ESOMAR 36

QUESTIONS TO HELP BUYERS OF ONLINE RESEARCH 2022

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QUEST MINDSHARE™

INTRODUCTION

The primary aim of these 36 questions is to increase transparency and raise awareness of the key issues for researchers to consider when deciding whether an online sampling approach is fit for their purpose. Put another way, the aim is to help researchers to ensure that what they receive meets their expectations. The questions are also designed to introduce consistent terminology for providers to state how they maintain quality, to enable buyers to compare the services of different sample suppliers. Notes on the context of the questions explain why the questions should be asked and which issues researchers should expect to be covered in the answer.

These new questions replace ESOMAR's "36 Questions to help Research Buyers of Online Samples". ESOMAR has updated the text to recognize the ongoing development of techniques. While some of the questions remain constant, new questions have been added to incorporate new techniques and new technology in this area. In particular, this revision recognises the broad trend within the industry to build online samples from multiple sources rather than relying on a single panel.

It should be noted that these 36 questions focus on the questions that need to be asked by those buying online samples. If the sample provider is also hosting the data collection you will need to ask additional questions to ensure that your project is carried out in a way that satisfies your quality requirements.

The 36 questions complement ESOMAR's Guideline to Online Research which was revised in 2011 to add updated legal and ethical guidance and new sections on privacy notices, cookies, downloadable technology and interactive mobile.

+ 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?

Quest Mindshare and our subsidiary companies have been providing online sample to clients for the 20 years we've been in existence. During this time, we have seen a shift from the industry's heavy reliance on telephone and in-person data collection to online sampling, particularly because of the speed and availability of insights. However, it has been made clear that the benefits of operating in the digital space do not exist without risks to quality. Quest has been at the forefront of balancing the use of technology to engage with our audiences, while encouraging best practices to produce the quality outcomes that clients crave. We have never shied away from taking on a variety of different projects that span multiple industries with varied objectives, yet market research still encompasses 85%-90% of the clients we provide online panelists to.

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?

Quest's ownership and upper-level management all come from a lengthy background in the Market Research industry. This experience fuels the processes and development ideology that drive the creation of our proprietary innovations, as well as our human operations as it relates to sampling. Furthermore, the disruptive creativity that comes from the expansion of ideas from outside the industry helps guide our approach to solving the most complex industry challenges. Our teams are built with the idea that once you master the fundamentals of sample strategy and foster an ecosystem that empowers panelists, while respecting their personal privacy rights, then we can effectively create the productive and proactive mindset that is necessary for operating in an evolving industry.

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?

Quest offers programming and hosting services in a variety of data delivery option with a multitude of formats:
- Tabulations and weighting services
- Translation services
- Questionnaire grooming and logic evaluations
While we don't typically provide a large amount of analysis, we do provide data collection and panel recruitment services that go beyond basic online sampling for adhoc projects. Quest still supports some CATI, IDI, public intercept, IHUT, community recruits and other panel's recruitment efforts. We also have a dynamic in-house Development team that is ever growing and building both internal tech to support our team, as well as external SaaS offerings such as dtectTM to support and encourage quality within the MR industry.

SAMPLE SOURCES & RECRUITMENT

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

Quest Mindshare currently operates with 5 proprietary panels: Quest Mindshare, Opinion Champ, Opinion Champ+, Panel Champ and TIQ. Our legacy panel (Opinion Champ) has been cultivated for over 10 years, while our newer more targeted panels were developed with a concentration on various knowledge based B2B sub-panels. Our strategic choice of a more interactive approach to our consumer panels has fostered a more engaging user-experience. We also maintain a strong relationship with almost all the larger suppliers in the industry, as well as more niche audience suppliers throughout the globe. This allows us to either supplement our own panels when needed or aid clients who have needs that aren't ideally captured by our proprietary panels. We are always looking to bolster our own resources first and foremost, so we coordinate with affiliates regarding internal recruitment. Additionally, we explore the tech sphere for creative and innovative options to reaching audiences and adding member panelists.

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.)

The proportion of proprietary sample to other suppliers/sources used on a project is dependent on our clients' sample preferences per project. When a client asks for 100% proprietary sample, we have an obligation to provide them the feasibility from just our panels and ensure the delivery of these specific insights. We understand our clients consider that some panelists are on multiple panels, so sourcing sample from multiple suppliers is a strategy that must be carefully managed. The effects of this strategy may not produce the desired levels of data quality due to duplication, lack of data streamlining and variances in each supplier's data security measures. Regardless, we are always able to share our experience and knowledge on the best customized approach for a specific project run by a specific client. Once we understand the client goals and the details of their project, we are able to craft a well thought out, results-driven plan.

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?

Quest believes in targeted campaigns to meet our recruitment needs, so we use a variety of channels depending on past and current success analytics. We typically blend the use of affiliate networks with targeted email and social media marketing, contextual advertising, and focused media buys. The decisions around how exclusive or "open to all" a recruitment campaign or the methodology used is based on what we are trying to accomplish during that campaign, but targeted B2B campaigns are consistently invitation only with few exceptions. The use of affiliate and referral programs is a part of how we recruit, but our goal is to always let the data drive our decisions as to which channels and processes we employ for each campaign.

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 organisation and the technologies you are using. Please try to be as specific and quantify as much as you can.

We take pride in continually evaluating our panelists to ensure that we can deliver high-quality results for our clients, but the most essential part of that process is the due diligence done before an individual opts in. Quest employs a rigorous validation process for all recruits where they are deduped against current panelists using digital fingerprinting, cookies, and other location and device meta-data. We employ strict bot and proxy detection, while also checking that captured geo-location data is consistent with the information provided. Every recruit is checked against our internal and continually updated blacklist while also checking against 3rd party lists. For more specific B2B recruitment campaigns we combine our own industry expert-vetted knowledge-based testing with internal manual and outsourced verification.

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

Opinion Champ, Opinion Champ+ and other proprietary Quest Mindshare B2B panels are managed via Sample Ninja. We use the CINT exchange to house a legacy panel: Panel Champ. For our consumer panelists we have on Sample Ninja, we typically see 75% engagement with the member's app and 25% with the more traditional email invite. For B2B panelists we see a more balanced proportion with 45% member's app and 55% email.

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

Quest Mindshare has always prioritized our clients' needs and that is why we are open to being adaptable to some of the efficiencies that can be found in self-serve and programmatic sampling integrations. Currently, we are a managed service sample provider because we believe in hands-on customer service and ensuring that our clients have personalized guidance for the variety of work they bring to us. We also have an obligation to foster a healthy environment for our panelists that attempts to protect them from some of the more predatory practices that can damage panels. We will continue to build more variety into our sample delivery options while never losing sight of our mandate of maintaining the balance between project deliverables and robust panelist protections.

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?

We do not believe in only having a transactional relationship with our clients. Transparency surrounding how we are blending sources plays a significant role in building trust with customers. Quest would initiate this conversation with our clients before ever engaging partners or supplementing our proprietary sample sources. We are always open to dialogue and potential insights from our customers regarding other sample options and helping to manage those alongside what we are delivering. We would consider discussions about integration, but as of now, we do not offer integrations across the board as a basic delivery option.

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?

Quest Mindshare has built its brand by being extremely flexible to our client's requests and being able to achieve impressive results for a large variety of projects. That said, we also want to be deliberate and provide realistic feasibility to our clients, so we will decline work unfit for our variety of panels. We have specific subpanels that were recruited, developed, and successfully delivered for a spectrum of niche methodologies and targets. At our core, our team believes that we should be looking at uncertainties as opportunities not obstacles. We look forward to learning about what other ways we can provide high quality data deliverables.

SAMPLING AND PROJECT MANAGEMENT

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 quotacontrols, if any, do you recommend?

Once our project management team connects with a client on a specific project, their most important objective is to understand exactly who the target audience is. This means understanding the questionnaire's screener, doing research on the study topic, and engaging with the client directly to define exactly who they are looking to target. The next step is to completely understand the scope of what the client needs as it relates to the timeline, deliverables, and project specs. Using this information, the PMs can devise a sampling strategy that attempts to coordinate full allocation achievement with sampling efficiency and pacing. Some projects don't always run true to the original specs or perfectly along the rails of the original strategy. Quest's teams are deliberately transparent with clients about any adjustments to the sample plan so expectations about project outcomes are clear. Proactive communication and flexibility are critical factors in the development and maintenance of the relationship with our clients. Targeting, security settings and overall sample strategy would be altered as dictated by the client or the project's needs. Our sampling methodology involves determining how our client wants demographic quotas balanced or specific targetable aspects of the target population to fall out. We can adapt to a very hands-on and controlled strategy or one where we are just sampling within census-based Gen-pop parameters. Whether as a recommendation or in practice, our Project Managers will arrange quota controls for all hard and soft targets as well as any questions or demographics of interest for the client. We try our best to be anticipatory regarding quota stops and providing control for the client that they may not have asked for explicitly but suggested an interest in during conversations before going into field.

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?

For 64% of our consumer panelists, we have a minimum of 30 profile data points completed. With respect to the profile points filled out by 80% of consumer panelists, Age, Gender, Geo-location data (including Zip/Postal Code, Country, Region, State/Province, and MSA/DMA), Ethnicity, Hispanic Origin, Household Income, Employment Status, Household Decision-Maker, Education, and Age and Gender of Children are all covered. For our B2B audience, we target different profile points and understand that these panelists are more deliberate regarding what personal information they provide. For 80% of all of our B2B groupings, we have some Geo-location data, Industry, Company size, Department, Level of input into decision-making for specific departments, and Job title or knowledge-based targeting. Our panelists are encouraged and incentivized to participate in scheduled profile update exercises as well as provide dynamic profiling opportunities appended to all invitations. Specific profile data is discarded as outdated after 3 years. Our privacy policy mandates that we gain consent from our panelists before providing any personal profile data. To gain consent, we need to know what profile data points our client is requesting before we field the survey. 3rd party data appends are an option that we can provide as well.

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?

A variety of variables go into accurately determining feasibility, but we typically start with the estimated project specs (IR%, LOI, and CPI) and standard targeting demographics. We also look at past projects that have similar targeting profiles and/or recent sampling trends we've seen. After looking at all these variables together, our team has a strong understanding of what we can deliver. The variations within the project specs are why we would provide our clients with more of a range of outcomes.

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?

Quest loves a challenge, so we relish tackling difficult projects. When we do encounter a project where we don't believe we will be able to deliver the outcome that our client has requested, we proactively reach out to our customer and provide a comprehensive set of options of how we can move forward. If there is a need to bring on selected suppliers from our preferred partner network, we would discuss those options and why we think those options would work best for each scenario. We track the performance of each of the partners we engage with, so that we can be confident that our client can trust the specific blend of suppliers we would select for their project.

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.

Our experience is that most routers provide a less-than-ideal user experience for our panelists, so to this point, we have avoided using them with our panels. Simultaneously we are working on developing our own way of allowing a panelist to have multiple options to choose from if they don't qualify for the target survey that still fosters a healthy respondent experience, while also allowing us to support our customers' needs. Ultimately, we are looking to accomplish project goals while being as efficient with our panels to avoid unnecessary panel fatigue and negative panelist experiences. Our panelists are asked to participate via email invite or listing on their member's app offer wall. This is the same for all our panels, and we would fully disclose to our client if a partner selected for their work employed a router as opposed to direct invitations to singular projects.

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

We don't currently employ a router, but in any future options our focus will always be on strengthening an enjoyable panelist's experience.

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?

When providing a panelist with an invitation to our client's surveys, we prioritize avoiding anything that would bias the respondent or damage the data outcome. The only information that we provide is our best estimation of the LOI and the honorarium that we are prepared to compensate the panelist for their time. In some situations where there are specific personal data or privacy concerns regarding our client's requests, we will present text related to gaining their consent while making sure there are no references to the subject matter. We have fully vetted our partner network to ensure that they hold the same values as it relates to inserting bias into pre-survey information. But Quest will always provide any client with the invitation, or any text presented to a panelist or partner's respondent upon request.

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?

Each invitation sent to a panelist is specific to one project, but they can see all open projects that they qualify for based on their profile data within their member's app. The project opportunities are listed in the order that our platform believes that they would best qualify, and lists the LOI as well as how much the reward for their complete participation is worth.

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?

It's not uncommon for Quest to change the incentives for panelists in the course of fielding our client's projects. Sometimes the change is due to the project specifications being different than originally outlined or it can be an internal decision to increase the reward to be a boon to project engagement. Our system tracks all changes to incentives as soon as those changes are made so there is no guessing or looking back at times and dates. If our client requests a change to the panelist reward, we can easily deliver a data set that includes flags for different incentive levels.

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)?

We allow and track panelist feedback on each survey via a basic star rating system offered on the return landing page, regardless of their status. They also have the option to go more in-depth by providing us with written feedback in a comment section. We use this normative data to understand differences in panelist experience across the wide variety of projects we sample. Quest is more than happy to provide our clients with any of this aggregated data that gives them actionable feedback on the survey experience.

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

We can deliver whatever our client requests regarding the outcome of their project including a breakdown of all statuses, drop reports, aggregated survey feedback, sample analytics, and termination reports. We typically ask our clients what they need related to deliverables and craft a solution to meet their requests.

+ DATA QUALITY AND VALIDATION

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?

By default, our dtect™ security features cookie, device and IP deduping technology to ensure that a single panelist can only enter a single survey once. This is standard across our panels and network of partners. There are situations that arise where a client may request for a group or specific respondents be allowed to engage with a project multiple times. We can accommodate those edge cases as well. We have internal programmatic controls regarding panelist fatigue and data degradation that monitor panelist activity and are set to specific thresholds depending on the panel or targeting silo they reside in. Our focus is on data quality and we feel that panelist experience is paramount to that, so we make sure that we aren't over-inviting panelists or attracting professional survey takers by allowing invitation periods to remain wide open.

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?

Quest has developed our own analytics regarding panelist activity to not just avoid less than ideal outcomes regarding our client's data, but also ferret out fraud. We log and track every panelist outcome and their frequency, which is fed into machine learning models designed to guide positive experiences and customer outcomes. We endeavor to keep most of this data private as it relates to specific panelists and their privacy, but we are more than willing to have more in-depth conversations with our clients about this data. There are specific levels of delivery we could discuss that don't contradict our privacy policy.

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.

Quest acknowledges that fraud, dishonesty and panelist embellishment are some of the most crucial issues that we face on a day-to-day basis when sampling our client's surveys. We feel we have and are continuing to engage with this topic in a proactive manner with our proprietary blend of security tools and features in dtect™. One of the best ways we ensure the validity of our panelists is to track discrepancies between the profile data and knowledge testing we've done. Looking at past performance and panelist grades when moving them to specific target categorization sets us up for success, but we can include industry expert fashioned knowledge tests for specific targeting to make sure we have the right respondent for our clients. There are also a variety of profile filters we can throttle up and down to align with our sample strategy. We look forward to describing more granular proprietary verification features we employ on a project specific level with anyone who wants to partner with us on tackling this industry issue.

26. How do you manage source consistency and blend at the project level? With regard to 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?

Our clients who run trackers with us demand consistency, so we make sure that each PM can access a templated project sampling profile. This ensures that we aren't trying to reinvent the wheel on each wave. We know that great disparities in data between waves of a tracker are something that calls all the data into question, so we've taken the guesswork out of it. If we sampled using a blend of a previous wave, we can replicate that blend at a highly detailed level. We actively engage with our customer's feedback to make sure that any nuances to sample strategy maintain consistency. We can and have provided detailed reports from wave to wave regarding the composition of our different panels or partners as it relates to the data for multiple waves. Quest knows that our panels are a living and breathing entity, so there may have to be tweaks to how we manage the blend, but every move is made transparent so we can minimize surprises. Source can definitely be appended to data deliveries upon request.

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?

Our reputation was built on B2B sample, so we strive to track our panelists in the most detailed ways we can. We are only as good as the quality of the data that our panelists provide. Quest grades every panelist interaction with a customer survey and internal profiling and knowledge test. All of this data is weighted and facilitates the silos that each panelist resides in. We rely heavily on our own blacklist and programmatically modelled fraud patterns to bolster that grade or purge our panel of problematic panelists. Our goal is to ensure that we are rewarding the best and brightest respondents while quarantining and ejecting those that are suspicious or unreliable. One of the easiest metrics we look at is rejection rate after completing a survey. There are varying levels of infractions that lead to suspension or expulsion, but we are actively looking for panelists that would hurt our client's data. We encourage honest conversations with our client to determine which grades and buckets to enlist in a project level sample pull. Post-project feedback and data regarding removed completes are also essential to maintaining our panels.

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 non- response (e.g.,"Don't Know") (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

Quest takes great pride in our Programming department. We are always aiming to be adaptable to what our clients need, and with that in mind, we will tailor programming to fit our customers' requests. We can accommodate in-survey straight liner, speeder, and quality check termination in our programming. Beyond that our team can check open-ends and responses to capture and remove data discrepancies, low-quality respondents, and fraud. We also have the ability to implement java and python scripts to look for random responses or requested patterns that reflect lower quality or response fatigue.

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.

On a basic level, panelists have easy access to their rights as a panelist and our privacy policy on the member's app. We also provide them with an easy avenue on each and every project interaction to reach out if they want to see their data or invoke their right to be removed.
Quest also has a policy for our panel and global supply maintenance team. This policy provides guidance and information for any panelist regardless of which panel/partner they are from, to request information, understand their role in particular data collection operations or how their data will be used, and/or be removed or have their data deleted. Upon their request we will take their information to the source and make sure that their privacy request is honored.

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

Quest makes sure to keep up with relevant global legislation and adjusts from there. We pride ourselves on being adaptable and reward structure is part of that. Thankfully we have a very proactive team of Developers which is able to change our incentive structure to fit any change to how we have to reward our panelists no matter if they live in California or Catalonia, Spain.

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?

Our Compliance team works tirelessly to ensure that we are very deliberate in meeting and exceeding both the varying current legal standards and all major research association guidance for obtaining true informed consent from individuals under the age of 18. In all cases that means first contact is with parents or enlisting a relationship with advocacy groups that can help facilitate verifiable consent.

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).

Privacy Policy: https://questmindshare.panelservice.io/privacy-policy/3/ENG-CA

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?

During the lead-up to GDPR becoming EU law in 2018 we did our due diligence to make sure that we were leading the way in data privacy. We conducted an expert-led and 3rd party vetted internal audit on our current data practices and took that feedback to make changes. As legislation was being proposed in multiple countries and US states, we decided to take an industry-leading stance where we protected not just European, but all panelist privacy on a level that was greater than GDPR standards. Despite the lack of initial acceptance, Quest upheld this stance as we believe in opt-in consent-based data delivery and data transparency for our panelists. We continue to work with ESOMAR, IA and CRIC to make sure that we are up-to-date on any and all legislative changes regarding privacy and data security so that we stay on the cutting edge. If our clients have any questions regarding their roles and how that remains in compliance with our policies and the ever-changing industry landscape, we are very interested in having those conversations.

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.

“Privacy by Design” is a structural mandate that we employ across all departments when crafting policy and implementing process. All users on our platform are consistently trained on our Privacy and Data protection policies. All access to data is limited by job role and thoughtfully designed security groupings. All devices and data are encrypted and destruction to data and/or hardware containing data is all certified and logged. Our IT team has a robust and diverse monitoring and alert system that helps us anticipate risks, check logs for all systems, and alert us to any potential privacy-invasive issues. Lastly, and most importantly, we as an entire team communicate and hold each other accountable with consistent enforcement of all data policies.

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?

The major pillars of our infosec compliance program are a focus on security, confidentiality and privacy. For security we combine policy with updated communication and consistent employee accountability and oversight training. There is a layered approach to security that includes data encryption, a variety of network monitoring tools, and preventative penetration testing and breach protocols. To ensure confidentiality we require complex passwords and regimented update schedules, multi-factor authentication to access network resources, and job role and security group access levels for network data access. Privacy encompasses our panelists rights and the prioritization of the protection of their PII, personal data, and profile data while also protecting internal data by verifying certification of data and hardware destruction and providing our team with detailed policy instructions on the handling of all data. Our program includes asset-based risk assessments, employee integrity assessments, and internal audits that are multiple in their reach and scope.

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

We are in compliance with ISO 20252.