



**CLIQUERY**

**ESOMAR 28**

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# ABOUT COMPANY

**Cliquery is a developing organisation that offers global standard market research solutions. We serve as an exceptional conduit between insights experts. who is interested in hearing other people's ideas and viewpoints as well as others who want to share their own. Every project's execution is planned to enhance value provision and analysis. Practical insights will be of use to our clients. Every learning experience is different. Any company must have the ability to make strategic decisions. As a result, we deliver higher quality services with a better success rate and more responses.**



# ESOMAR 28 QUESTIONS RESEARCH ANSWERS TO HELP ONLINE RESEARCH BUYERS

THE 28 QUESTIONS COVER THE FOLLOWING AREAS:

COMPANY PROFILE-----  
SAMPLE SOURCES AND RECRUITMENT-----  
SAMPLING AND PROJECT MANAGEMENT-----  
PANEL MANAGEMENT-----  
DATA QUALITY AND VALIDATION-----  
POLICIES AND COMPLIANCE-----

## COMPANY PROFILE

### **Q1. WHAT EXPERIENCE DOES YOUR COMPANY HAVE WITH PROVIDING ONLINE SAMPLES FOR MARKET RESEARCH?**

OUR PANEL TEAM IS COMMITTED TO OFFERING SAMPLES FOR VARIOUS GEOGRAPHIC AREAS FOR BOTH B2C AND B2B CLIENTS. AS A SAMPLE VENDOR, WE'VE HELPED PLENTY OF CUSTOMERS BY GIVING THEM PREMIUM GOODS AT REASONABLE PRICES BASED ON THEIR PARTICULAR REQUIREMENTS. WE COMBINE OUR EXTENSIVE EXPERIENCE IN THE FIELD OF ONLINE MARKET RESEARCH WITH CUTTING-EDGE TECHNOLOGY TO CARRY OUT ONLINE FIELD SURVEYS FOR A HUGE NUMBER OF MARKET RESEARCH BUREAUS AND COMPANIES. OUR ONLINE PANELS WILL CONTINUE TO RECEIVE IMPROVEMENTS AND EXPANSION. WE ARE DIFFERENT FROM OTHER PANELS IN THAT WE WOULD RATHER INVEST IN LARGE PANELS IN FEWER COUNTRIES THAN IN NUMEROUS TINY PANELS IN NUMEROUS COUNTRIES.

# **SAMPLE SOURCES AND RECRUITMENT**

**Q2. PLEASE DESCRIBE AND EXPLAIN THE TYPE(S) OF ONLINE SAMPLE SOURCES FROM WHICH YOU GET RESPONDENTS. ARE THESE DATABASES? ACTIVELY MANAGED RESEARCH PANELS? DIRECT MARKETING LISTS? SOCIAL NETWORKS? WEB INTERCEPT (ALSO KNOWN AS RIVER) SAMPLES?**

WE'VE BEEN PUTTING A LOT OF EFFORT INTO BUILDING THE MOST VARIED ONLINE PANEL WE CAN. OUR RESPONDENTS GO THROUGH A TWO-STEP PROCESS TO SIGN UP. THE RELATIONSHIP WITH THESE NEW MEMBERS IS THEN STRENGTHENED VIA A RETENTION PROGRAMME FOCUSED ON CARE, HONESTY, AND TRUST. TO GENERATE A WELL-STRATIFIED SAMPLE, CLIQQUERY USES A VARIETY OF RECRUITING AND CONTACT TACTICS (OFFLINE, INTERNET, TARGETED, & NON-TARGETED). THE MOST POPULAR RECRUITMENT CHANNELS INCLUDE NEWSLETTER ADVERTISING, BANNER AND POP-UP ADS ON REGULAR WEBSITES, MAILING EMAIL LISTS, AND RECRUITING OVER THE PHONE. FOR DIFFICULT-TO-REACH TARGET GROUPS LIKE SPECIALISTS OR ELDERLY, WE CAN USE CONVENTIONAL ADVERTISING IN SPECIALISED PERIODICALS.

**Q3. IF YOU PROVIDE SAMPLES FROM MORE THAN ONE SOURCE: HOW ARE THE DIFFERENT SAMPLE SOURCES BLENDED TOGETHER TO ENSURE VALIDITY? HOW CAN THIS BE REPLICATED OVER TIME TO PROVIDE RELIABILITY? HOW DO YOU DEAL WITH THE POSSIBILITY OF DUPLICATION OF RESPONDENTS ACROSS SOURCES?**

IF THE INTENDED TARGET GROUP IS PRESENT IN MORE THAN ONE OF THE AVAILABLE SOURCES, WE GUARANTEE A SUITABLE MIXTURE. THE SAMPLE MIX IS GOVERNED BY A SET OF RULES THAT MAKE SURE THAT THE RISKS OF SOURCE BIAS AND PANEL UTILISATION ARE KEPT TO A MINIMUM. TO ENSURE THAT THERE ARE NO DUPLICATES IN ANY ONLINE SAMPLE, OUR PLATFORM USES A VARIETY OF TECHNOLOGIES AND CONTROLS. THE PLATFORM OFFERS SUPPORT FOR BOTH RELEVANTID AND TRUESAMPLE.

## **Q4. ARE YOUR SAMPLE SOURCE(S) USED SOLELY FOR MARKET RESEARCH? IF NOT, WHAT OTHER PURPOSES ARE THEY USED FOR?**

ONLY PANELLISTS FOR MARKET RESEARCH STUDIES ARE CHOSEN. PEOPLE WHO HAVE NOT SIGNED UP FOR OUR PANEL ARE NOT SENT SURVEYS BY MAIL. WE NEVER DIVULGE PRIVATE INFORMATION TO CUSTOMERS OR BUSINESS PARTNERS.

## **Q5. HOW DO YOU SOURCE GROUPS THAT MAY BE HARD-TO-REACH ON THE INTERNET?**

CLIQQUERY WORKS WITH A NUMBER OF PARTNERS TO DISCOVER ONLINE RESPONDENTS FROM HARD-TO-REACH POPULATIONS LIKE RACIAL AND ETHNIC MINORITIES, YOUNG PEOPLE, THE ELDERLY, AND CORPORATE RESPONSES. WE ARE ABLE TO CONVINCE THESE DIFFICULT PANEL MEMBERS TO JOIN CLIQQUERY THANKS TO OUR IMPROVED INCENTIVE PROGRAMME. WE OFFER CATI/CLT METHOD TO OUR CUSTOMERS WHEN WE NEED TO REACH AN AUDIENCE THAT IS CHALLENGING TO REACH ONLINE. FOR PROJECTS IN INDIA, WE ONLY USE THE CLT STRATEGY, WHERE WE RECRUIT RESPONDENTS OFFLINE AND INVITE THEM TO A CENTRAL LOCATION TO COMPLETE THE SURVEY ONLINE. THE INTERVIEW IS SELF-ADMINISTERED IN THIS WAY, JUST LIKE AN INTERNET POLL, SO THERE IS NO INTERVIEWER BIAS. HOWEVER, WE ONLY USE THIS PROCEDURE WITH OUR CUSTOMER'S PERMISSION.

**Q6. IF, ON A PARTICULAR PROJECT, YOU NEED TO SUPPLEMENT YOUR SAMPLE(S) WITH SAMPLE(S) FROM OTHER PROVIDERS, HOW DO YOU SELECT THOSE PARTNERS? IS IT YOUR POLICY TO NOTIFY A CLIENT IN ADVANCE WHEN USING A THIRD PARTY PROVIDER?**

WE MAKE AN EFFORT TO PROVIDE THE BEST SAMPLE FROM OUR VERIFIED PARTNER LIST TO OUR CLIENTS. THE SELECTION OF PARTNERS IS BASED ON EACH PARTNER'S CAPABILITIES, PRACTICALITY, CUSTOMER REQUIREMENTS, AND BUDGET. THE CLIENT IS INFORMED AND FULLY INVOLVED IN THE DECISION-MAKING PROCESS IF AN OCCURRENCE ARISES THAT SUGGESTS THE ADDITION OF NEW PARTNERS.

## **SAMPLING AND PROJECT MANAGEMENT**

**Q7. WHAT STEPS DO YOU TAKE TO ACHIEVE A REPRESENTATIVE SAMPLE OF THE TARGET POPULATION?**

DEPENDING ON THE CLIENT'S CONFIRMED PROFILING PARAMETERS, OUR INITIAL SAMPLE SELECTION IS EXTENSIVE. THEN WE EXCLUDE RESPONDENTS BASED ON THEIR PARTICIPATION FREQUENCY, THE TOTAL NUMBER OF SURVEYS THEY COMPLETED IN A CERTAIN TIME FRAME, AND SO FORTH. SINCE THE ACTUAL PANEL MANAGER SELECTS AND DISQUALIFIES POTENTIAL RESPONDENTS IN ACCORDANCE WITH CLIENT REQUIREMENTS AND EXPERT JUDGEMENT REGARDING WHAT IS REQUIRED TO MEET THE CLIENT'S REQUIREMENTS, THIS INDIVIDUAL IS THE CONTROLLING FACTOR.

## **Q8. DO YOU EMPLOY A SURVEY ROUTER?**

YES, THE SURVEY ROUTER AND DYNAMIC PROFILER ARE BUILT WITHIN OUR PLATFORM, OPTIMIZER. BY ADDRESSING SHORTCOMINGS IN FIRST-GENERATION STAND-ALONE ROUTER SYSTEMS, WHICH CAN RESULT IN A NEGATIVE PANELLIST EXPERIENCE AND HIGHER PANELLIST ATTRITION, THIS OPTIMIZER INCREASES PANEL REACH AND SAMPLING EFFICIENCY.

### **BENEFITS INCLUDE:**

1. IT MIGHT JUST SAVE ROUTING QUALIFICATION INFORMATION IN A PANEL MEMBER'S PROFILE, DEEPENING PERMISSION-BASED PROFILING. THIS MAKES IT POSSIBLE TO BETTER TARGET SURVEYS TO PANELLISTS.
2. IT GIVES PANEL MEMBERS A BETTER EXPERIENCE WITH OPTIMISATION AND ROUTING BY UTILISING CURRENT PANEL MEMBER PROFILE INFORMATION WHEN MATCHING A PANELLIST TO A SURVEY, CUTTING DOWN ON THE NUMBER OF QUALIFYING QUESTIONS AND THE TIME REQUIRED IN THE OPTIMISATION AND ROUTING PROCESS.
3. PRESERVING PANELLISTS' ENTHUSIASM, MOTIVATION, AND INTEREST IN PARTICIPATING IN SURVEYS. BOTH SOURCES AND PROJECTS CAN BE MANAGED BY THE ROUTER.

## **Q9. IF YOU USE A ROUTER: PLEASE DESCRIBE THE ALLOCATION PROCESS WITHIN YOUR ROUTER. HOW DO YOU DECIDE WHICH SURVEYS MIGHT BE CONSIDERED FOR A RESPONDENT? ON WHAT PRIORITY BASIS ARE RESPONDENTS ALLOCATED TO SURVEYS?**

EACH RESPONDENT GETS A PERSONAL EMAIL INVITING THEM TO TAKE PART IN THE STUDY. THE PLATFORM WILL ATTEMPT TO MATCH THE RESPONDENT TO ANOTHER AVAILABLE STUDY USING THE RESPONDENT'S SAVED PROFILE IF THE RESPONDENT IS NOT ELIGIBLE FOR THE INTENDED SURVEY (SCREENED OUT, QUOTA FILLED). NO QUALIFYING QUESTIONS ARE ASKED IF THERE IS A MATCH. THE PANELLIST WILL BE ASKED THE REMAINING QUALIFYING QUESTIONS IF THERE IS JUST A PARTIAL MATCH. AT ANY POINT DURING THE PROCESS, THE RESPONDENT HAS THE CHOICE TO WITHDRAW.

## **Q10. IF YOU USE A ROUTER: WHAT MEASURES DO YOU TAKE TO GUARD AGAINST, OR MITIGATE, ANY BIAS ARISING FROM EMPLOYING A ROUTER? HOW DO YOU MEASURE AND REPORT ANY BIAS?**

WE ONLY USE THIS TO INVESTIGATIONS THAT ARE UNLIKELY TO BE AFFECTED NEGATIVELY BY OR INFLUENCED BY AVAILABLE ROUTED TRAFFIC. BY SELECTING A LARGE AND VARIED MIX OF TARGET POPULATIONS, WE LESSEN THE LIKELIHOOD OF ROUTER BIAS. OUR TOOL DOESN'T USE ROUTING ALGORITHMS THAT MIGHT LEAD TO THE SYSTEMATIC PRIORITISATION OF PARTICULAR CATEGORIES OR STUDIES, WHICH WOULD LEAD TO BIAS. THE CRUCIAL COMPONENT OF THE ROUTING METHOD IS RANDOMIZATION.

## **Q11. IF YOU USE A ROUTER: WHO IN YOUR COMPANY SETS THE PARAMETERS OF THE ROUTER? IS IT A DEDICATED TEAM OR INDIVIDUAL PROJECT MANAGERS?**

THE SENIOR MANAGEMENT ESTABLISHES BROAD AND FAR-REACHING NORMS FOR INVOLVEMENT. THESE SETTINGS CAN ONLY BE SEEN OR CHANGED BY A CAREFULLY SELECTED AND RESTRICTED NUMBER OF ADMINISTRATORS.

## **Q12. WHAT PROFILING DATA IS HELD ON RESPONDENTS? HOW IS IT DONE? HOW DOES THIS DIFFER ACROSS SAMPLE SOURCES? HOW IS IT KEPT UP-TO-DATE? IF NO RELEVANT PROFILING DATA IS HELD, HOW ARE LOW INCIDENCE PROJECTS DEALT WITH?**

ALL USERS ARE REQUESTED TO PROVIDE BASIC DEMOGRAPHIC INFORMATION AS WELL AS INFORMATION ON THE ONLINE SURVEY TOPICS THAT ARE MOST POPULAR. THIS INCLUDES DETAILS SUCH AS AGE, GENDER, LOCATION, FAMILY STATUS, EMPLOYMENT, INCOME, EDUCATION, AND SO FORTH. THE PANELLISTS ARE ALSO HIGHLIGHTED ON A VARIETY OF SUBJECTS, SUCH AS MEDIA, TECHNOLOGY, TRAVEL, VEHICLES, AND A HOST OF OTHER AREAS. YOU ARE UNDER NO OBLIGATION TO ANSWER THESE ADDITIONAL PROFILE QUESTIONS. ADDITIONALLY, PANELLISTS HAVE THE OPTION TO RESPOND TO MORE GENERAL QUESTIONS FROM THE LIST AFTER COMPLETING A SURVEY (AS A COMPLETE, QUOTA-FULL, OR SCREENED-OUT PARTICIPANT) IN ORDER TO KEEP THEIR PROFILE UP TO DATE.

## **Q13. PLEASE DESCRIBE YOUR SURVEY INVITATION PROCESS. WHAT IS THE PROPOSITION THAT PEOPLE ARE OFFERED TO TAKE PART IN INDIVIDUAL SURVEYS? WHAT INFORMATION ABOUT THE PROJECT ITSELF IS GIVEN IN THE PROCESS? APART FROM DIRECT INVITATIONS TO SPECIFIC SURVEYS (OR TO A ROUTER), WHAT OTHER MEANS OF INVITATION TO SURVEYS ARE RESPONDENTS EXPOSED TO? YOU SHOULD NOTE THAT NOT ALL INVITATIONS TO PARTICIPATE TAKE THE FORM OF EMAILS.**

WE DESIGNED OUR OWN PLATFORM INVITES USING THE PANEL ADMINISTRATOR DASHBOARD SETTINGS. EMAIL INVITATIONS CONTAIN ALL THE ELEMENTS MANDATED BY ISO 20252:

1. A BROAD SUMMARY OF THE PROJECT'S GOAL.
2. THE ANTICIPATED LENGTH OF THE INTERVIEW.
3. A DECLARATION STATING THAT EACH RESPONDENT'S COMMENTS ARE SECRET AND ANONYMOUS.
4. THE SUBMISSION DEADLINE FOR FINISHED RESPONSES (IF APPLICABLE).
5. OBTAIN FULL ACCESS TO THE TERMS AND CIRCUMSTANCES OF THE PROJECT'S INCENTIVE PROVISIONS.
6. PROVIDE AN EXPLANATION IF THE INVITATION WAS SENT ON BEHALF OF ANOTHER RESEARCH SERVICE PROVIDER.
7. THE ABILITY FOR PANEL MEMBERS TO UNSUBSCRIBE OR OPT OUT OF FUTURE RESEARCH.
8. A SUITABLE PRIVACY POLICY OR STATEMENT.

IF THE RESPONDENT NEEDS TO ACCOMPLISH A CERTAIN TASK OR HAS A PARTICULAR SOFTWARE OR CAPABILITY ON THEIR PC, LAPTOP, MOBILE DEVICE, OR OTHER DEVICE, THERE ARE ALSO CLEAR INSTRUCTIONS IN THE INVITATION. THERE IS A "DECLINE" OPTION IN THE EMAIL IF YOU DECIDE NOT TO TAKE PART IN THE POLL. A SUPPORT EMAIL ADDRESS IS ALSO INCLUDED IN THE INVITATION IN CASE YOU HAVE ANY QUERIES ABOUT THE SURVEY.

## **Q14. PLEASE DESCRIBE THE INCENTIVES THAT RESPONDENTS ARE OFFERED FOR TAKING PART IN YOUR SURVEYS. HOW DOES THIS DIFFER BY SAMPLE SOURCE, BY INTERVIEW LENGTH, BY RESPONDENT CHARACTERISTICS?**

IT IS CRITICAL THAT A RESPONDENT BE APPROPRIATELY REWARDED FOR TAKING THE TIME TO OFFER HIS OR HER THOUGHTS. WE REWARD EACH RESPONDER WHO PARTICIPATES IN AND COMPLETES OUR SURVEY. THE LENGTH OF THE INTERVIEW DETERMINES THE NUMBER OF POINTS GRANTED (LOI). PANELISTS CAN REDEEM THEIR PRIZES IN CASH DELIVERED TO THEIR BANK ACCOUNTS AFTER THEY ACHIEVE A REDEMPTION LEVEL DETERMINED BY US (E.G. VIA PAYPAL) THE QUANTITY OF POINTS GRANTED IS DETERMINED BY THE NATURE AND DIFFICULTY OF THE SURVEY. THE ACTUAL QUANTITY OF REWARD POINTS VARIES EACH QUESTION AND IS EXPLICITLY INDICATED AT THE START OF EACH SURVEY.

## **Q15. WHAT INFORMATION ABOUT A PROJECT DO YOU NEED IN ORDER TO GIVE AN ACCURATE ESTIMATE OF FEASIBILITY USING YOUR OWN RESOURCES?**

WHEN OUR CLIENT MAKES THEIR INITIAL REQUEST, WE SEARCH FOR THE FOLLOWING DETAILS:

1. THE DEMOGRAPHIC DATA (REGIONS, AGE, GENDER, ETC.)
2. ANY NON-DEMOGRAPHIC TARGETING OR BEHAVIOURAL FACTORS REQUIRED FOR QUALIFICATION.
3. ANY QUOTAS OR SUB-QUOTAS THAT MUST BE MET
4. IF NECESSARY, FURTHER SAMPLING (DEPLOYMENT) REQUIREMENTS (SUCH AS THE DEPLOYMENT OF CENSUS REPRESENTATIVES OR THE START OF THE SURVEY WITH BALANCED SEND-OUTS)
5. INCIDENCE RATE (IR).
6. LENGTH OF INTERVIEW (LOI).

## **Q16. DO YOU MEASURE RESPONDENT SATISFACTION? IS THIS INFORMATION MADE AVAILABLE TO CLIENTS?**

WE DO, IN FACT. THE LENGTH, LOGIC, AND LANGUAGE OF THE SURVEY ARE SOME OF THE ITEMS THAT RESPONDENTS ARE ASKED REGARDING THEIR SURVEY PARTICIPATION EXPERIENCE. THEY ALSO HAVE THE OPTION TO LEAVE FEEDBACK IN AN OPEN TEXT BOX. WE THEN COMBINE ALL OF THIS DATA ON OUR SYSTEM AND ANALYSE IT BOTH GLOBALLY AND FOR SPECIFIC INDIVIDUALS.

## **Q17. WHAT INFORMATION DO YOU PROVIDE TO DEBRIEF YOUR CLIENT AFTER THE PROJECT HAS FINISHED?**

IF A PROJECT IS COMPLETED, WE CAN PROVIDE THE CUSTOMER WITH A DE-BRIEF REPORT. A CLEAN DATA MAP IS GIVEN IF THE SURVEY HAS BEEN CODED ON OUR SYSTEM. WE ALSO SEND OUT A FEEDBACK SURVEY TO OUR CLIENTS IN ORDER TO BETTER UNDERSTAND THEIR EXPERIENCE AND EXPECTATIONS, AND, IF NECESSARY, TO ENHANCE OUR SERVICE QUALITY

## **DATA QUALITY & VALIDATION**

## **Q18. WHO IS RESPONSIBLE FOR DATA QUALITY CHECKS? IF IT IS YOU, DO YOU HAVE IN PLACE PROCEDURES TO REDUCE OR ELIMINATE UNDESIRED BEHAVIOURS, SUCH AS (A) RANDOM RESPONDING, (B) ILLOGICAL OR INCONSISTENT RESPONDING, (C) OVERUSE OF ITEM NONRESPONSE (E.G. “DON’T KNOW”) OR (D) SPEEDING (TOO RAPID SURVEY COMPLETION)? PLEASE DESCRIBE THESE PROCEDURES.**

YES, IF THE SURVEY IS CODED AT OUR END, WE DO HANDLE ALL INTERNAL QUALITY CONTROLS TO MAKE SURE THAT NO BOGUS RESPONDENTS COMPLETE IT. WE ADVISE CLIENTS TO EMPLOY APPROPRIATE VALIDATION TESTS, SUCH AS ANALYSIS OF QUESTIONNAIRE COMPLETION TIME, DATA OUTLIERS, UNANSWERED QUESTIONS, AND PATTERNED RESPONSES, IF PROGRAMMING IS DONE ON THEIR END

ADDITIONALLY, WE URGE OUR CLIENTS TO CONDUCT SURVEYS THAT CONTAIN STRAIGHT-LINE, RED HERRING, AND OTHER DATA QUALITY CHECKS. RESPONDENTS ARE NOT CONSIDERED COMPLETES AND ARE NOT ELIGIBLE FOR INCENTIVES IF THEY FAIL TO PASS THESE CHECKS.

CLIENT-REPORTED SURVEY FRAUDSTERS ARE ELIMINATED BY OUR PROJECT MANAGERS, AND THEIR IDS ARE NOTED. A PANEL MEMBER IS REMOVED IF THEY OBTAIN "THREE STRIKES."

**Q19. HOW OFTEN CAN THE SAME INDIVIDUAL BE CONTACTED TO TAKE PART IN A SURVEY WITHIN A SPECIFIED PERIOD WHETHER THEY RESPOND TO THE CONTACT OR NOT? HOW DOES THIS VARY ACROSS YOUR SAMPLE SOURCES?**

WE KEEP TRACK OF HOW FREQUENTLY EACH PANELLIST USES OUR PLATFORM. EACH PANELIST'S REACTION IS LIKEWISE ASSESSED. A PANELLIST MAY BE EASILY ADDED OR DELETED FROM ANOTHER SURVEY BECAUSE WE SAVE COMPREHENSIVE DATA ON EACH PANELIST'S INVOLVEMENT IN EACH POLL. DEPENDING ON HIS OR HER PROFILE AND COUNTRY, A PANELLIST WILL TYPICALLY RECEIVE ONE TO TWO SURVEYS EVERY WEEK TO ENSURE THAT THEY DON'T GET TOO MANY INVITATIONS. REGARDLESS OF THE SAMPLE SOURCE, OUR POLICY PERMITS JUST ONE INVITE AND ONE REMINDER FOR A SINGLE SURVEY OPPORTUNITY.

**Q20. HOW OFTEN CAN THE SAME INDIVIDUAL TAKE PART IN A SURVEY WITHIN A SPECIFIED PERIOD? HOW DOES THIS VARY ACROSS YOUR SAMPLE SOURCES? HOW DO YOU MANAGE THIS WITHIN CATEGORIES AND/OR TIME PERIODS?**

DEPENDING ON THE PARAMETERS FOR THE PANEL AND THE PANELLIST, THIS CAN HAPPEN ANYWHERE BETWEEN ONCE A MONTH AND THREE TIMES PER WEEK. THE SAME SURVEY CAN ONLY BE COMPLETED ONCE BY EACH PANELLIST. DE-DUPLICATION, RE-USE, AND THE LENGTH OF THE LOCKOUT PERIOD FOR QUOTA-FULL OR TERMINATED PROJECTS ARE DEFINED FOR EACH PROJECT BASED ON THE PREFERENCES OF THE CUSTOMER. NO RE-ENTRY IS ALLOWED ONCE AN OFFICIAL STATUS (COMPLETE, TERMINATE, ETC.) HAS BEEN REACHED.

THE CUSTOMER DETERMINES THE DE-DUPLICATION, RE-USE, OR LOCK-OUT LENGTH FOR SUBSEQUENT WAVES FOR TRACKING SURVEYS.

**Q21. DO YOU MAINTAIN INDIVIDUAL LEVEL DATA SUCH AS RECENT PARTICIPATION HISTORY, DATE OF ENTRY, SOURCE, ETC., ON YOUR SURVEY RESPONDENTS? ARE YOU ABLE TO SUPPLY YOUR CLIENT WITH A PROJECT ANALYSIS OF SUCH INDIVIDUAL LEVEL DATA?**

WE KEEP COMPLETE PANELLIST PARTICIPATION INFORMATION, SUCH AS THE DATE THE PANELLIST JOINED AND THE DATE THEY STOPPED PARTICIPATING, SURVEY TRANSACTION HISTORY, REDEMPTIONS, REWARD POINT TRANSACTIONS, AND SO ON. IF REQUIRED, WE CAN GIVE OUR CLIENT THIS INFORMATION ON AN INDIVIDUAL BASIS. THE DATA IS DELETED WHEN A PANELIST'S ACCOUNT IS TERMINATED.

**Q22. DO YOU HAVE A CONFIRMATION OF RESPONDENT IDENTITY PROCEDURE? DO YOU HAVE PROCEDURES TO DETECT FRAUDULENT RESPONDENTS? PLEASE DESCRIBE THESE PROCEDURES AS THEY ARE IMPLEMENTED AT SAMPLE SOURCE REGISTRATION AND/OR AT THE POINT OF ENTRY TO A SURVEY OR ROUTER. IF YOU OFFER B2B SAMPLES WHAT ARE THE PROCEDURES THERE, IF ANY?**

WE PROVIDE A NUMBER OF FEATURES TO DEAL WITH PROFESSIONAL/DUPLICATE REPLIES. IN ORDER TO COLLECT A RANGE OF RESPONSES, INCLUDING ACTIVE AND INACTIVE PANELLISTS, THE TECHNIQUE USES STRATIFIED SAMPLING. THE SURVEY'S LENGTH IS EVALUATED AND CONTRASTED WITH RESPONDENTS' INDIVIDUAL RESPONSES. MULTIPLE PANEL RESPONDENTS ARE RECOGNISED BY EMAIL ADDRESS AND NAME BY THE SYSTEM, AND THEY ARE REJECTED. THE POSTAL ADDRESS AND BANK INFORMATION ARE ALSO CHECKED, IF THE PAYMENT METHOD PERMITS IT. OUR PANEL QUALITY STAFF REGULARLY REVIEWS PANEL DATA TO SPOT "FRAUDULENT" OR "INATTENTIVE" PANELLISTS. BEFORE PROJECT START AND AFTER PROJECT COMPLETION, OUR PROJECT MANAGERS PROVIDE CUSTOMERS WITH FEEDBACK ON ANY POTENTIAL ISSUES THAT MAY HINDER FIELDWORK

# **POLICIES & COMPLIANCE**

## **Q.23 PLEASE DESCRIBE THE „OPT-IN FOR MARKET RESEARCH“ PROCESSES FOR ALL YOUR ONLINE SAMPLE SOURCES.**

PARTICIPANTS IN RESEARCH PANELS HAVE AT LEAST TWO CHOICES TO JOIN. WE CAN CONFIRM THAT THE POTENTIAL PANELLIST GENUINELY WANTS TO JOIN THE PANEL THANKS TO THE DOUBLE OPT-IN. RESPONDENTS ARE TAKEN TO THE PROPER NATION AND LANGUAGE PANEL REGISTRATION SURVEY WHEN THEY CLICK ON A LINK FROM A RESEARCH PANEL AD ON A RECRUITMENT PARTNER'S WEBSITE OR IN AN EMAIL CAMPAIGN. EACH POTENTIAL PANELLIST IS REQUIRED TO SUBMIT DEMOGRAPHIC AND HOUSEHOLD DATA, TO SUCCESSFULLY COMPLETE SOME VERIFICATION STEPS, AND TO ACCEPT THE TERMS AND CONDITIONS AND PRIVACY POLICY OF THE COUNTRY-SPECIFIC WEBSITE. A MESSAGE ASKING RECIPIENTS TO CONFIRM THEIR EMAIL ADDRESSES IS SENT TO THOSE WHO PASS THE RESEARCH CHECKS. THEY COMPLETE OUR DOUBLE OPT-IN PROCESS AND JOIN THE RESEARCH PANEL BY CLICKING A LINK IN THE EMAIL.

## **Q24. PLEASE PROVIDE A LINK TO YOUR PRIVACY POLICY. HOW IS YOUR PRIVACY POLICY PROVIDED TO YOUR RESPONDENTS?**

THE PRIVACY POLICY FOR RESEARCH FOSTERS CONFIDENCE AMONG PANELLISTS. IN EACH NATION WHERE WE RUN CONSUMER PANELS, WE HAVE SOUGHT OUT AND INCORPORATED LOCALISED LEGAL GUIDELINES AND NEEDS INTO THE POLICY. PANELLISTS MUST ACCEPT THE PRIVACY POLICY BEFORE REGISTERING FOR ONE OF OUR PANELS. THE PRIVACY POLICY, WHICH IS ALWAYS AVAILABLE TO OUR PANELLISTS VIA THE WEBSITES FOR OUR RESEARCH PANELS, COMPRISES REGIONAL PRIVACY RULES, RIGHTS, AND INFORMATION USAGE.

## **Q25. PLEASE DESCRIBE THE MEASURES YOU TAKE TO ENSURE DATA PROTECTION AND DATA SECURITY.**

A SUMMARY OF EACH OF THE METRICS IS PROVIDED BELOW. OVER-ALL SECURITY:

1. ONLY PEOPLE WITH PERMISSION ARE ALLOWED ACCESS TO THE SEPARATE ENCLOSED AREA WHERE ALL SERVER, LAN, AND NETWORKING EQUIPMENT IS HOUSED.
2. THE CLIQQUERY TEAM HAS LIMITED ACCESS TO THE REAL PANEL DATABASE DUE TO SECURITY CONCERNS.
3. TO STOP VIRUSES AND MALWARE FROM ACCESSING THE COMPANY INFRASTRUCTURE THROUGH ELECTRONIC METHODS, ANTI-SPYWARE AND OTHER SUITABLE FIRE-WALL SOFTWARE MONITOR ALL DEVICES, INCLUDING THE EMAIL SERVER, IN REAL-TIME.

### **SAMPLING SECURITY:**

1. THE DETAILS OF ANY PROJECT ARE ONLY ACCESSIBLE TO THE PERSON WHO CREATED IT.
2. USERS AUTOMATICALLY LOG OUT AFTER A SET AMOUNT OF INACTIVITY.
3. USERS MUST LOG IN WITH THEIR USERNAME AND PASSWORD
4. RESPONDENTS REACH THEIR SURVEYS BY GUIDS (GLOBALLY UNIQUE IDENTIFIERS)

### **PANEL MANAGEMENT SECURITY:**

1. INFORMATION ABOUT THE PANEL AND THE PANELLISTS IS ONLY ACCESSIBLE TO THE COMPANY'S TOP MANAGEMENT.

## 2. USERS AUTOMATICALLY LOG OUT AFTER A CERTAIN AMOUNT OF INACTIVITY.

### **Q26. WHAT PRACTICES DO YOU FOLLOW TO DECIDE WHETHER ONLINE RESEARCH SHOULD BE USED TO PRESENT COMMERCIALLY SENSITIVE CLIENT DATA OR MATERIALS TO SURVEY RESPONDENTS?**

WHEN APPLICABLE, RESPONDENTS ARE GIVEN THE CHOICE TO OPT-OUT OF THE SURVEY IF IT CONTAINS ANY SENSITIVE INFORMATION OR CONTENT, WHICH IS MADE CRYSTAL APPARENT IN THE SURVEY INVITATION. IN LIGHT OF THE DELICATE NATURE OF THE MATTER, WE OCCASIONALLY USE NON-DISCLOSURE AGREEMENTS (NDAS) WITH CLIENTS AND PANELLISTS. ALL SURVEY DATA MUST COMPLY WITH THESE NDAS, AND ANY DISCLOSURE OF CONFIDENTIAL OR PROPRIETARY INFORMATION MAY SUBJECT THE VIOLATOR TO LEGAL CONSEQUENCES. IN ORDER TO ENSURE COMPLIANCE, CLIQQUERY HAS A COMPREHENSIVE LIST OF ALL RELEVANT NATIONAL PRIVACY LAWS AND RULES. THE PROJECT MANAGER WILL QUICKLY GET IN TOUCH WITH THE CUSTOMER AND OFFER SUGGESTIONS FOR ANY NECESSARY ADJUSTMENTS IF ANY PARTS OF THE QUESTIONNAIRE OR HOW IT WAS ADMINISTERED FALL SHORT OF OUR CRITERIA FOR QUALITY. THESE DISCUSSIONS ARE ALL DOCUMENTED.

### **Q27. ARE YOU CERTIFIED TO ANY SPECIFIC QUALITY SYSTEM? IF SO, WHICH ONE(S)?**

WE DEVELOP MANY STRATEGIES AND PROCESSES TO PREVENT FRAUD AND PROFESSIONAL PANELISTS:

1. A SPECIAL URL IS GIVEN TO EACH PANELLIST FOR EVERY STUDY.

2. WE ONLY ALLOW ONE REGISTRATION PER MACHINE (WE DETECT THIS USING THE IP AND COOKIES).

3. WE LOOK AT HOW LONG IT TAKES EACH PANELLIST TO FINISH THE SURVEY. IF THE REPLIES TAKE LESS TIME THAN THE MINIMUM ALLOTTED, WE ELIMINATE THEM.
4. WE EXAMINE OPEN-ENDED RESPONSES.
5. WE DO NOT DISCLOSE THE TARGET TO OUR PANELISTS.
6. OUR REWARD MECHANISM DOES NOT ENCOURAGE "PROFESSIONAL PANELISTS."
7. WE MATCH THE INFORMATION SUPPLIED IN THE PANELISTS' PROFILES TO THE INFORMATION PROVIDED IN THE SURVEYS WE SEND TO THE PANELISTS

**Q28. DO YOU CONDUCT ONLINE SURVEYS WITH CHILDREN AND YOUNG PEOPLE? IF SO, DO YOU ADHERE TO THE STANDARDS THAT ESOMAR PROVIDES? WHAT OTHER RULES OR STANDARDS, FOR EXAMPLE COPPA IN THE UNITED STATES, DO YOU COMPLY WITH?**

YES, IN SOME INSTANCES. ONLY WITH THE EXPRESS CONSENT OF A PARENT WHO IS A PANEL MEMBER AND MUST BE PRESENT TO INTRODUCE THEIR CHILD TO THE SURVEY, CHILDREN UNDER THE AGE OF 14 MAY BE REACHED. CHILDREN ARE NEVER TARGETED DIRECTLY.

WE FOLLOW ALL ESOMAR GUIDELINES AND REGULATIONS FOR DOING ONLINE MARKET RESEARCH.