Panel Quality: Our Values

Answers to ESOMAR's 37 Questions

Contents

Purpose and Scope

> This set of questions offers a framework for buyers to use when evaluating the offerings of different online sample providers. It updates and replaces the 2012 ESOMAR publication, 28 Questions to Help Buyers of Online Samples.

The questions identify the key issues to consider, introduce consistent terminology, explain why each question should be asked, and note the issues buyers should expect to be covered in an answer. The intended use of these questions is that they form a basis for a conversation between buyer and sample provider, rather than simply being used as a checklist to compare offerings across providers.

The questions do not cover B2B samples, nor do they attempt to cover specific requirements for different types of research such as pricing, new product development, ad testing etc.

When online access panels were first introduced in the 1990s, the model was relatively simple: a buyer provided sampling specifications to a panel owner who drew a sample (from that panel). Over the intervening 25 years, online sample selection has changed in two fundamental ways: First, buyers can now access a a broader set of sources that now includes participants in loyalty programmes and rewards communities within "Get Paid To'sites, customer lists, intercepts from offer walls, affiliate networks, social media, and other platforms, as well as traditional panels that may or may not be owned by the provider. Second, buyers have the option to access these sources directly via self-service tools, rather than relying on a sample provider to generate the sample on their behalf.

There have been other important changes as well. Online research has become truly global and mobile devices have become a common data collection platform.

The use of online samples has broadened beyond surveys to include qual/quant applications, communities, passive data collection, and so on. Concerns about privacy and data protection have led to a much-changed regulatory environment that imposes new requirements on both sample buyers and sample providers. Quality assurance techniques have become increasingly sophisticated. As a consequence, the number of issues that buyers must consider when choosing a sample provider has increased substantially.

Finally, sample quality is an essential component of all research but it alone does not guarantee reliable, actionable results. While not covered in this document, we note that a well thought out research design, a clear definition of the target population, a questionnaire that is both easy for participants to complete and accurately measures key variables, and a well-designed analysis plan are also essential.

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?

With 45 years of leadership experience and innovation, Dynata is uniquely positioned to deliver world-class market research sample and data services. We are the largest provider of first-party, fully-permissioned respondents in the market research space, with over 67 million online consumer and business respondents across 90 countries. We have been providing respondents for market research since 1977, and online respondents since the advent of online research in the 1990s. We are solely a supplier of solutions and services for research purposes; we do not sell Dynata sample for direct marketing purposes.

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.

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?

Dynata has multiple teams who develop, administer, monitor, train, consult, and conduct research-on-research on sampling and sampling-related aspects. Sound, rigorous methodology is a key component of all work Dynata performs, and we have structured our business organization to ensure methodological principles are built into all aspects of sample/sampling, from panel recruitment, engagement, the survey router, screening and targeting questions, quota designs and more. Dynata's Panel team senior managers are industry-leading methodologists, often consulted on aspects of data quality and fraud by companies in other verticals.

We also have a dedicated Research Science team for online sampling methodology, whose methodologists have over 20 years' experience in sampling for marketing research, while the voice services sample team includes a number of experts with over 25 years of experience in sampling methodology.

Frontline staff receive ongoing training in methodology and how to use Dynata's systems to deliver to client specifications. Training covers practical knowledge as well as probability and sampling theory. In addition, many frontline staff across the globe have market research backgrounds.

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.

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?

In addition to sample-only, Dynata offers end-to-end market research service on the Dynata Insights Platform, including questionnaire design and programing, sample, advanced analytics, fielding, data processing, tables, charts, and reports. Our services can be accessed on a DIY basis, full service, or via a combination of the two. Other services include data appends, ad tracking via Ad and Audience, questionnaire templates and insights platforms to tie research projects and data together seamlessly. Descriptions of Dynata offerings can be found on our company website or by contacting the Dynata Sales team.

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

Sample Sources and Recruitment

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 programmes, 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?

Dynata uses both types of respondents, although the vast majority of our respondents are part of our own proprietary panels. We have the largest proprietary source of online sample in the industry, and we recruit more broadly (online coverage) into our proprietary panels than any other sample provider. Many of our intercept respondents are re-contactable, known sources. We believe that using both panels and intercept respondents contributes to a sample that is more diverse and representative. Dynata also has access to the industry's inventory to further increase capacity and diversity. All respondents, regardless of source, go through multiple quality controls

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

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.)

Dynata has a proprietary/exclusive relationship with approximately 67 million consumers and businesses. The majority of our total completes come from proprietary/exclusive sources, although this could differ at a specific project level depending on the target audience and project needs. Our non-proprietary sources add diversity to the sample, especially by bringing in minority demographics and younger ages.

> 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 panellists and a deeper knowledge of recruitment techniques. This may also help you to understand whether the sample is exclusively available from this provider.

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?

Dynata recruits more broadly than any other provider, using multiple approaches to cover the online landscape. We're firm believers that including people using different types of approaches and methods ensures the highest quality, most diverse sample. We run both "open enrollment" and "by-invitation-only"® recruitment campaigns, via direct email and through online marketing channels, using hundreds of diverse, online affiliate partners and targeted websites. As are most online panels, recruitment methods are non-probabilistic (although they do provide broad general population coverage).

Dynata recruitment falls into three broad types or "channels":

- **Loyalty:** Dynata uses its relationship with dozens of large national brands across retail, travel, hospitality, entertainment and more to build proprietary Loyalty panels. Members must be invited to join the panel. Loyalty panelists take part in research in exchange for rewards in the branded currency of the loyalty program. This creates a group of people who stay with us for a long time and who have a clear value exchange in the form of a reward that's very relevant to them. Since they have already signed up with the program with accurate e-mail, address and even credit card information in order to obtain loyalty rewards, we know that these are current, registered members of the loyalty program. These people tend to be older and more affluent than the general population.

- **Open:** Recruited across the web and beyond via mobile app panels, social media influencers, billboards, online and in-app advertising, paid search, and more. This group generally mirrors the broad, general population well, with diverse income and education levels. It provides strong population coverage across the most countries globally.

- **Integrated:** People coming from partnerships with publishers, social networks, additional websites and more. These people tend to be younger, can add additional coverage of minority groups and are often more interested in technology.

Capacity by channel varies by country and we can discuss this in the context of a specific project.

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.

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.

Dynata brings an array of solutions to fraud control, using traditional techniques, but increasingly leveraging AI and Machine Learning. Dynata's ownership of the industry-wide fraud experts Imperium allows us to co-create a roadmap that joins Imperium's tools, metrics, technology and controls and Dynata's strategy for recruitment, panel management and the participant experience. Dynata's strategy is to collect data at each touchpoint, gathering 100+ data points at every interaction and to use that data to manage participant reputation:

Dynata recruitment falls into three broad types or "channels":

- **At enrollment:** – new Imperium tool RegGuard®, along with Real Mail™, Verity® and RelevantID® controls, device and IP anomaly and reputation checks, open-end engagement tests, analyzed via machine learning. These tools use multiple data points to confirm identity, identify duplicates, and look for unlikely patterns (indicative of fraud).

- **In the survey router** –digital fingerprinting, geo location clues and a second round of the checks used at enrollment confirm identity and identify suspicious behavior.

In addition, Dynata can employ advanced confirmation techniques for rare targets (such as B2B).

You may want to read the March 2021 article in Greenbook _"The New Dynamics of Online Sample Quality",_ which Greenbook describes as Dynata's quality manifesto.

> 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.

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.

Dynata has dozens of brands. Examples include OpinionOutpost, OpinionWorld, MIlesForThoughts, ValuedOpinions, and E-Rewards. More than two-thirds of people arrive at our system via non-email means (such as their panel portal), and about a quarter by a general email invitation. Project-specific ("direct") e-mail invitations are rarely used. Currently a small number of respondents arrive via mobile app, but this is growing. Note: proportions vary by target audience/project type.

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.

9.

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

Dynata's Insights Platform offers clients all three options.

Sample provision is offered through three main channels: managed service, self-serve, and API (Application Planning 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.

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 organize our sourcing into three channels: Loyalty, Open, and Integrated. These three channels are then combined as part of our Dynata Blend. For studies which require consistency (such as trackers), we impose quota controls by channel within the Dynata Blend. Buyers can request a certain channel only, but this will usually impact feasibility, so we don't recommend it. Sources within channels cannot be selected, as this will impact overall channel composition. However, we can consult with our clients if there is a potential conflict based on the topic of the questionnaire.

While we cannot share a list of specific recruitment sources, we are happy to share examples of sources within a channel. Some examples include:

• Loyalty channel (American Airlines, Hilton, Greyhound)
• Open channel (Opinion Outpost, Valued Opinions, One Opinion)
• Integrated channel (Peanut Labs, Vindale Research, social networks)

In rare cases we utilize sample outside of our three recruitment channels. These third-party sources are chosen among our preferred partners and full transparency of the source being used is given.

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.

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?

Dynata sources support all of the cases described above, although some channels may match a certain need better than others (e.g., Loyalty for B2B and high income studies). While we recommend using the Dynata channel blend for your project for best coverage and representivity, if you have a particularly challenging project, your Sales team will choose the best sources for your particular project needs.

All Open and Loyalty sources are recontactable, and many of the Integrated sources are as well. We allow respondents to choose how they will access a survey (mobile, PC), but we do not allow mobile respondents to take non-mobile-friendly surveys, as this will be a bad experience for them. We strongly encourage all questionnaires are designed to be device-agnostic. We supply online respondents for diaries, focus groups, and other qualitative exercises, and also offer live telephone interviewer recruitment to online research. And, while Dynata sample has successfully supported surveys of almost any length, we note that our research-on-research, conducted several times over many years, clearly demonstrates that fatigue generally sets in after 15-20 minutes and the quality of the data will not be as good after that point.

By understanding the constraints of the sample being offered, you can understand if the actual sample available from the provider meets your particular research needs and changes any of the answers given previously to this section.

Sampling and
Project Management

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?

People may respond to a general email invitation inviting them to take part in an unspecified survey – or they may choose to visit their panel portal and enter the router from there. Once they click to begin their session, the system identifies which surveys someone cannot quality for (e.g., quota is closed for their age group) and removes them from the selection set. They are then asked a series of screening questions to help us match them more accurately with a survey they may be eligible for. Based on their answers and what we know about them already from their profile, they are then offered a survey. If they choose to take this survey and pass any further qualifying information, they will then complete the survey. If not, they either answer additional screening questions and then are offered another survey, or they are done with that session.

Quotas are always discussed before fielding. Dynata's operations team are trained in understanding how to manage quotas efficiently (such as filling the more difficult quotas first so field is not delayed waiting for those quotas).

As is commonly done in the industry, we recommend quotas on age and gender to manage response bias. Other quotas are used after discussion with the client. Dynata has published research advising on how to be more inclusive in sampling and how to manage quotas for certain groups (e.g., non-binary gender identity).

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.

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?

We have age, gender, and region information for all our proprietary panelists, have at least 80% on over 100 other variables (varies by country), and have less than 80% on many other variables. In addition, we also have this information on many of our integrated sources. We collect this information directly, building profiles on panelists over time through their multiple contacts with us. Each profile variable has an update timing attached to it, depending on factors such as changeability (e.g., intention to buy a car in the next 6 months). If we don't have a required target in our database, we can gather the information in real time immediately before someone comes into your study. By gathering information in real time, we eliminate potential bias that exists from sampling only a subset of our universe. This real-time information is then added back to the database so it is available for the next use of that target. In addition, our dynamic profiling allows us to set custom expiration dates per question being asked, so information remains accurate. All profiling information can be appended to a survey data set. This information is collected directly, but we may use a third party if needed.

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 panellists in the survey itself.

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?

The most accurate feasibilities require any and all information that may impact sample selection or field timing. The minimum information we require to provide an estimate is:

- Precise population being targeted (especially for lower incidence targets)
- Number of completes required
- Estimated incidence
- Survey length
- Time available to field
- Quotas and how they will be managed (and any flexibility here)
- Quality controls to be used within the survey
- Device-agnostic: whether the survey is open to mobile as well as PC participants

Certain factors (e.g., interview length) will not have as much weight as others (e.g., incidence). We can discuss risk level, caveats, and factors to consider in the feasibility estimate we give you.

We don't generally give ranges on feasibility estimates. However, clients can work with Dynata Sales teams to understand various options to complete challenging projects.

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.

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?

If a project is struggling in field, we would first discuss other options with clients, such as:

- Review survey specs to see if adjustments can be made (e.g., loosen quotas)
- Examine drop rates to see if we're losing people unnecessarily
- Review incidence and see where we can add efficiency via targeting
- If the study can close even though all completes have not been met

After we make agreed-upon adjustments, we will reach out to third party sample providers if necessary. When the project is a tracker we seek to exhaust every option in field management before considering additional sourcing, as that can cause risk of trend breaks
.
We have an on-boarding process for third party providers, reviewing how and where they recruit, their quality control procedures and responsiveness, among other things. Once we have accepted a partner, we constantly monitor performance and have a feedback loop with actions taken if there are supply or quality problems.

Depending on the type of study and client desire, we may inform the sample buyer as to the additional sourcing. Of course, we adhere to all client-specific disclosure agreements.

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.

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.

As is common with most (if not all) sample providers, Dynata uses a router to allocate respondents to surveys. Our router is considered a parallel router. People may respond to a general email invitation inviting them to take part in a survey – or they may choose to visit their panel portal and enter the router from there. Once they click to begin, the system excludes any survey for which the person could not qualify based on what is already known about the person, then seeks to match them to a remaining survey, using further questions to make the match.

If they do not qualify for the first survey they are offered, the router reassesses their eligibility for open projects, and again may display screening questions and show them a new set of surveys to choose from.

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.

17.

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

While we have no pre-set limit on time, the average time spent in our router pre-screening is relatively short. We monitor this length and can make adjustments if necessary.

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

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?

All proprietary panelists are shown the length in minutes and the reward amount in the currency of the panel they belong to. Some panelists will also see a generic topic. For Integrated (intercept sources), respondents are shown the length in minutes.

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

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?

No, they are not allowed to choose from a selection of surveys.

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

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?

Due to the way Dynata samples (via channel blend) and the different types of incentives offered, changing a reward in the middle of field may not be practical (or possible). In any Dynata sample of 1,000 people there could be dozens of ways individuals are being rewarded, and dozens of different amounts the rewards translate into. We may be able to adjust a reward for some sources and not for others (for contractual or other reasons). Therefore, flagging who saw a changed reward and who didn't becomes complex. We will aim to give the best information possible if this information is required.

For some people the extrinsic reward is very important and for them, there may be a benefit in increasing the reward, but in general, we don't believe changes in reward amounts make much difference to outcomes. We would first discuss with you other options if a project is struggling in field.

> 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.

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)?

The majority of our business involves sending respondents to non-Dynata surveys, so at this point we don't measure satisfaction at the individual survey level (although we do encourage our clients to ask this on their surveys and share this information back with us). We measure our respondents' satisfaction through meta variables: frequency of participation, abandon rates, and other similar metrics. With this information, we are planning to develop individual client and project scores, although this is not yet available. We do conduct research on the overall panel member experience and how to improve that experience.
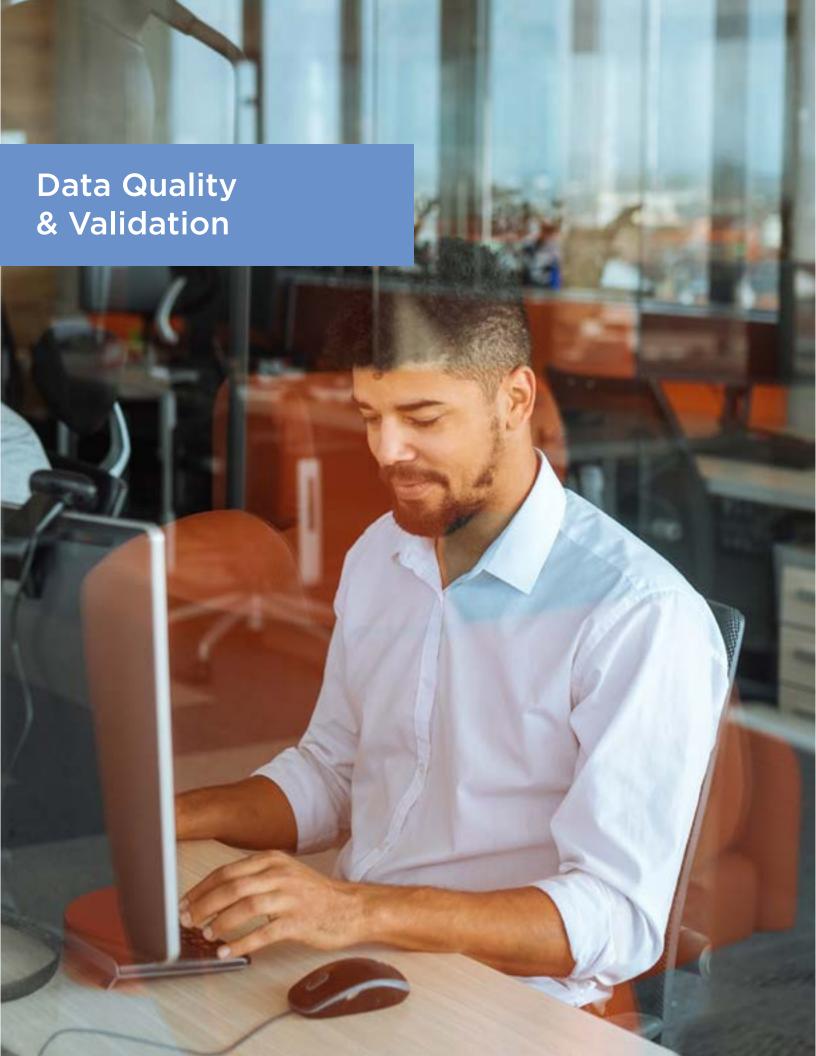
Participant satisfaction may be an indicator of willingness to take future surveys. Participant reactions to your survey from self-reported feedback or from an analysis of the points where participants drop out of the survey may enhance your understanding of the survey results and lead to improvements in questionnaire design for future surveys.

22.

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

We don't commonly (across all studies) provide a debrief report about a project. However, we can provide survey/sample information if desired for a particular project.

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

Data Quality
& Validation

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?

We do not set an overall time limit on participation in surveys, as we believe it is unfair to participants to ask them to take a survey and then repeatedly screen them out and end their sessions. However, we do control the number of surveys anyone can take in a session. We may also have contractual agreements which limit participation for some sources.

We don't calculate screening time separately from main survey time. Respondents typically screen for around 10 questions before they are selected for a survey. While there are a multitude of different survey experiences and different session lengths, on average people complete only one survey per session.

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.

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?

We maintain many points of information on our respondents, with some variation due to which channel the respondent is entering the survey on. All of the items mentioned are available, and most data points can be appended. Some items are considered proprietary and as such we do not supply buyers/clients with this information.

However, as this is not a standard metric report, there may be additional time and costs involved to supply this.

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.

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.

Dynata brings an array of solutions to fraud control, using both traditional techniques and new techniques (such as AI/Machine Learning). Dynata's ownership of the industry-wide fraud experts Imperium allows us to join Imperium's tools, metrics, technology, and controls with Dynata's strategy for recruitment, panel management, and the participant experience. This unique relationship allows us to monitor behavior within the survey itself, even if we are not hosting the study on our platform.

Dynata's strategy is to collect data at each touchpoint, gathering 100+ data points at every interaction and to use that data to manage participant reputation within the survey. Our current focus is on collecting and acting on real-time and predictive data about how people will interact before and within a survey (e.g., the new Imperium Quality Score, which uses Machine Learning to score respondents based on multiple survey behavior items known to indicate unengagement and fraud, creating a quality score for each and every participant). After a project, these scores are fed back into the panel database and used in ongoing quality assessment of a respondent.

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.

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?

Dynata's three-channel approach is designed to provide the best feasibility coverage and consistency for trackers. Each of the three channels (see Question 6 above) are different, but the many, many underlying sources within each channel allow us to deliver consistent data at the channel level. Having so many underlying sources in each channel means we can make adjustments over time (adding new sources or reducing/eliminating one) without impacting consistency. Therefore, for trackers, we maintain a consistent proportion of each of the three channels in every wave.

Just as panel companies don't list all the sources they use to create an individual panel, we don't list the individual sources within each channel, but can give examples if needed. We can also append the overall channel name to participant data records if requested.

> 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.

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?

Quality Score™ by Imperium, a Dynata data quality solution, is our key survey-level health metric. We also monitor many other metrics at recruitment, when entering the router and surveys, and over a respondent's survey-taking lifetime with us, such as:

- Digital fingerprint & Geographic location
- Device speed movement & Keystroke patterns
- Speeding & Straight-lining
- Participation rates
- Client-reported quality issues
- Performance on our own quality screeners, including open-end screeners
- Participation and performance by source
- Time of day survey is taken
- Multiple other metrics including speeding, keystroke patterns
- Customer concern feedback links
- AI for rare target verification

Based on responses to these metrics, we can remove (from panel or router) or quarantine respondents. We don't explicitly compare profiled/known data to in-survey responses for quality purposes, although we may add this in the future.

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.

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?

Dynata's Imperium Quality Score detects and flags many types of undesirable survey behavior, and this is implemented on all surveys we program/host. Through development of this AI/ML algorithm, and years of experience testing all the most commonly used in-survey quality controls, we've determined which are the ones that result in fewest false positives and remove the most poor quality performers. Currently, we don't remove anyone for quality (only flag them for further review), except in cases of obvious profanity.

If we are sending sample to non-Dynata-programmed surveys which do not employ Quality Score, in addition to detection of speeding and straight-lining, we suggest including three quality control questions and ONLY removing people who fail at least two of the total number of checks. Obvious traps (such as fake brands and text paragraphs with misdirects) should be avoided, as research shows they are not effective and can be counter-productive (i.e., putting bias into the results). Our recommended quality control questions are similar to those noted in the question.

A powerful defense against the problems listed in the question are within questionnaire design. Dynata teams can consult on how to design questions to support the best quality response.

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.

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 localisation 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).

Our privacy notice addresses our collection, use and processing of personal data as well as sharing with third parties and storage/retention.

UK/EU/GDPR: https://www.opinionoutpost.co.uk/privacy

US/Rest of world: https://www.opinionoutpost.com/privacy

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.

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 of personal data? 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 of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

We have dedicated internal and external resources to support our personal data protection obligations and legal compliance. We typically rely on consent from the data subject as our legal basis for processing, but for certain fraud tools, we rely on legitimate interest. We have implemented an incident response program and have an assigned internal team to address unauthorized access to personal data and/or breach. We use the standard contractual clauses for any export of personal data from the EEA to a country not deemed to provide adequate protection. We have appointed a Data Protection Officer.

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.

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.

Our research participants are presented an opportunity to review and agree to our privacy notice prior to joining our panels. If they elect to withdraw consent or seek to review the personal data we collect and store about them, our member support team is available via electronic mail to assist. We do not monitor how our integrated sample sources or our third-party sample partners manage their consent process. We review their process as disclosed in their diligence responses and privacy policy; however, we do not audit that process nor do we conduct ongoing reviews.

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).

32.

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

We have dedicated internal and external legal resources assigned to monitor all applicable laws and regulations that apply to our business, including but not limited to incentive payments.

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

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?

We do not collect personal data from individuals under 13 in the United States or under 16 for the rest of the world. We do adhere to standards and guidelines of ESOMAR and GRBN member associations. We have dedicated internal and external legal resources assigned to monitor all applicable laws and regulations that apply to our business.

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.

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.

We have implemented privacy by design into our product development lifecycle, ensuring that personal data collection and use is assessed as part of the products and services we provide.

"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 providers use or lack of use of "data protection by design"can help you understand its data protection compliance posture.

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?

To provide assurance to our clients, Dynata maintains SOC2 Type II compliance.

Dynata recognizes the importance of data privacy and data security and has established an Information Security program to manage data privacy and security requirements and constantly monitor developing trends and threats. The program is led by qualified Information Security professionals who closely collaborate with Dynata's General Counsel to ensure that any contractual or regulatory data protection requirements are integrated into the Information Security program. The Information Security team leverages all the necessary departments and staff at Dynata to address security issues as they arise.

Dynata's information security program includes internal risk assessments and audits.

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.

36.

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

We do not currently certify to ISO 20252.

ISO 20252 is an international quality standard recognised 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.

Metrics

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. 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

We CAN provide the following metrics (with some tailoring to conform to Dynata's systems)		
11	Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview	Provided upon request
05	Percentage of Paid Completes from smartphones, trended by month	Across all Starts (not completes), and compared to PC/Tablet
09	Active unique participants in the last 30 days	across all Starts
10	Active unique 18-24 male participants in the last 30 days	across all Starts
12	Percentage of quotas that reached full quota at time of delivery, trended by month	Percentage of projects (not individual quotas) that complete successfully
We CAN provide the following metrics, but only for a client's own studies		
01	Qualifying or Completion Rate, trended by month	Conversion Rate and elements of non-conversion (Drop/Abandon rate, Screenouts, OverQuota rate)
02	Percentage of Paid Completes rejected per month / project, trended by month	Based on invoicing to the client
We CANNOT provide the following metrics -- we don't release the information externally as it is proprietary to Dynata's business		
04	Percentage of Paid Completes from 0-3 months tenure, trended by month	
06	Percentage of Paid Completes from owned/branded member relationships versus intercept participants, trended by month	
08	Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)	
We CANNOT provide the following metric as numbers can only be interpreted in context of knowledge about quality program actions over time		
07	Average number of paid completes per member, trended by month (potentially by cohort)	
03	Percentage of members/accounts removed / quarantined, trended by month	

Project team and Sounding board

Glossary

For the purpose of this document these terms have the following specific meanings:

Affiliate partner (or Affiliate network) means a network of communities with which a sample provider has a relationship to direct intercept traffic to their surveys.

API (application programming interface) means a set of definitions and protocols for building software applications capable of accessing and exchanging data.

Blending means the practice of combining multiple, heterogeneous sample sources with the aim of achieving a more consistent or more representative sample.

Children means individuals for whom permission to participate in research must be obtained from a parent, legal guardian, or responsible adult. Definitions of the age of a child vary substantially and are set by national laws and self-regulatory codes. In the absence of a national definition, a child is defined as being 12 and under and a "young person" as aged 13 to 17.

Completion rate means the number of participants who fully complete the survey divided by the number of participants who start the survey.

Consent means freely given and informed indication of agreement by a person to the collection and processing of his/her personal data. Note that the specific requirements for consent will vary by jurisdiction.

Exclusion means excluding a potential participant from a research project based on their previous participation in a research project involving the same or similar product/service category and/or methodology.

Fraudulent participant means a participant who deliberately misrepresents their identity, profiling information, or responses, including organisations that use bots to impersonate participants.

Health metrics means measures of quantitative assessment commonly used for comparing and tracking performance or production over time. In this context, health metrics refers to quantitative data used to track stability or changes in the sample a provider offers, and the metrics suggested are based on data that has been previously known to impact quality over time.

Loyalty programme means an arrangement in which customers of a company (or group of companies) are rewarded for purchases made with these companies. Rewards are normally given in a currency that can be spent at those companies (or their chosen partners).

Paid completes means interviews/surveys that are delivered and accepted by a client, are included in the final dataset, and for which the sample provider receives payment.

Panel member (or simply member) means an individual recruited from a documented source who has provided profile data and appropriate information for validation of identity, given explicit consent to participate in research according to the terms and conditions of panel membership, and has not opted out.

Participant (sometimes called a participant or data subject) means a person or organisation from whom or about whom data is collected for research.

Personal data (sometimes referred to as personally identifiable information or PII) means any information relating to a natural living person that can be used to identify an individual, for example by reference to direct identifiers (such as a name, specific geographic location, telephone number, picture, sound, or video recording) or indirectly by reference to an individual's physical, physiological, mental, economic, cultural or social characteristics.

Profiling information means descriptive characteristics of a panel member.

Quarantined members means individuals who have broken some set of quality assessment protocols that result in them being either temporarily or permanently suspended from participating in future research activities with the company that quarantines them.

Referral program means a process whereby a panel offers its existing panellists the opportunity to gain rewards by referring family, friends and colleagues (or visitors of their site) to join the panel.

Representativeness means the degree to which a sample reflects the target population being studied. A representative sample is one in which the distribution of important characteristics is approximately the same as in the target population.

Rewards community (within Get Paid To (or GPT) sites) means databases or panels of individuals who may undertake non-research activities (watch ads, download an app, complete marketing offers etc) usually in exchange for a reward, but who also agree to take part in research projects.

Router means an online software application that screens incoming research participants and then uses those results to assign participants to one of multiple available research projects. A router can also offer participants additional screeners and surveys after screener qualification failure or survey completion.

Sample provider means a service provider responsible for the provision and management of online samples from relevant sources including panels, intercepts, email lists, etc.

Survey attempts means the number of times the same individual clicked a link or entered into a survey environment in an attempt to complete a survey.

Third Party Sources means sources that the sample provider does not directly run or control.

Yield management means a variable allocation strategy through which outcomes are maximised by matching supply with demand.