information Security Management Systems Requirements, ISO 9001 - Quality Management Systems Requirements.

The global processes and tools maintained and streamlined by Ipsos Interactive Services for online panels, sampling and data collection operations, validated by the global experts and process owners are applied in a similar way in any region we activate, in accordance with the ISO 20252 requirements and the Information Security corporate framework. The Ipsos Interactive Services robust and transparent operational model is established across geographies, and considers regional specificities, legal requirements, regulatory and standard exigencies.

Our documented, auditable processes include validation and checking gates, pretesting phases, change management steps, aimed at reducing risks and providing effective outputs in key stages of data collection, data management and within the respondents' recruitment, management, and engagement processes.

We collaborate with subcontractors who undergo thorough selection and monitoring processes, including criteria such as adherence to the codes of practice of the industry, similar working standards, proofs of compliance with the ISO prerequisites, etc.

We apply a sound methodology for risk identification, assessment, and mitigation both for key processes and at global infrastructure and platforms level, for securing client-provided, survey and respondent-data confidentiality.

Comprehensive training programs are put together to enhance our teams' expertise in online research as well as to increase awareness on information security and data privacy/data protection. The security and privacy/data protection trainings are mandatory to all Ipsos employees on an annual basis, in all Ipsos offices/entities, and are included in the newcomers onboarding trainings/induction program.

Our certifications prove that we focus on lessons learned, follow up on client feedback, and audit results. We perform analyses of various indicators for ensuring fact-based decisions on improvement initiatives. We are constantly looking to streamline and automate processes for increased quality, timing and performance while ensuring compliant approaches and delivery of online research services according to the requirements of all interested parties.





# Metrics

## What this section is about

This section lists common sample and data health metrics. Reviewing metrics periodically can serve as the basis for a conversation with sample providers about consistency and reliability, as well as whether the sample is appropriate for the population and business question being examined. Unexpected or unexplained shifts in metrics may also indicate the potential for bias or error. While not all of these metrics are required and there are no benchmarks on the “right answers,” providing transparency over time will create a meaningful dialogue about quality and utility.

**37. Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use.**

1. Average qualifying or completion rate, trended by month
2. Percent of paid completes rejected per month/project, trended by month
3. Percent of members/accounts removed/quarantined, trended by month
4. Percent of paid completes from 0-3 months tenure, trended by month
5. Percent of paid completes from smartphones, trended by month
6. Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month
7. Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)
8. Average number of paid completes per member, trended by month (potentially by cohort)
9. Active unique participants in the last 30 days
10. Active unique 18-24 male participants in the last 30 days
11. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview
12. Percent of quotas that reached full quota at time of delivery, trended by month

Upon request, we can provide clients with the structure of any panel broken down by all major demographics, paired with activity metrics.

All statements of capacity and feasibility made to clients are provided with an "as of" date due to dynamic nature of its composition.