

1 Questions to help buyers

of online samples.

Netsonda answers to ESOMAR

28 questions to help online
research buyers

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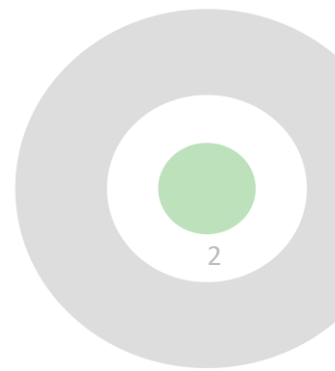
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PURPOSE AND SCOPE

This set of questions offers a framework for buyers to use when evaluating the offerings of different online sample providers. 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., line 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 broader set of sources that now includes participants in loyalty programs 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. Therefore, 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?*



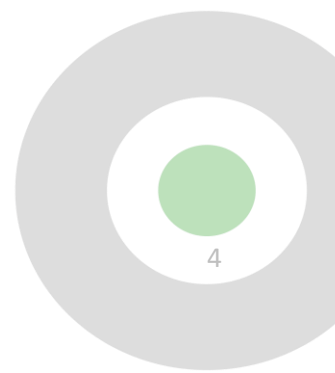
This answer might help you to form an opinion about the relevant experience of the sample provider as well as potential biases that might result from other uses such as being paid to watch ads or receiving a high volume of marketing messages.

In business since the year 2000, Netsonda was the first company in Portugal to operate in market research through technological platforms such as the Internet, offering speed, safety, and competitive costs.

We are proud to be one of the first companies worldwide to launch an online panel, exclusively for market research purposes. There are only a few other companies with this heritage and extensive expertise in market research and panels.

All our operations follow the research industry principles and panel management guidelines.

Currently, Netsonda is positioned as a solutions' company and has expanded its areas of action to other sources and methodologies. The company offers its customers a broad range of solutions, from the traditional methods for quantitative and qualitative research, to almost every type of research online. Study types fielded include (but are not limited to) concept, package and product testing, website evaluations, public opinion, sensitive topics, brand trackers, U&A, brand equity studies, concept testing, facial coding, and eye tracking.



SAMPLE SOURCES AND RECRUITMENT



What is this section about?

Answers to the questions in this section will help you understand the types of samples 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 first, you 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 undertake other nonmarket research activities (watch ads, download an app, complete marketing offers, etc., also known as loyalty programs, or rewards communities within GPT (Get paid to) sites.) Loyalty card and subscription databases are included here if there is a continuous relationship with members who understand the commitment that they were asked.

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.

2. Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively manage research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?



This description of the types of sources a provider uses for delivering an online sample will provide insight into the quality of the sample.

Netsonda has its own supply of samples through its panel management platform.

In addition, Netsonda partners can use distinct types of external suppliers to source samples when needed to fulfill project requirements. This includes other traditional research panels, reward / loyalty communities, intercept / offer wall providers, and sample exchanges.

Netsonda can also leverage its Direct-to-Survey channel which accesses respondents directly through social media platforms.

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

3. If you provide samples from more than one source: How are the different samples sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?



The variation in data coming from different sources has been well documented. Overlap between different panel providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents.

We aim to represent the national distribution in major socio-demographic criteria (gender, age, and region) at the Netsonda Panel, so it can safely represent the target universe.

The optimal blend of sources will depend on many components but primarily the complexity of the study and target audience to reach. We will use our experience and knowledge to determine the feasibility of each available source we have access to, finding additional sources if needed to fulfill fieldwork successfully. Then we will combine our technology to blend all different sources and apply our deduping/quality check digital fingerprint to ensure that one unique respondent can only enter once.

For tracking studies, we keep the same sources distribution percentage for data consistency and comparability purposes.

4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?



Combining respondents from sources set up primarily for different purposes (like direct marketing for example) may cause undesirable survey effects.

The Netsonda Panel is one of the largest online panels in Portugal dedicated exclusively to market research and is registered in the National Agency for Data Protection, ensuring exclusive use for market research, so it can't and will not be assigned, lent, or used for other purposes (direct marketing, etc.).

Netsonda guarantees the protection of all members personal information and is committed to ensuring scrupulous compliance with the rights of personal data subjects and the legal obligations of data processing imposed by Regulation (EU) No. 2016/679 of 27 April 2016, having implemented a set of internal procedures to monitor and ensure such compliance.

Netsonda has the database of its panel registered with the National Data Protection Commission (CNPD), an independent administrative entity with powers of authority, which works with the Assembly of the Republic. This entity has as its generic attribution to control and supervise the processing of personal data, in strict respect for human rights and for the freedoms and guarantees enshrined in the Constitution and the law.

This ensures that people who join the panel do it consciously and with the sole intention of participating in market research, giving their opinion, and contributing to society and to the market, ensuring the quality of their answers.

5. *How do you source groups that may be hard to reach on the internet?*



Ensuring the inclusion of hard-to-reach groups on the internet (like ethnic minority groups, young people, seniors etc.) may increase population coverage and improve the quality of the sample provided.

Netsonda believes that only with a diverse panel can get the best representativeness and achieve quality responses. The access to all segments of the population and the assurance of the randomness of the invitations to participate (fundamental requirement in market research) can only be achieved with the diversification of the panel recruitment. This emphasis on a variety of sources of recruitment is done in multiple ways, both online and more offline. For a specific hard-to-reach audience, we can run a customized recruitment campaign using specialized media.

The campaigns for recruitment **include:**

- Direct Marketing
- Online Advertising
- Advertising and communication in media
- Partnerships with businesses and websites for voluntary registration
- Partnerships with institutions for voluntary registration
- Actions on social networks through both own channels and external
- Campaigns on specific events (concerts, conferences, etc.)
- Campaigns in places (beaches, universities, etc.)
- Campaigns and Contests Online
- Advertorials
- Member-get-Member campaigns

The association of all the factors described above and the fact that Netsonda holds a panel since the year 2000 contributes to the high quality of responses and level of participation in the surveys. However, we might require working with an external panel partner in the rare case where Netsonda Panel is not enough to reach the client's target objectives.

6. If, on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third party provider?



Many providers work with third parties. This means that the quality of the sample is also dependent on the quality of sample providers that the buyer did not select. Transparency is essential in this situation. Overlap between different providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents. Providers who observe process standards like the ISO standards are required to give you this information.

When necessary, Netsonda will reach out to our fieldwork partner to use multiple sample sources to support our client needs.

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

We base our decision to use pre-authorized sample sources exclusively on the following criteria:

1. **Quality** (reliability of the data obtained by the supplier, methods used in its creation and panel management are the initial indication of anticipated quality, along with the fraudulent-answer rate);
2. **Delivery;**
3. **Price;**
4. **Speed and reliability** (ability to quickly begin fieldwork; meeting deadlines);
5. **Purchase reciprocity;**

SAMPLING AND PROJECT MANAGEMENT



What is this section about?

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

7. *What steps do you take to achieve a representative sample of the target population?*



The sampling processes (i.e., how individuals are selected or allocated from the sample sources) used are the main factor in sample provision. A systematic approach based on market research fundamentals may increase sample quality.

We aim to represent the national distribution in major socio-demographic criteria (gender, age, and region) at the Netsonda Panel, so it can safely represent the target universe.

Netsonda uses different sampling techniques to achieve representativeness. These techniques include random sampling, stratified sampling, or quota sampling. Each method aims to ensure that participants are selected in a way that accurately reflects the larger population being studied.

Netsonda also track survey invitations and responses to identify any potential biases or underrepresented groups. If necessary, we can adjust recruitment strategies or weighting techniques to ensure a more representative sample.

8. *Do you employ a survey router?*



A survey router is a software system that allocates willing respondents to surveys for which they are likely to qualify. Respondents will have been directed to the router for different reasons, perhaps after not qualifying for another survey in which they had been directly invited to participate, or maybe as a result of a general invitation from the router itself. There is no consensus at present about whether and how the use of a router affects the responses that individuals give to a survey questions.

Yes, our Netsonda Panel is integrated in a global online platform that includes a yield management system that uses proprietary routing technology.

9. If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?



Biases of varying severity may arise from the prioritization in choices of surveys to present to respondents and the method of allocation.

Our panel management platform proprietary algorithms and advanced targeting systems identify surveys that are the best fit for any particular panelist or participant during any survey session. They operate on an optimization function that seeks to maximize the likelihood of a respondent qualifying for and completing a study. This “best match” technology emphasizes both research participant experience and minimizes over-quotas, disqualifications, and other factors resulting in termination of specific surveys.

Once a survey has been completed or terminated, our panel management platform will then identify the next best survey opportunity which considers quotas, or other relevant factors dictating how much sample should be deployed. Our panel management platform ranks surveys based on individual panelist/participant characteristics rather than targeting one demographic or profiling target over another.

10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?



If Person A is allocated to Survey X on the basis of some characteristic, then they may not be allowed to also do Survey Y. The sample for Survey Y is potentially biased by the absence of people like Person A.

Our panel management platform allows Netsonda Panel the measures to guard against bias arising from employing a survey router.

1. **Profiling and Screening Questions:** profiling and screening questions at the beginning of surveys to gather additional respondent information, help ensure that respondents are appropriately routed to surveys that align with their characteristics and interests, reducing the potential for bias.
2. **Quality Control and Monitoring:** quality control processes are in place to monitor and evaluate the performance of our routing systems. This includes regularly reviewing data quality metrics, conducting data checks, and analyzing respondent feedback to identify and address any potential biases or issues.
3. **Sample Diversity Management:** To ensure a diverse and representative sample, Netsonda implements strategies to manage sample diversity. This involve setting quotas or targets for specific demographic groups or using sample balancing techniques to match the sample composition to the target population.
4. **Bias Assessment and Reporting:** we have procedures to measure and report any potential biases introduced by the use of a survey router. This includes analyzing sample composition, comparing survey results with known population benchmarks, or conducting bias analysis studies to identify and quantify any deviations.

11. If you use a router: Who In your company sets the parameters of the router? Is It a dedicated team or Individual project managers?



It may be necessary to try to replicate your project in the future with as many of the parameters as possible set to the same values. How difficult or easy will this be?

Netsonda requires via our panel management platform:

- the demographics being sought (age, gender, regions, etc.);
- any non-demographic targeting or behavioral criteria required for qualification;
- quotas or sub-quotas required;
- the number of completed interviews requested;
- the estimated length of interview;
- the estimated incidence rate;
- additional sampling criteria as applicable (i.e., census rep., balanced send-outs, etc.);
- any panelist exclusions required;
- device or survey restrictions; and
- whether the panelist/participant needs to agree to the collection of personal data.

In situations with limited field time, complexity of quotas, and/or niche targets, our panel management platform may provide a range of feasibility.

12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up to date? If no relevant profiling data is collected, how are low incidence projects dealt with?



The usefulness of your project of pre-profiled information will depend on the precise question asked and may also depend on when it was asked. If real time profiling is used, what control do you have over what question is actually asked?

To join the Netsonda panel, all panelists must provide the following information at registration:

- Name
- Email address
- Gender
- Date of birth
- Zip / postal code (only the 4 first numbers)

Beyond demographics, we collect additional profiling information about panelists (e.g., occupation, household, online/electronics, transportation), questions that are most relevant to our clients' sample targets. Each respondent has the option to answer the profile questions by accessing their account.

The profile questions are general and can be used by different clients. The information collected from profiling is used by Netsonda for better targeting the respondents in surveys, for quota setting and as demographics appended.

13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails?



The type of proposition (and associated rewards) could influence the type of people who agree to take part in specific projects and can therefore influence sample quality. The level of detail given about the project may also influence response.

Sampling begins by developing targets to match profiles as requested by our clients. We can generate representative quotas based on a sub-sample of the panel, and then use these quotas to obtain a balanced sample of the target population.

Sampling is conducted through our panel management platform, that allows us to construct complex samples based on the target and screening requirements. The platform selects potential respondents that balance according to the targets (e.g., selected to be representative of the general population, internet population or other specific demographic profile required).

The first step is to extract all active and available panelists that meet the screening criteria (e.g., demographic, geographic). Then selects the number of panelists who satisfy each target. Finally, the sample may be distributed and balanced among more than one quota so that different treatments or surveys may be fielded in equal balanced groups or quotas.

Quota Controls: We can control the number of completes for any specific cell by setting desired end quotas on any specified criteria (e.g., gender, age, etc.). Once a target quota is achieved, the survey will close for respondents within that target. There are standard quota controls defined per region.

14. Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?



The reward or incentive system may impact on the reasons why people participate in a specific project and these effects can cause bias to the sample.

Netsonda will send invitations to all active members randomly to participate in surveys and for the response to each survey they will receive in their personal account a reward for the amount indicated in the invitation.

Whenever there is an invitation to participate in a survey, the points that you can accumulate with the response to the survey will be indicated.

In the case of pre-qualification surveys, participation is optional, and no reward will be awarded for their response to them.

15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?



The “size” of any panel or source may not necessarily be an accurate indicator that your specific project can be completed or completed within your desired time frame.

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

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

This will tell us whether we can complete the study on time. If there is a feasibility issue at our panel management platform, we collaborate with the client to decide on the best course of action (e.g., reducing the number of completes, increasing time in field, loosening qualification criteria, or adding external respondent sources).

16. Do you measure respondent satisfaction? Is this information made available to clients?



Respondent satisfaction may be an indicator of willingness to take future surveys. Respondent reactions to your survey from self-reported feedback or from analysis of suspended points might be very valuable to help

Upon completion of every survey, panelists are invited to give feedback on any commentary about the survey they just completed. The comments are optional, and clients can access the results either directly from the deliveries, or by request.

An indirect measure of respondents' satisfaction is the dropout rate. High dropout rates could imply respondent dissatisfaction with the questions presented to them and can lead to data quality concerns around non-response bias. Also, it can trigger the re-thinking and redesigning of questions to become more user friendly to respondents and to help monitor and identify potential issues, patterns. We are alert to quickly solve any issues that may arise.

17. What information do you provide to debrief your client after the project has finished?



One should expect a full sample provider debrief report, including gross sample, start rate, participation rate, drop-out rate, the invitation/contact text, a description of the field work process, and so on. Sample providers should be able to list the standard reports and metrics that they make available.

Netsonda provides a **DNA fieldwork** report including:

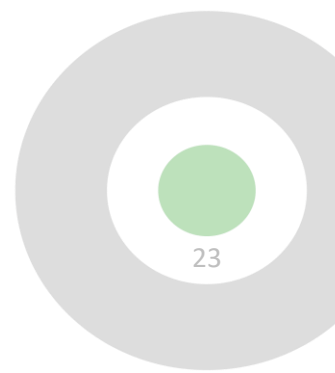
- Date of study launch
- Incidence rate
- Date of study completion
- Information of the average survey length
- Type of quotas
- Sample size
- Main socio-demographic quotas

DATA QUALITY AND VALIDATION



What is this section about?

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



18. Who is responsible for data quality checks? if it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (B) Illogical or Inconsistent responding, (c) overuse of Item non-response (e.g., "Don't know") or (d) speeding (too rapid survey completion)? Please describe these procedures.



The use of such procedures may increase the reliability and validity of the survey data.

The responsibility for data quality typically falls under the purview of the operations team, always accompanied by the technician responsible for the project. Their role involves overseeing fieldwork and data control processes to ensure the integrity and accuracy of the collected data.

Our fieldwork partner (Cint) leverages a mix of proprietary AI-based techniques and technologies supplemented by selected “off the shelf tools”, including duplicate prevention to aggressively target, identify and limit fraudulent participation and duplication. Our fieldwork partner applies these tools to all partners, thereby ensuring sample buyers of consistent quality checks.

For opt-in panels, recruitment typically takes place through a link to a specific registration page hosted on our fieldwork partner platform or a website hosted by a panel partner. After a participant/panelist joins, they complete an email-based, double opt-in process. For other sample sources, registration takes place via the sample source provider’s website of application.

Validation takes place by using the personal and profiling information held by our fieldwork partner. Panelists and participants are continually validated using personal and profile data at the time when the individual is invited to surveys or other market research opportunities. Invitation links are encrypted so as to limit participation to a validated panelist/participant.

Our fieldwork partner does not host questionnaires for data collection. Accordingly, they work with clients to help them deploy appropriate validation checks, including but not limited to analysis of questionnaire completion time, data outliers, unanswered questions, and patterned responses. Our fieldwork partner further encourages its clients to add straight-lining, red herring questions and other data quality checks to their surveys. Panelists/participants who do not pass these checks do not qualify as complete and do not qualify for an incentive.

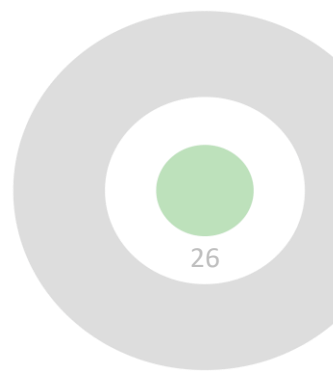
These techniques and technology allow our fieldwork partner to field re-contact studies, diary studies, and wave studies very effectively with a high level of participation.

The specific procedures implemented by the operations team are used to reduce or eliminate undesired behaviors within surveys:

1. **Pre-Screening and Profiling:** Before respondents are included in the survey, they are typically pre-screened to ensure they meet the desired criteria and have the relevant knowledge or experience. Profiling respondents based on demographics and other relevant factors helps ensure a representative sample and reduce random or inconsistent responses.
2. **Attention Checks:** Attention checks are strategically placed questions or statements within the survey to verify respondents' attentiveness and understanding. These questions are designed to detect random or careless responses. If respondents consistently fail attention checks, their data may be flagged or removed from the analysis.
3. **Logical and Consistency Checks:** Algorithms and programmed logic are applied to check for illogical or inconsistent responses within the survey data. For example, if a respondent indicates conflicting preferences or provides inconsistent demographic information, their responses may be flagged for further review.
4. **Response Validation:** Validation techniques can be used to verify the accuracy of responses. This may involve cross-referencing certain responses with other relevant questions or external data sources to identify potential inconsistencies or errors.
5. **Timing Analysis:** The operations team may analyze the time taken to complete the survey to identify respondents who completed it too quickly (speeding) or

spent an unusually long time. These extreme response times can indicate inattentiveness or non-compliance and may prompt further investigation.

6. **Data Cleaning and Review:** The operations team thoroughly reviews the collected data, identifies any outliers, inconsistent patterns, or suspicious responses, and takes appropriate actions such as data cleaning or data exclusion based on predefined criteria.



19. How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?



Over solicitation may have an impact on respondent engagement or on self-selection and non-response bias.

The same panelist can be contacted multiple times within a specified period until they respond to the survey. If they do not respond initially, they will receive a reminder to encourage their participation if their responses are still needed.

This approach aligns with common practices in survey research, where reminders are often sent to non-respondents to improve response rates and ensure a representative sample. By sending reminders, we give panelists another opportunity to provide their responses, which can enhance data quality and completeness.

It's important to note that the frequency and timing of reminders may vary depending on the specific research project, the desired sample size, and the target population.

20. How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?



Frequency of survey participation may increase the risk of undesirable conditioning effects or other potential biases.

Panelists are allowed to participate in a survey only once. This approach ensures that each individual provides a single set of responses, which helps maintain data integrity and avoids potential biases that could arise from multiple responses from the same participant.

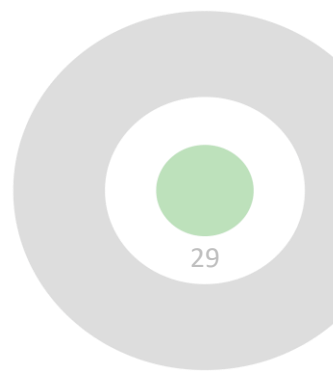
Managing this restriction within categories and time periods would depend on the specific requirements of our research project and the structure of our panel.

Netsonda has a strong awareness that the "professionalization" of the respondents does not contribute to the achievement of genuine and honest answers by respondents, so we consider some approaches as:

1. **Unique Survey Response ID:** Each survey can be assigned a unique response ID, that ensures once a panelist has completed a survey with a specific unique response ID, they are restricted from participating in the same survey again. This prevents duplication and ensures that panelists only respond to each survey once.
2. **Survey History Tracking:** The panel management system can keep a record of surveys that each panelist has already completed. This allows us to track their participation history and prevent them from taking the same survey more than once.
3. **Rotation and Targeting:** To maintain engagement and avoid survey fatigue, we implement a rotation system where panelists are selected for different surveys based on their eligibility and demographic profile. This ensures a diverse

distribution of participants across surveys and reduces the chances of individuals being invited to the same survey within a short period.

4. **Time Period Restrictions:** We can establish rules to manage the time period between surveys. For example, we might set a minimum time gap before inviting the same panelist to participate in another survey. This helps prevent overburdening panelists with frequent survey invitations and allows for a fair distribution of opportunities.



21. Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?



This type of data per respondent, including how the total population is defined and how the sample was selected and drawn, may increase the possibilities for analysis of data quality.

Netsonda maintains individual-level data, including recent participation history, date of entry, source, and other relevant information about your survey respondents.

It is possible to generate aggregated or anonymized reports that summarize and analyze the data at the group level. These reports can provide statistical analysis, key findings, and trends observed within the survey data.

To ensure compliance and protect respondent confidentiality, we aggregate the data, anonymize or pseudonymize individual responses, and remove any personally identifiable information (PII) before sharing it with clients. Aggregated reports can still provide valuable insights and trends without revealing specific individual identities.

22. Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

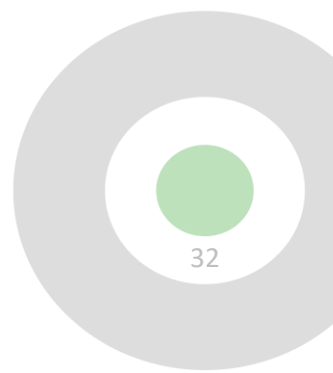


Confirmation of identity can increase quality by decreasing multiple entries, fraudulent panelists, etc.

These procedures may vary depending on the specific research organization and project requirements:

- **Panel Registration:** During the panel registration process, respondents are required to provide accurate and verifiable information, such as their name, email address, zip code, and phone number. This information helps establish the respondent's identity and allows for further verification if needed.
- **Double Opt-In:** We use a double opt-in process to verify respondent identities. After registration, an email is sent to the provided email address with a verification link. Respondents must click the link to confirm their email address and activate their panel membership.
- **Profiling and Data Validation:** Profiling respondents based on demographic information, professional details, and other relevant factors help ensure the accuracy of their profiles and validate their identity. This may involve cross-referencing the provided information with external databases or conducting further checks if needed.
- **Response Quality Checks:** During and after survey completion, various data quality checks are implemented to identify fraudulent or low-quality responses. These checks include attention checks, consistency checks, IP address tracking, response patterns analysis, and other techniques to detect suspicious behaviors or irregularities.

- **Fraudulent Respondent Detection:** Sophisticated algorithms and statistical techniques can be applied to identify patterns indicative of fraudulent respondents. These techniques involve analyzing response times, consistency across surveys, IP addresses, and other relevant factors to flag and investigate potentially fraudulent behavior.



POLICIES AND COMPLIANCE



What is this section about?

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

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

23. Please describe the 'opt-in for market research' processes for all your online sample sources.



The opt-in process indicates the respondents' relationship with the sample source provider. The market generally makes a distinction between single and double opt-in. Double opt-in refers to the process by which a check is made to confirm that the person joining a panel or database wishes to be a member and understands what to expect (in advance of participating in an actual survey for a paying client).

- **Single Opt-In:** The registration at Netsonda is done willingly by people (opt-in). Panelists provide their consent to join Netsonda Panel by voluntarily signing up or registering. They provide their contact information and agree to the terms and conditions, privacy policy, and data protection practices of the sample source. This process confirms their initial interest in participating in market research studies.
- **Double Opt-In:** Double opt-in goes a step further by adding an additional confirmation step to validate the individual's intent to join the panel or database. After the initial sign-up, a verification email is sent to the provided email address. The individual is required to click on a verification link or complete a confirmation action to confirm their interest and understand the expectations of participating in market research studies. This process ensures that panelists are actively engaged and aware of their participation.

The purpose of the double opt-in process is to enhance the quality of the panel or database by confirming that panelists genuinely want to be part of the Netsonda Panel and have a clear understanding of what to expect. It helps to reduce the risk of fake or inactive accounts, ensures higher engagement levels, and improves data integrity.

The whole process of recruitment is done according to the best practices and regulations of ESOMAR.

24. Please provide a link to your Privacy Policy. How Is your Privacy Policy provided to your respondents?



Not complying with local and international privacy laws might mean the sample provider is operating illegally. An example privacy policy is given in the ESOMAR Guideline for Online Research.

You can find our [Terms and Conditions](https://www.netsonda.pt/termos-e-condicoes-netsonda/): <https://www.netsonda.pt/termos-e-condicoes-netsonda/>.

Respondents can access our terms and conditions anytime in our website.

25. Please describe the measures you take to ensure data protection and data security.

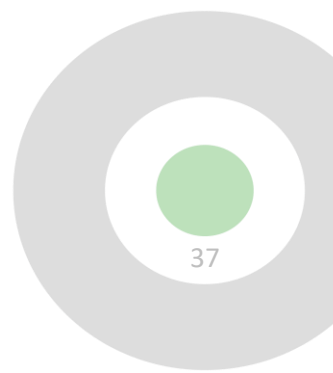


The sample provider usually stores sensitive and confidential information on panelists and clients in databases. This data needs to be properly secured and backed up, as does any confidential information provided by the client. The sample provider should be able to provide you with the latest date on which their security has been evaluated by a credible third party.

Ensuring data protection and data security is of extreme importance for Netsonda, so we ensure:

1. **Secure Data Storage:** to protect sensitive and confidential information. This includes implementing encryption techniques and access controls to prevent unauthorized access to data repositories.
2. **Data Access Controls:** Access to data is restricted to authorized personnel only. Netsonda implement role-based access controls to ensure that individuals can only access data relevant to their assigned tasks. This helps minimize the risk of unauthorized data access or data breaches.
3. **Confidentiality Agreements:** Employees and contractors have to sign confidentiality agreements to ensure they understand the importance of protecting data privacy and confidentiality. These agreements outline the responsibilities and obligations regarding data security and non-disclosure.
4. **Regular Data Backups:** To safeguard against data loss, Netsonda frequently performs regular data backups. This ensures that in the event of data loss or system failures, data can be restored, and operational continuity can be maintained.
5. **Compliance with Data Protection Regulations:** Netsonda strives to comply with relevant data protection regulations such as the General Data Protection Regulation (GDPR) in the European Union or other local data protection laws. This includes obtaining necessary consents, respecting data subject rights, and implementing appropriate measures to protect personal data.

6. **Third-Party Security Evaluations:** To assess and validate the effectiveness of their security measures, Netsonda may undergo third-party security evaluations or audits. These evaluations are conducted by credible and independent organizations to identify vulnerabilities and ensure compliance with security best practices.



26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?



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

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

There's no 100% reliable method for protecting confidential client material. For example, no one can prevent a panelist from taking photos of their screen. However, Netsonda takes the following security actions:

1. Disclaimer agreement at the beginning of the survey;
2. Continuous deleting of the clipboard to prevent copying through the use of ctrl+C / ctrl+V;
3. Warning message.

We take the listed above and other measures to prevent and reduce the ease with which materials can be taken from a survey, for instance, encrypting file paths or video content. We also use unique links to ensure a survey is not available after the respondent has completed it.

27. Are you certified by any specific quality system? If so, which one(s)?



Being certified may require the supplier to perform tasks in a pre-determined manner and document procedures that should be followed.

Netsonda ensures the backbone of global processes and platforms for systematic panel management, sampling, and online data collection.

From the formal point of view, Netsonda guarantees the protection of all members personal information and is committed to ensuring scrupulous compliance with the rights of personal data subjects and the legal obligations of data processing imposed by Regulation (EU) No. 2016/679 of 27 April 2016, having implemented a set of internal procedures to monitor and ensure such compliance.

Netsonda has the database of its panel registered with the National Data Protection Commission (CNPD), an independent administrative entity with powers of authority, which works with the Assembly of the Republic. This entity has as its generic attribution to control and supervise the processing of personal data, in strict respect for human rights and for the freedoms and guarantees enshrined in the Constitution and the law.

Netsonda is a member of ESOMAR - World Association of Research Professionals, through its directors, and supports and carries out their studies subscribing to the Code ICC/ESOMAR. Netsonda also subscribes to the code of EFAMRO - European Federation of Associations of Market Research Organizations.

28. Do you conduct online surveys with children and young people? If so, do you adhere to standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?



The ICC/ESOMAR International Code requires special permissions for interviewing children. These are described in the ESOMAR Online Research Guideline. In the USA researchers must adhere to the requirements of the Children’s Online Privacy Act (COPPA). Further information on legislation and codes of practice can be found in Section 6 of ESOMAR’s Guideline for Online Research.

The access to persons under 16 years old to the Netsonda Panel is not allowed.

In case it is necessary to recruit people under 16 years of age, a pre-recruitment is carried out for parents to give their authorization. That way, the participation is only valid when the guardian of the minor authorizes.

Thank you.

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