ESOMAR 37

37 Questions to help buyers of online sample

Treast
Opinion
MARKET RESEARCH

Table of contents

Company Profile

Q1. What experience does your company have in providing online samples for market research? How long have you been providing this service?

Q2. Do you have staff with responsibility for developing and monitoring the performance of 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?

Q3. What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?

Sample Sources and Recruitment

Q4. Using the broad classification above, from what sources of online sample do you derive participants (panels/intercepts)?

Q5. Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?

Q6. 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?

Q7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organization and the technologies you are using. Please try to be as specific and quantify as much as you can.
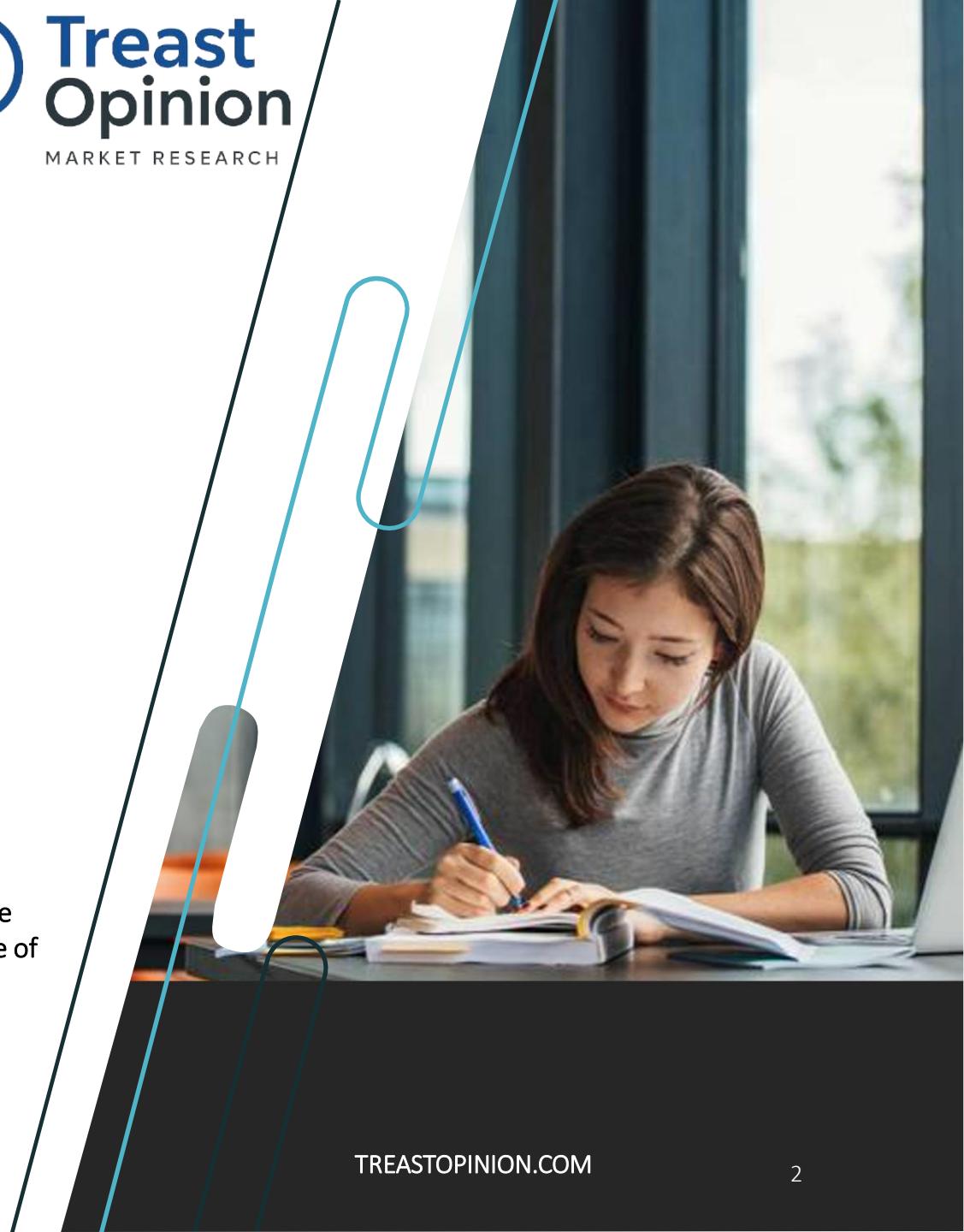
Table of contents

Q8. What brand (domain) and/or app are you using with proprietary sources? Summarize, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.

Q9. Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?

Q10. 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?

Sample Sources and Recruitment

Q11. 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?

Sampling and Project Management

Q12. 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?

Table of contents

Table of contents

Q19. 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?

Q20. 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?

Sample Sources and Recruitment

Q21. 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)?

Q22. Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

Data Quality and Validation

Q23. 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?

Q24. 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?

Table of contents

TREASTOPINION.COM

Table of contents

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Table of contents

Company Profile

Q1: What experience does your company have in providing online samples for market research? How long have you been providing this service?

Treast Opinion is a leading provider of real-time insights, specializing in catering to the dynamic demands of the on-demand economy. Operating across multiple regions including Europe, North America, MENA, LATAM, and Asia Pacific, Treast Opinion collaborates with a plethora of globally recognized brands and corporations.

Over the years, Treast Opinion has meticulously developed one of the most extensive and diverse online panels globally. Our innovative panel recruitment strategies, advanced profiling techniques, and state-of-the-art sample management technologies grant access to a vast pool of over 79 million respondents from more than 70 countries. With panel profiling encompassing an extensive array of over 350 questions across various domains, Treast Opinion empowers companies to engage with even the most elusive audiences with unparalleled ease and efficiency.

Committed to upholding the highest standards of panel management, data quality, privacy, and security, Treast Opinion adheres rigorously to global guidelines. We are proud members of several esteemed industry associations, dedicated to driving innovation in data quality, fostering best practices, and adapting to evolving market dynamics. Our executive members actively contribute to the leadership of prominent associations including ESOMAR, DGOF, BVM, AMSRS, JMRA, MRSS, KORA, MRS, and also hold representation on the Symtec Etudes Board, underscoring our commitment to shaping the future of market research and insights generation.

Q2: Do you have staff with responsibility for developing and monitoring the performance of 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?

At Treast Opinion, our dedicated R&D teams are committed to driving innovation through technology, constantly enhancing our sampling and routing logic. This commitment extends to both our in-house routing logic and our collaborations with external partners. Additionally, we maintain a cross-functional team of experts who continuously monitor platform performance, ensuring optimizations for efficiency and the successful delivery of projects.

Our frontline staff members undergo rigorous training on sampling best practices and methodologies, equipping them to implement tailored strategies for various project types and use cases, whether it's a DIY approach or full-service support.

Furthermore, all our samplers undergo an extensive certification program that offers an advanced-level understanding of sampling and blending concepts. This comprehensive training ensures that our team is adept at creating effective sampling plans to seamlessly deliver projects, meeting the diverse needs of our clients with precision and expertise.
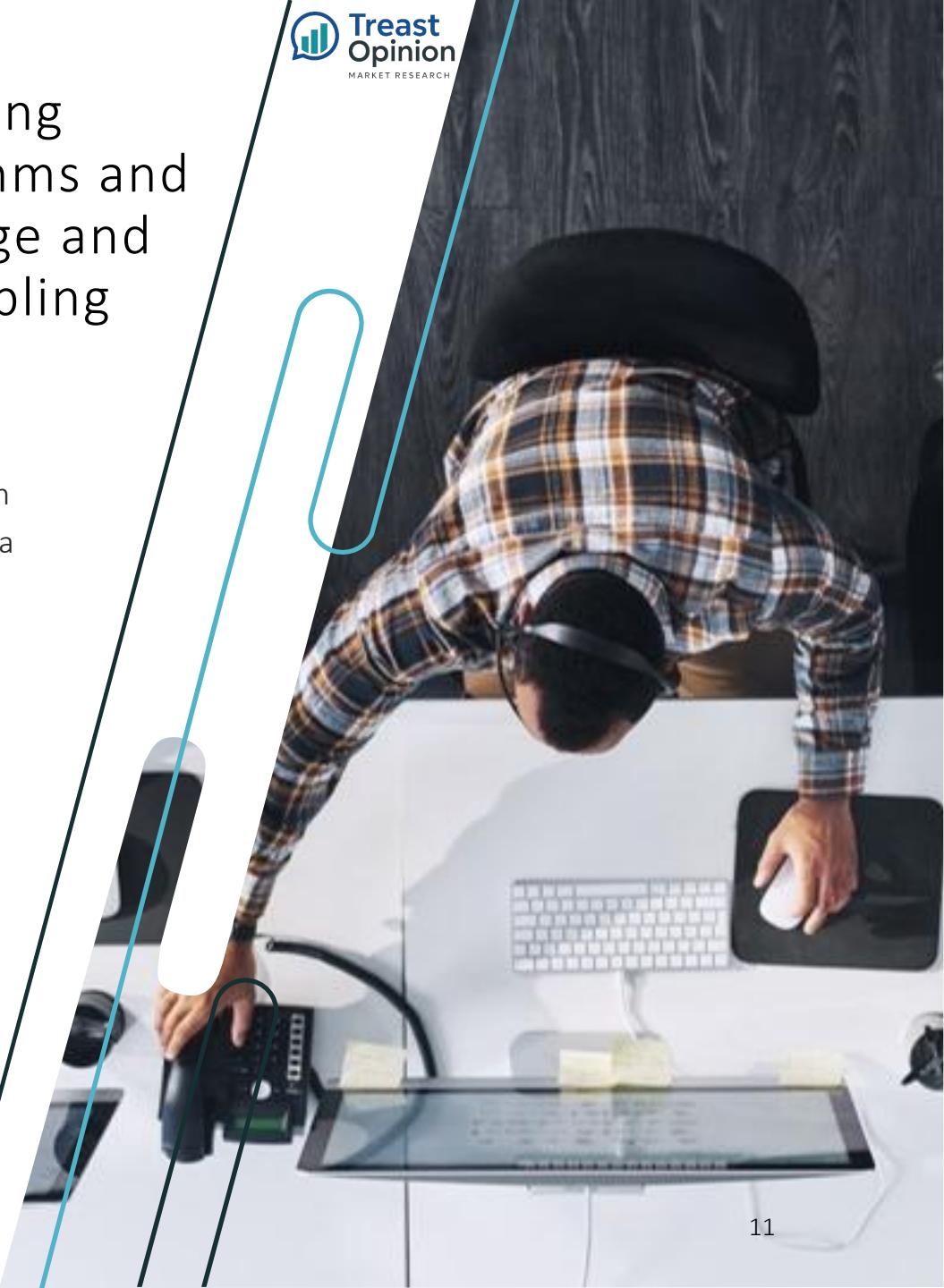
Q3: What other services do you offer? Do you cover sample only, or do you offer a broad range of data collection and analysis services?

At Treast Opinion, our Treast Opinion Start platform offers a comprehensive suite of automated, semi-automated, and customized insights solutions, covering survey design, respondent access, and reporting dashboards. With access to our global network of research experts, clients receive tailored recommendations for successful business decisions. We provide quantitative and qualitative solutions, including DIY tools, full-service support, and sample-only access to our diverse panel of over 43 million consumers across 70+ markets. Our offerings encompass brand health, product development, market understanding, advertising testing, and qualitative research.

Our offerings include access to:

- Treast Opinion Start platform: A user-friendly platform offering automated solutions across various domains including Brand Health, New Product Development, Market Understanding, and Advertising & Creative Testing.
- Custom survey creation: Swift and simple creation of custom surveys tailored to specific research objectives.
- Sample-only access to Treast Opinion Influencers: Our global panel comprising over 43 million consumers across 70+ markets, ensuring access to diverse and representative respondents.
- Reporting and Dashboarding: Robust reporting features and intuitive dashboards for streamlined data visualization and analysis.
- Treast Opinion Start Qual: Incorporating asynchronous activities and live video capabilities to delve deeper into consumer perceptions, behaviors, and motivations.
- Full-Service Support & Consultancy: Expert assistance and consultancy services to guide clients through every step of the research process, ensuring optimal outcomes.

Sample Sources and Recruitment

Sample Sources and Recruitment

What this section is about

At Treast Opinion, we prioritize the evaluation of sample providers and their data sources to ensure research quality and reliability. Considering factors like sample types and their suitability for longitudinal studies, clients can make informed decisions. We advise identifying sample types offered and querying all sources. Understanding if providers use their own sources or aggregate from others is key. With two broad sample source models, clients can confidently select the right provider by careful assessment and questioning aligned with their research goals.

Panels

At Treast Opinion, we leverage databases of willing participants, incentivized for future data collection. These databases include traditional access panels, co-branded panels, and opt-in databases. Participants engage in various tasks like watching ads or completing offers for rewards, forming loyalty programs or rewards communities. We also consider loyalty card and subscription databases with members committed to ongoing engagement.

Intercepts

At Treast Opinion, we use intercepts to invite participants to take surveys while they're engaged in online activities, such as gaming or browsing social media. Participants receive rewards for their participation, and they may be unknown or pre-identified from past surveys.

Q4: Using the broad classification above, from what sources of online sample do you derive participants (panels/intercepts)?

At Treast Opinion, our unique supply ecosystem includes a proprietary global panel community called Treast Opinion Influencers. This highly profiled and engaged community offers millions of high-quality insights to leading brands monthly.

Additionally, we've built a private network of premium partners, rigorously vetted and including various platforms like traditional panels, loyalty communities, media owners, and online/mobile app publishers. This enables us to reach willing survey participants globally, swiftly matching them with relevant surveys based on their demographics and attitudes.

With this blend of sources, we offer access to over 79 million consumers across 70+ markets.

Q5: Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?

At Treast Opinion, our proprietary panel, Treast Opinion Influencer Community, along with our private network of partners, forms the backbone of our sample sources. The distribution of samples between these sources varies based on factors such as country, sample size, target audience, demand, and duration in the field. While we don't disclose specific sample percentages for individual projects, we maintain consistency in sample source composition for data integrity. We leverage our sample sources according to client/project requirements to ensure accurate targeting and extraction of valuable insights, tailored to each project's specifications. Visit treastopinion.com for more information.
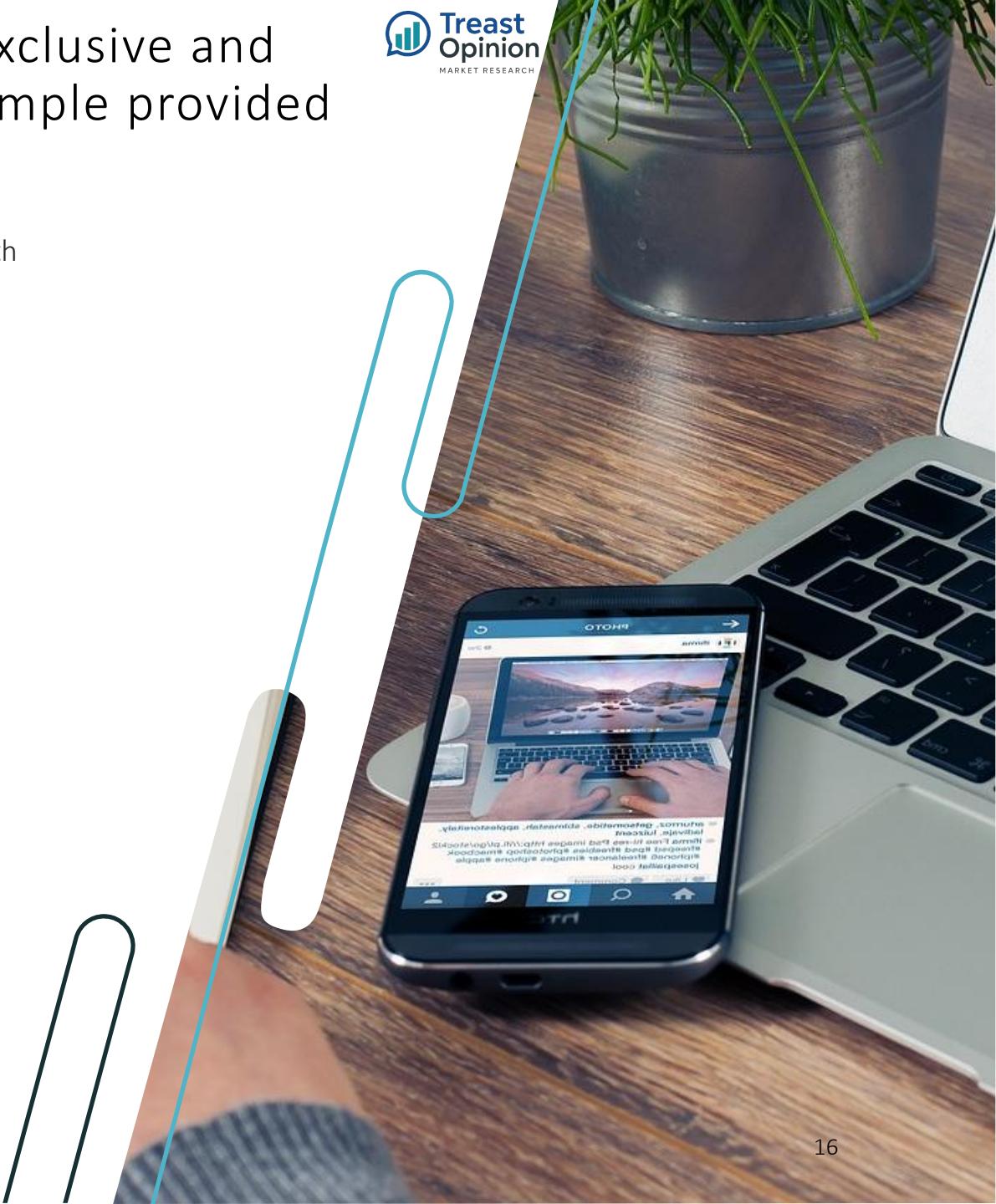
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Q6: What recruitment channels are you using for each of the sources you have described? Is the recruitment process' open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?

At Treast Opinion, our focus lies in acquiring highly qualified and engaged respondents across various sectors, including consumer, healthcare, and B2B, leveraging over 20 years of expertise. Our Treast Opinion Influencers community, accessible at treastopinion.com, comprises online and mobile consumers, open to all internet users. We also operate Think Action, our affiliate network, boasting over 3,000 diverse media players worldwide. This network provides access to internet and mobile users through various digital marketing channels, ensuring a top-tier panel. Compliant with ESOMAR guidelines and national laws, our community welcomes all consumers. Moreover, we incentivize referrals through a rewarding program and prioritize mobile app recruitment campaigns, exemplified by the success of the Treast Opinion Influencers app, with over 6.7 million downloads and growing.
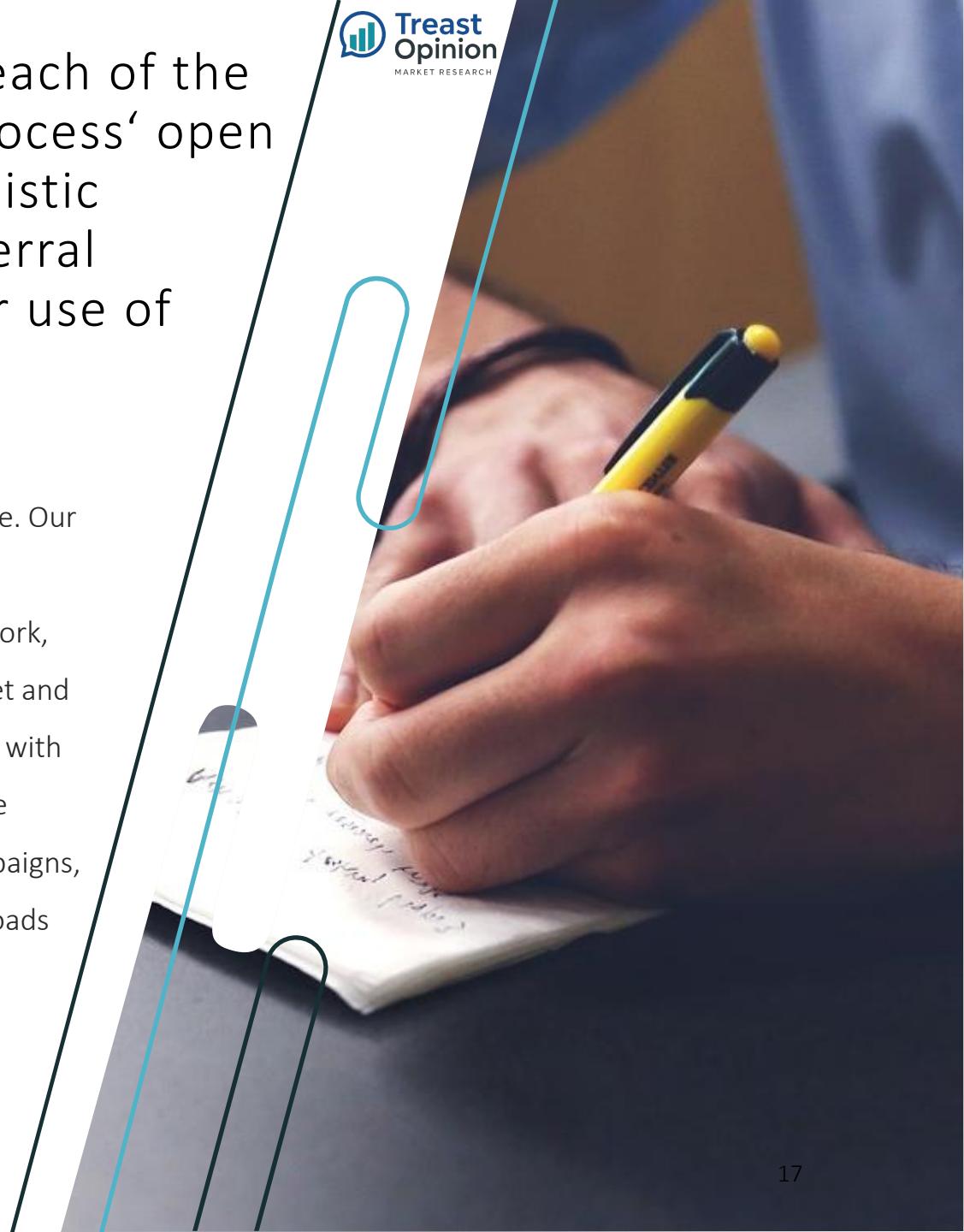
Q7: What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organization and the technologies you are using. Please try to be as specific and quantify as much as you can.

At Treast Opinion, we prioritize data quality as a cornerstone of market research. Our commitment to delivering trustworthy insights is evident in our continuous investment in cutting-edge technologies and robust processes. Through our proprietary panel, platform, and quality solutions available at treastopinion.com, we maintain the highest standards of data quality. Our proactive approach enables us to swiftly identify and address any potential issues, ensuring accuracy and reliability in the insights we provide. Clients can trust Treast Opinion to deliver data they can rely on, empowering them to make informed decisions with confidence.

Pre-panel: vetting of recruitment sources & quality screening on sign-up

At Treast Opinion, we prioritize sample quality through a comprehensive system of checks and balances across various stages:

- Pre-panel checks include vetting recruitment sources and screening for quality upon sign-up.

- We employ unique email and contact details identification to prevent duplicates.

- Accounts must be active and in good standing for survey participation.

- CAPTCHA security and double-opt-in email confirmation ensure validity.

- Email domain validation restricts disposable email providers.

- We detect anomalies and patterns in registration data to block abuse.

- Pre-ecosystem vetting includes partner assessment and pilot tests for quality.

- Pre-survey blocking based on device and response ensures data integrity.

- Benchmarking partners on quality KPIs and suspending those failing to meet standards.

- We employ digital fingerprinting to detect duplicate devices and screen for suspicious activity.

- Behavioral pre-screening and Geo-IP validation further enhance data integrity.

- In-survey and post-survey checks identify and remove outliers and suspicious responses.

- Open-end and profiling consistency checks ensure data accuracy.

- Our quality scoring algorithm assigns scores and removes participants exhibiting suspicious behavior.

We continuously monitor KPI stability across projects to maintain data quality.

At Treast Opinion, we're committed to advancing data quality through ongoing investments in technology and processes, ensuring accurate and reliable insights for our clients. Visit treastopinion.com for more information.

Q8: What brand (domain) and/or app are you using with proprietary sources? Summarize, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.

At Treast Opinion, [Treast Opinion Influencers (treastopinion.com)](treastopinion.com) can engage with us through our proprietary panel at **treastopinion.com.** We prioritize personalized relationships with members using an omni-digital CRM tool, ensuring interaction at optimal times and channels (On site, In Email, Push, SMS, etc.). This agile approach fosters strong member relationships and delivers valuable insights. While the sample proportion varies by demographic, country, and project, globally, we observe 30% from notifications (email, push, SMS), and 70% from our website.

Q9: Which model(s) do you offer to deliver sample? Managed service, self-serve, or API integration?

At Treast Opinion, we provide a flexible service model to meet the diverse needs of our client partners. Through our consumer intelligence platform, Treast Opinion Start, clients can conduct self-service research with ease. With a single login, they can access our panel of Treast Opinion Influencers and observe real-time results. For those seeking a more tailored approach, our team of experts combines industry knowledge and innovative tools to design custom research programs. Additionally, we offer API integration for direct access to our highly engaged respondent community at **treastopinion.com**.

Q10: 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?

At Treast Opinion, we prioritize sample quality and consistency across all respondent sources. We offer transparency to clients regarding sample composition and can customize sampling sources based on project requirements. Whether it's partner restrictions or specific objectives, we tailor sample sources to meet each client's needs. Our approach ensures that sample composition aligns with research objectives for every study. Through third-party integration, clients gain access to our proprietary panel and premium partner network, guaranteeing global scale, data quality, and agility. All partners adhere to our quality standards outlined in our Data Quality eBook available at **treastopinion.com**.
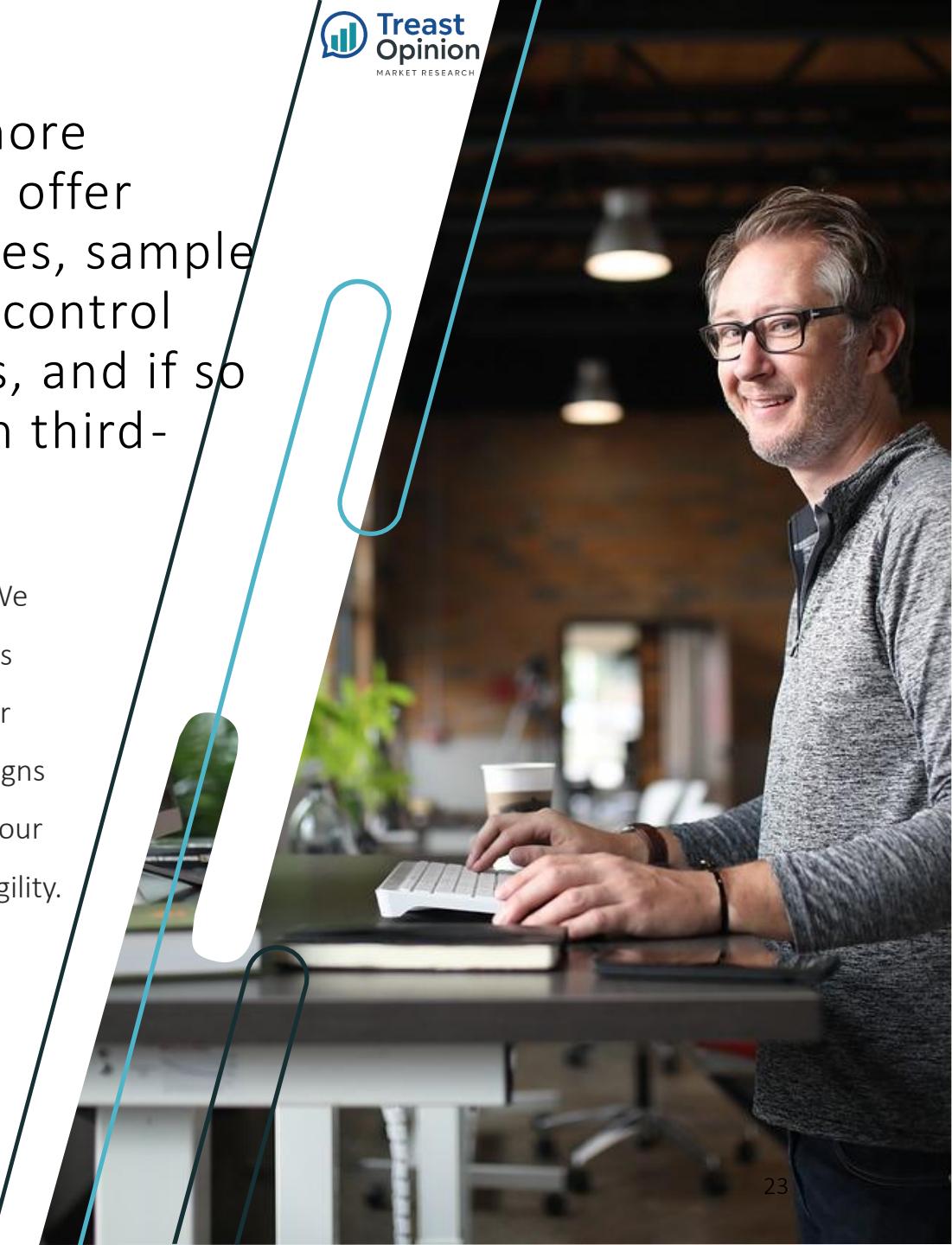
Q11: Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, Is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktop only questionnaires? Is it suitable to recruit for communities? For online focus groups?

At Treast Opinion, we carefully select sample sources to ensure suitability for each project. Our

unique blend of supply and respondent access supports a wide range of quantitative and

qualitative research endeavors. Our surveys are designed to be compatible and optimized for

both desktop and mobile use, allowing panelists to participate through their preferred channel,

be it mobile app, website, or email invitation. We cater to various project types, including

Barometers,

Consumer and Brand Health Trackers,

In-Home Usage Tests (iHUTs),

Recontacts, and Focus Groups.

Visit treastopinion.com for more information.

Q12: 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?

At Treast Opinion, we offer flexible demographic quota controls tailored to national representation or client specifications. We recommend nationally representative quotas as a baseline, though clients can also customize targeting using over 350 profiling attributes on Treast Opinion Influencers.

Our diverse and engaged panel receives survey invitations through multiple channels and can access projects at their convenience via the website or app. Each invitation provides clear instructions and incentives.

Responses are considered complete when all mandatory questions are answered and the survey is submitted. Our technology ensures random sampling and compensates for varying response rates across demographics to maintain interview quotas within specified time frames. Visit **treastopinion.com** for more information.
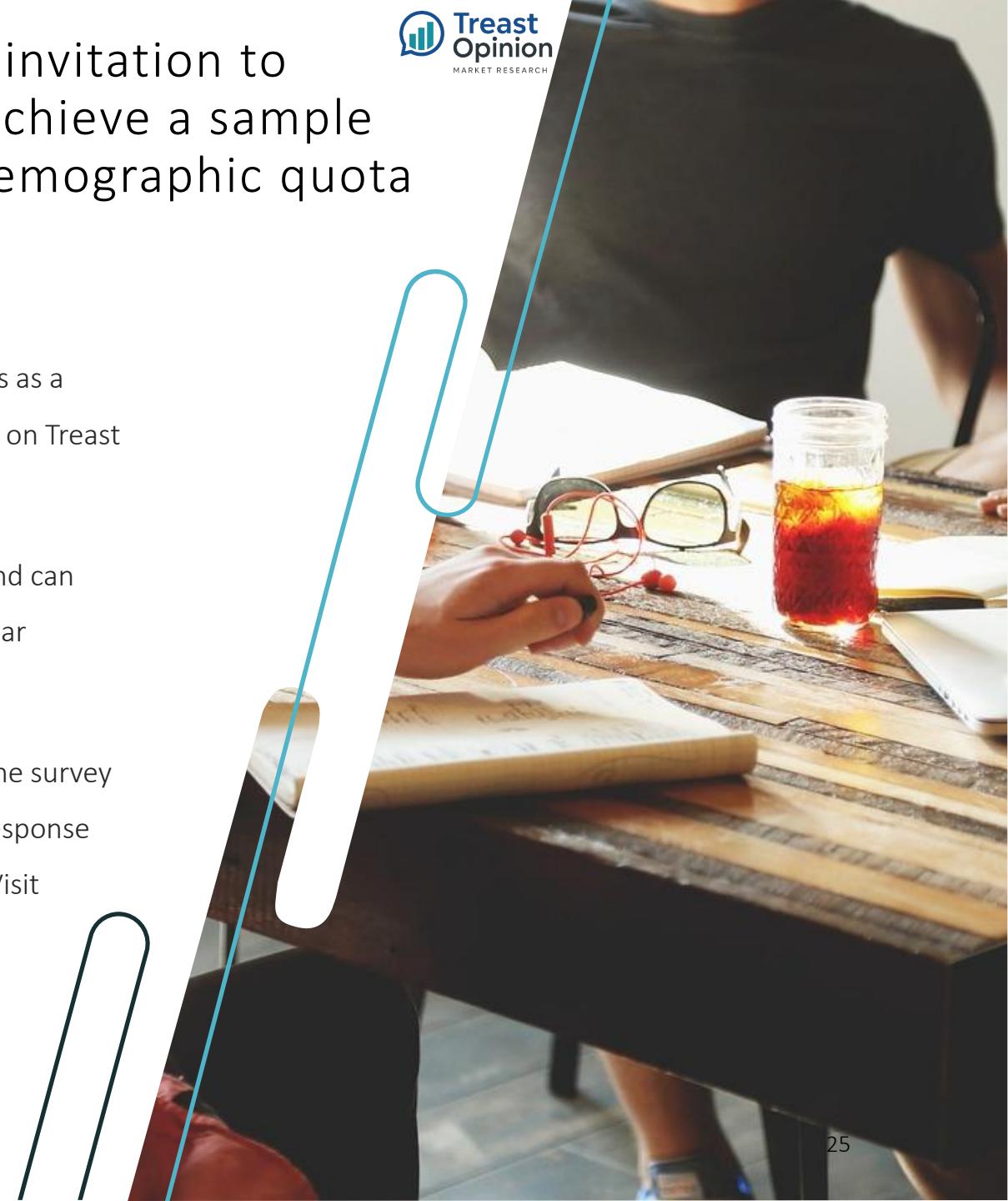
Sampling and Project Management

What this section is about

The responses in this section aim to elucidate the processes and procedures involved in furnishing you with a participant sample for your survey. It's crucial to grasp the potential biases inherent in these approaches and assess their probable impact.

Q13: 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?

At Treast Opinion, accurate profiling is crucial. We collect relevant and updated information to benefit both our clients and panel members, ensuring a personalized experience. Over 80% of our panel members are profiled on key demographics, computed GEO regions, segmentations, and essential attributes derived directly from their responses. We message profiling carefully and collect data thoughtfully to enhance the panel's quality and relevance.

At Treast Opinion, we go beyond basic profiling with our Top-25 attributes, ensuring comprehensive data collection for our panel members. Each attribute is assigned an expiration date based on its relevance and nature, ensuring accurate and up-to-date information. For partner panels, age and gender profiling are mandatory, with encouragement to map additional attributes, particularly the Top-25. Profiling attributes can be appended to datasets, except for directly identifiable data points.

Q14: 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?

At Treast Opinion, our Treast Opinion platform offers automatic feasibility calculations for client projects, considering factors such as completed surveys, survey length, incidence rate, qualification criteria, demographics, quota structure, exclusion rules, and special tasks. Any deviations within +/- 15% are deemed acceptable for feasibility, ensuring accuracy for up to 45 days after assessment. This information helps us determine project completion feasibility and collaborate with clients to address any issues.
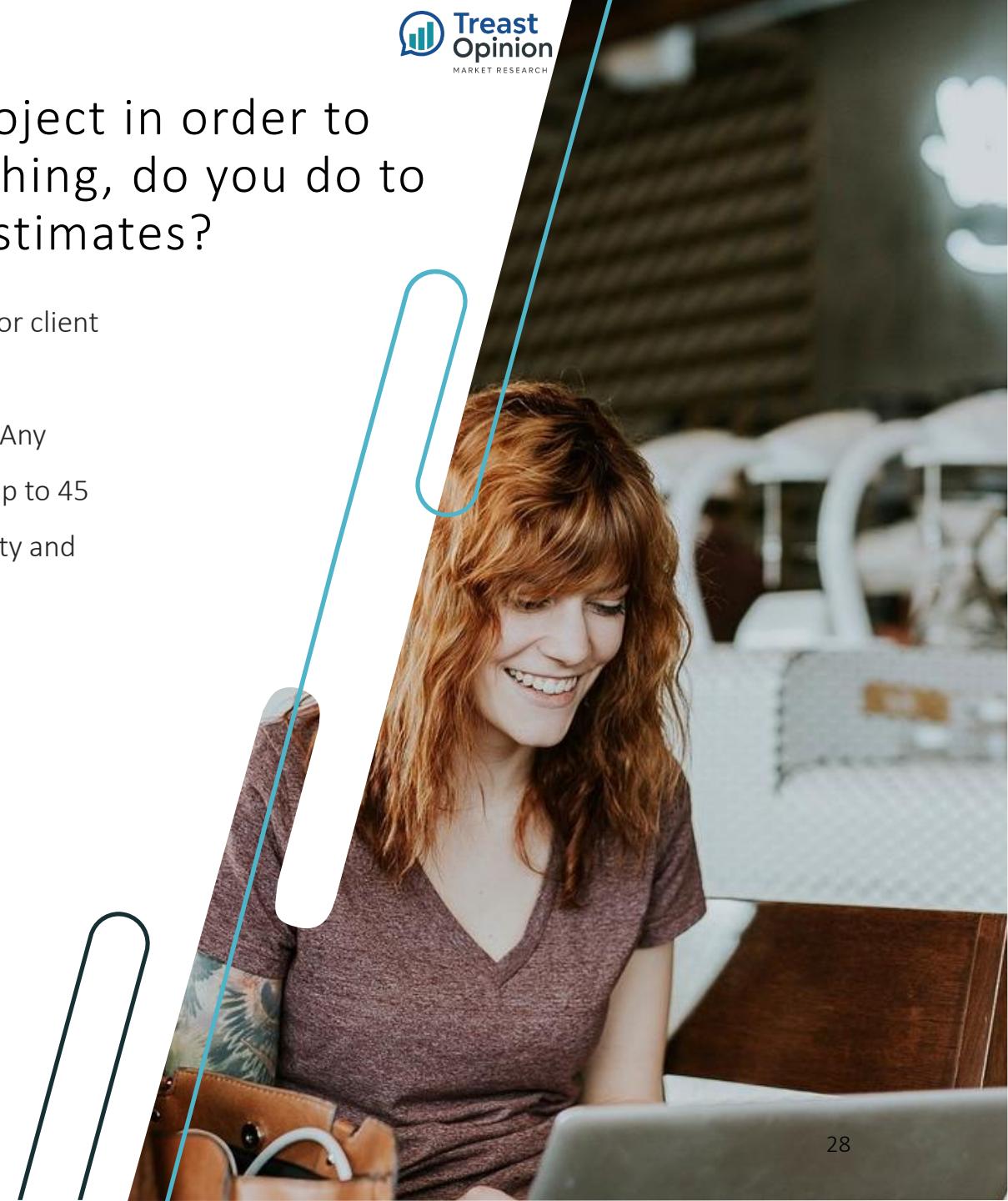
Q15: What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/sub-contractors?

If any project parameters change after bidding, like a lower incidence rate or longer survey completion time, completing the project might become challenging. In such cases, we inform our clients promptly, discuss the reasons, and propose potential solutions, such as adjusting quota structures or screening criteria. Should third-party partners be required to complete fieldwork, we maintain full transparency with our clients. We've established a reliable network of third-party sources, selected based on respondent quality. Each undergoes a rigorous vetting process and adheres to our stringent quality standards.
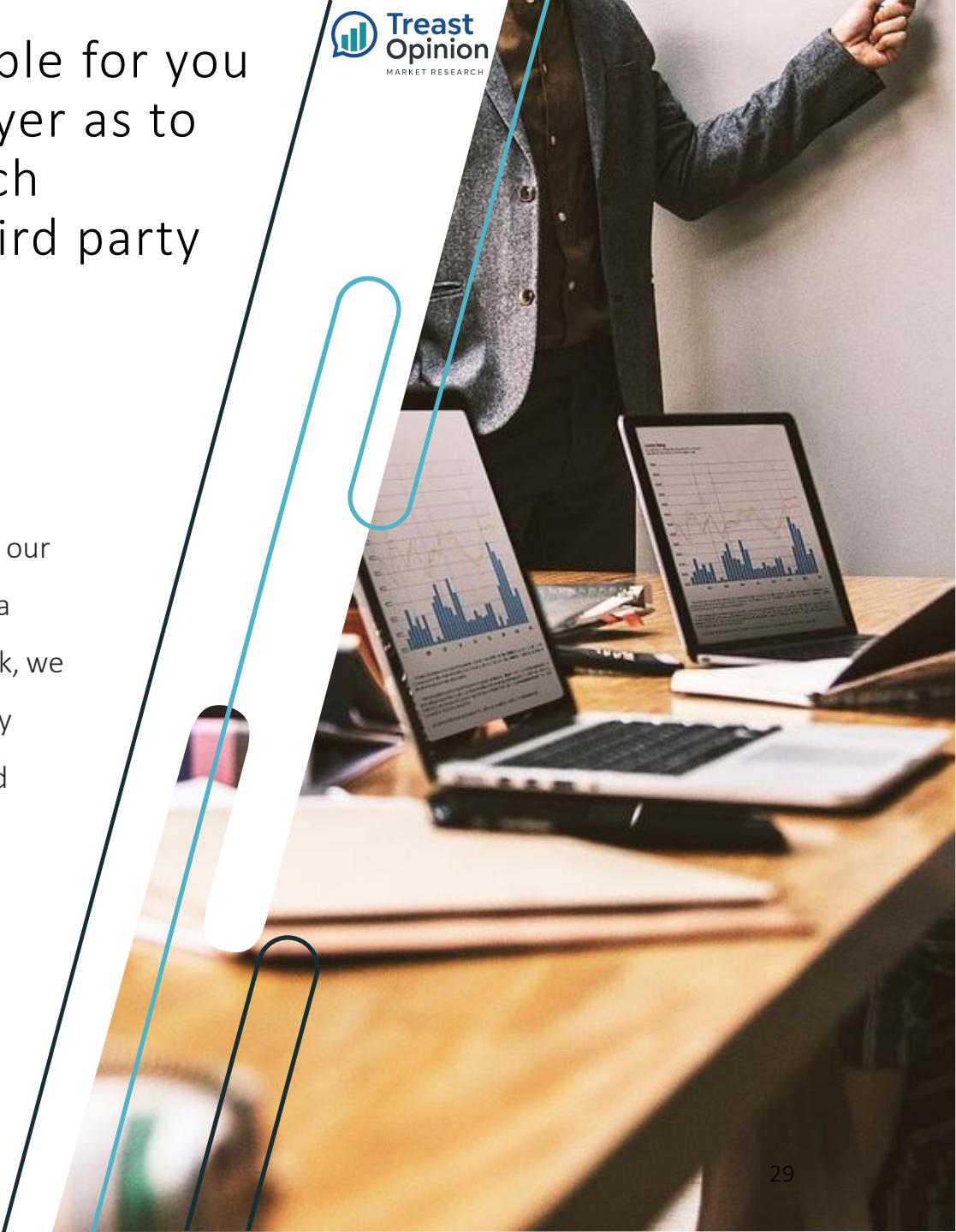
Q16: Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.

At Treast Opinion, we use an in-house survey router to connect clients' projects with our consumer audience. This router employs various methods for sampling, including quota sampling, targeted screening, and census outgo. Participants receive survey invitations through digital channels and can view available projects at their convenience. If participants don't qualify for one survey, they can re-enter the router for another opportunity.
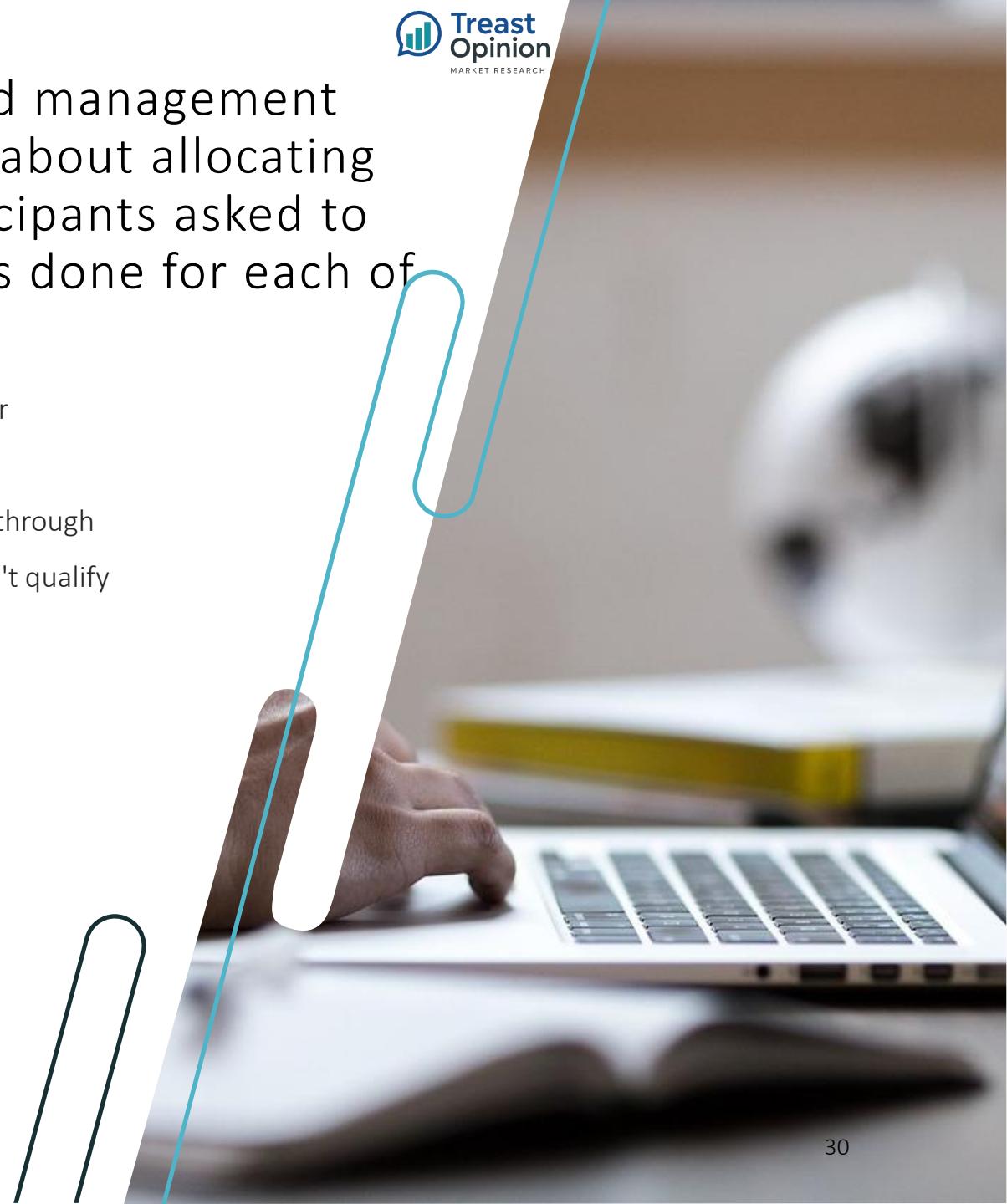
Q17: Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?

At Treast Opinion, our profiling and router technology swiftly matches respondents with surveys to prevent respondent fatigue. If a match takes longer than usual, respondents are given the option to continue or engage with other aspects of our community on treastopinion.com.

Q18: 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?

At Treast Opinion, we prioritize transparency and clarity in our communication with respondents. Whether it's through our website **treastopinion.com** or other channels, we ensure that respondents have all the necessary information before deciding to participate in a survey. This includes details such as the estimated survey length, theme or category, and the reward for participation.

Q19: 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?

At Treast Opinion, we ensure that our panelists receive surveys that match their profile. They can choose surveys based on category, estimated length, and incentives offered for participation. This personalized approach enhances engagement and participation.

Q20: 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?

At Treast Opinion, we determine incentive levels for each project based on factors like subject matter, survey length, and incidence rate. Our panelists earn points that they can redeem for rewards tailored to their country's preferences. We ensure timely delivery of rewards to enhance satisfaction. If needed, we can customize the incentive process for clients. Additionally, we can adjust incentives during a survey to fairly compensate participants, especially if the survey duration exceeds expectations.
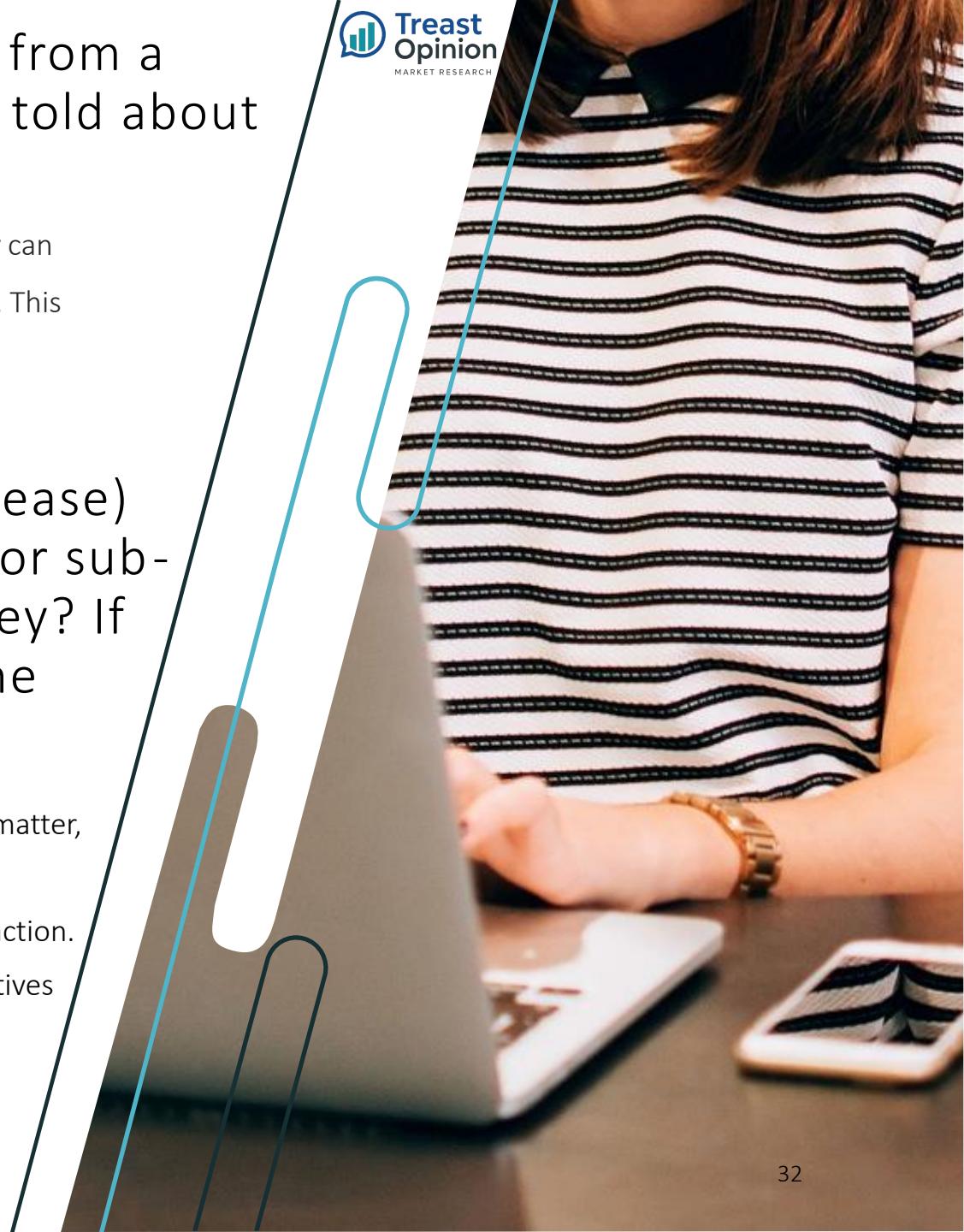
Q21: Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?

At Treast Opinion, we conduct an annual Influencer Satisfaction (ISAT) survey to measure and track member satisfaction and gather feedback for user experience improvements. We follow best practices for survey length and design to maintain high respondent satisfaction. Our panelists can contact our help desk anytime with queries, reinforcing our commitment to empowerment and being the voice of change.
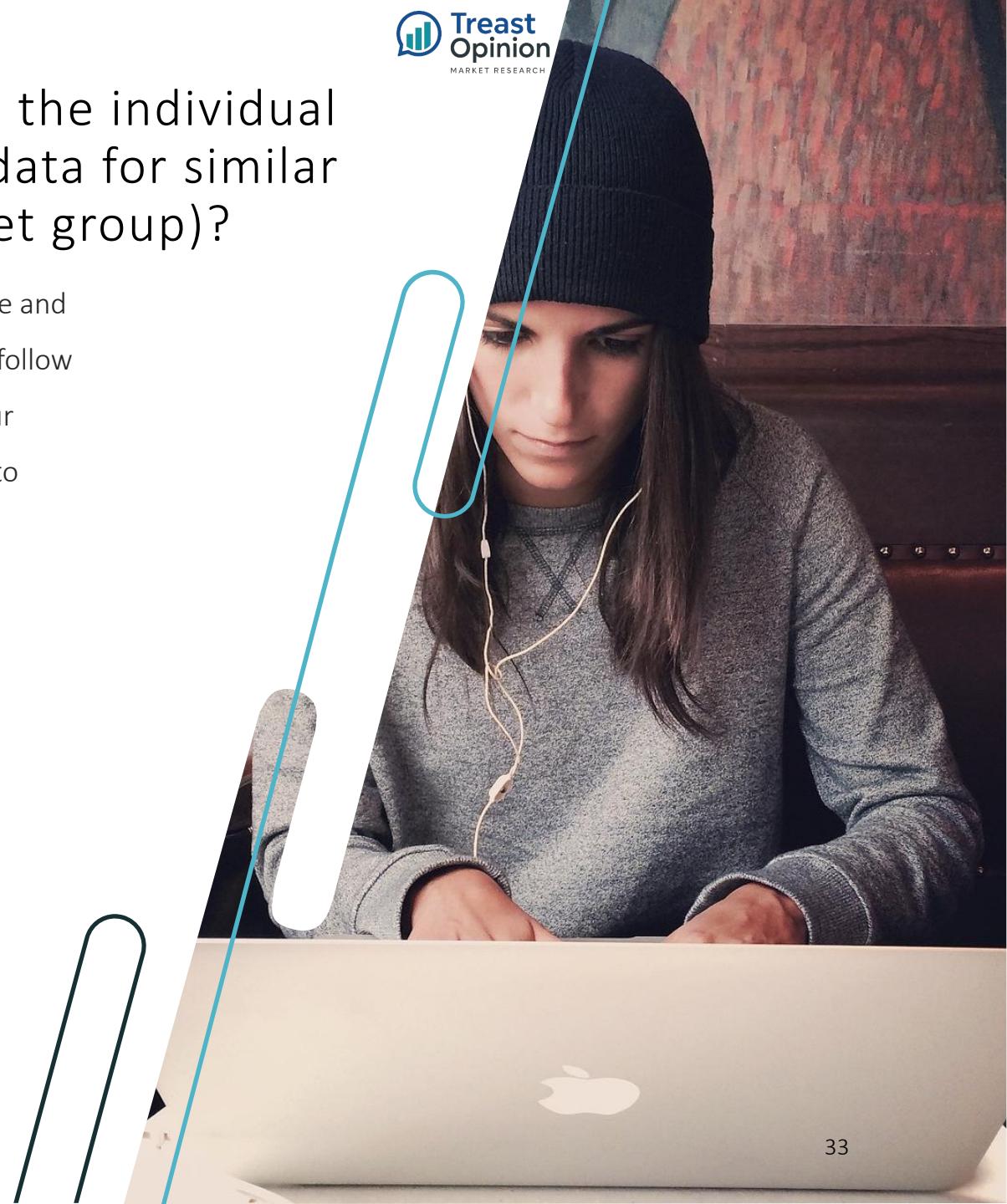
Q22: Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?

At Treast Opinion, we provide a link for clients to track field progress in real-time. Using the Treast Opinion platform, clients can instantly access data through:

- **Real-time info boards and dashboards**: View KPIs, significance-tested side-by-side comparisons, and filter info boards by age, gender, and up to ten custom options for insights on different consumer groups.

- **Advanced analytics**: Conduct custom analyses by weighting data, creating sub-populations, and applying filters.

- **Customized information**: Gain further insights from our experts, and easily create editable info boards, PowerPoint slides, and word cloud verbatims. Build tables and re-run banners as needed.

Upon request, our Research Solutions team can also deliver a detailed report with project findings for an additional cost.
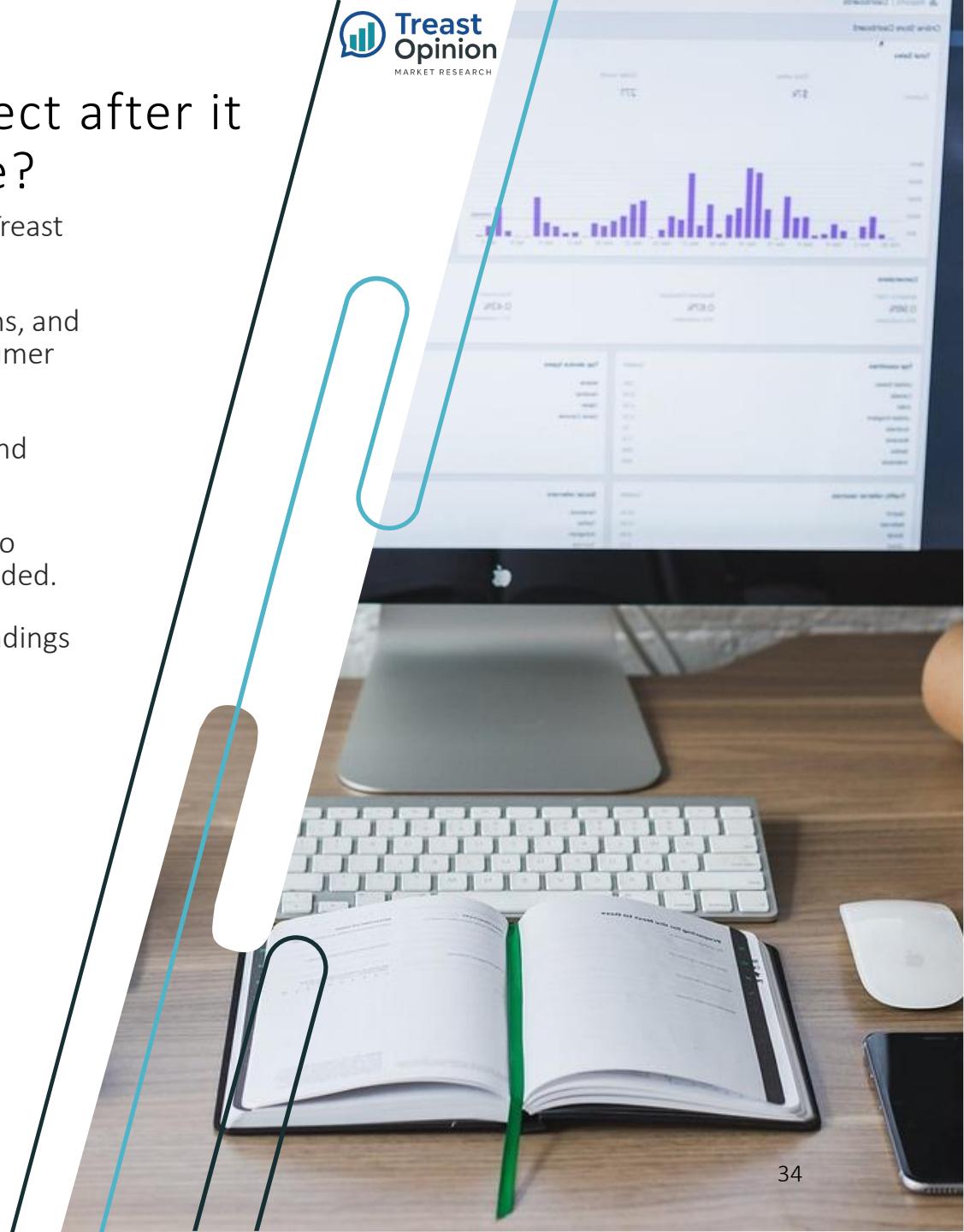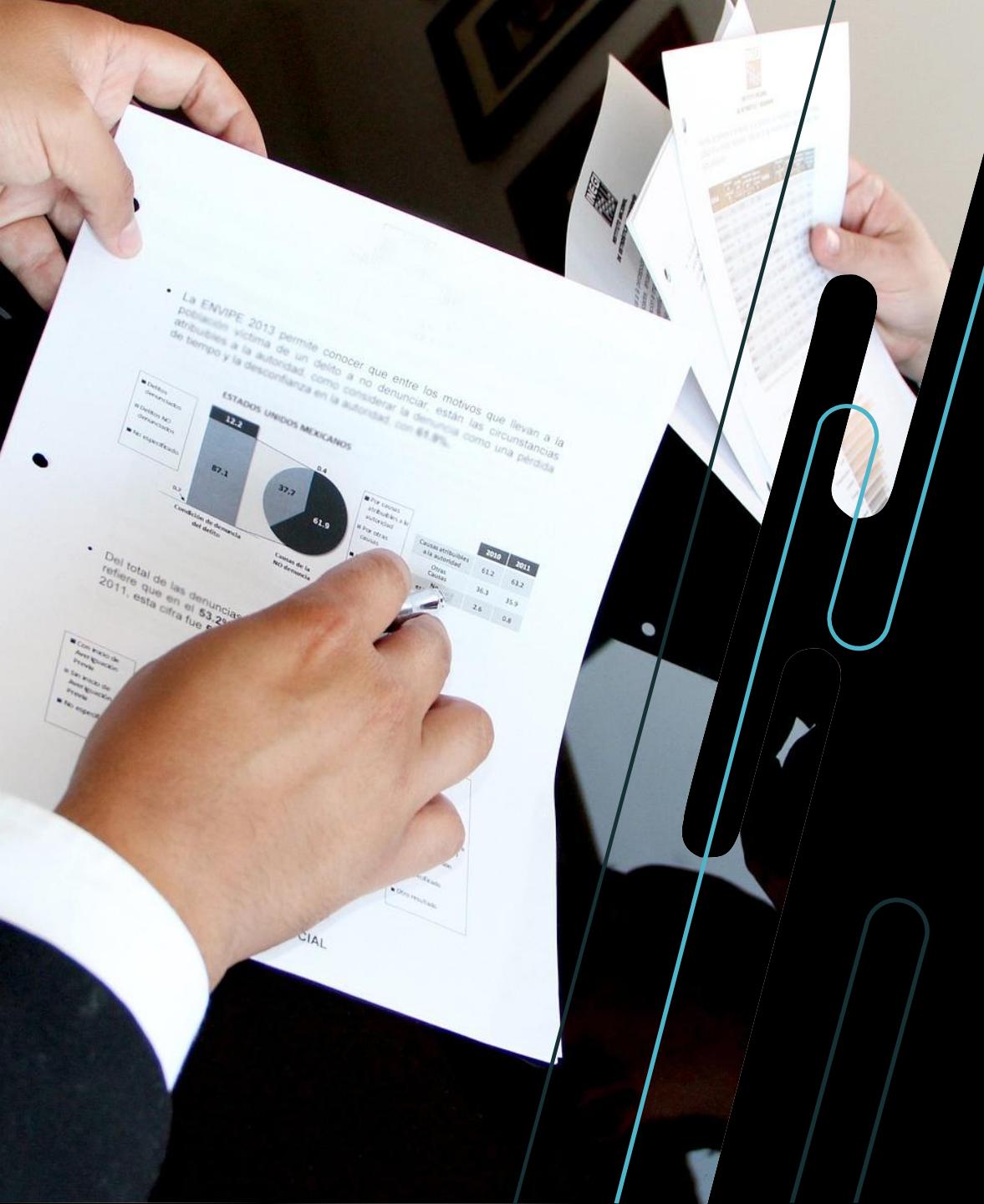
Data Quality and Validation

What this section is about

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

Q23: 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?

Treast Opinion Service ensures that our panel respondents cannot participate in the same survey more than once and are limited to completing five surveys in a single day. This policy applies across all sample sources, thanks to our advanced technology that identifies each unique respondent, even if they attempt to take a survey from a different source. This practice aligns with ESOMAR industry guidelines.
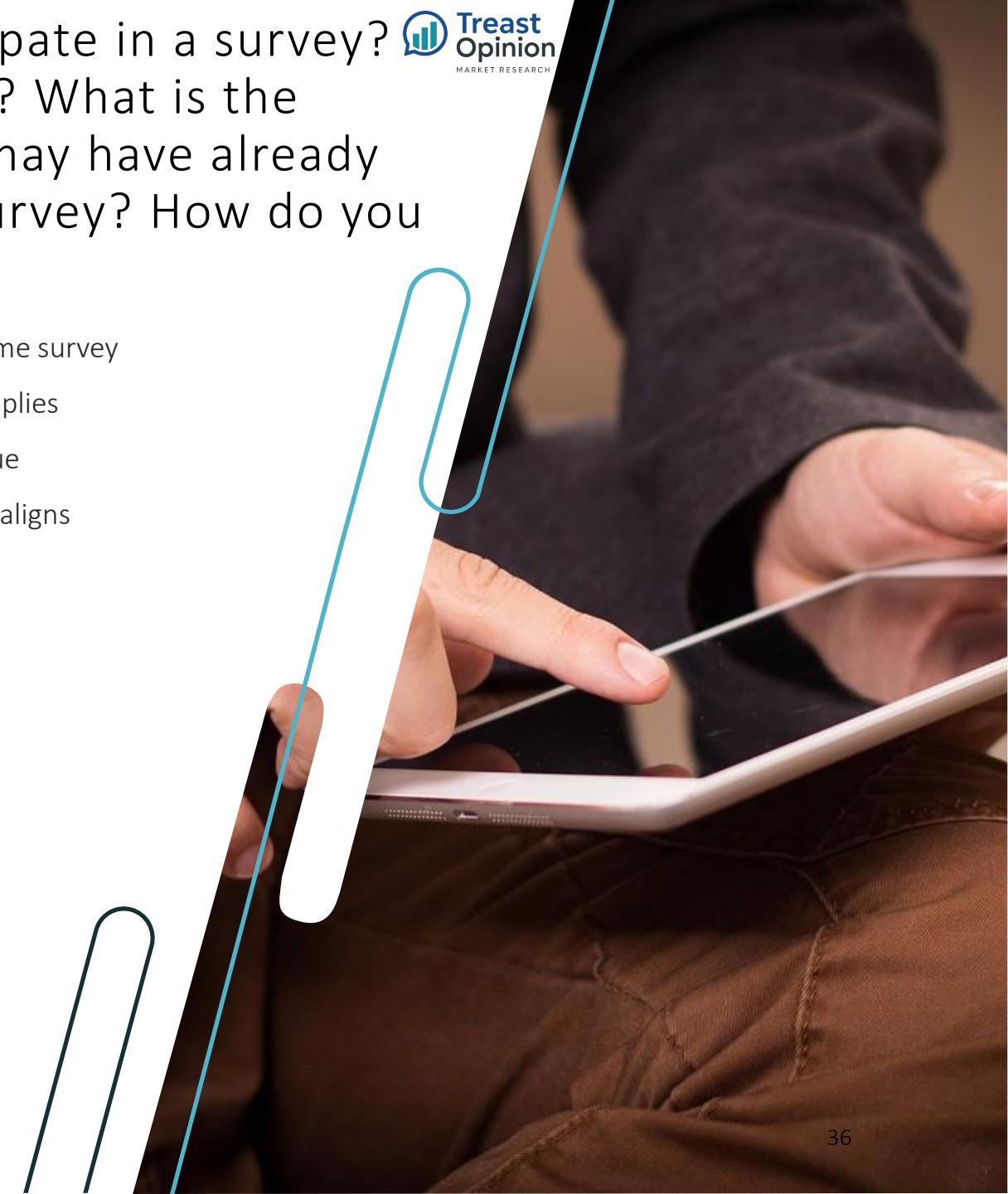
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Q24: What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?

At Treast Opinion Service, we maintain detailed records for each participant, including:

• Date of registration

• Last login

• Last survey started

• Survey participation history

• Incentive history

• Site activity

• Profiling

Profiles of our panelists are appended to participant records, and third-party data can also be appended upon request. We can provide project-level analysis of this data as needed.
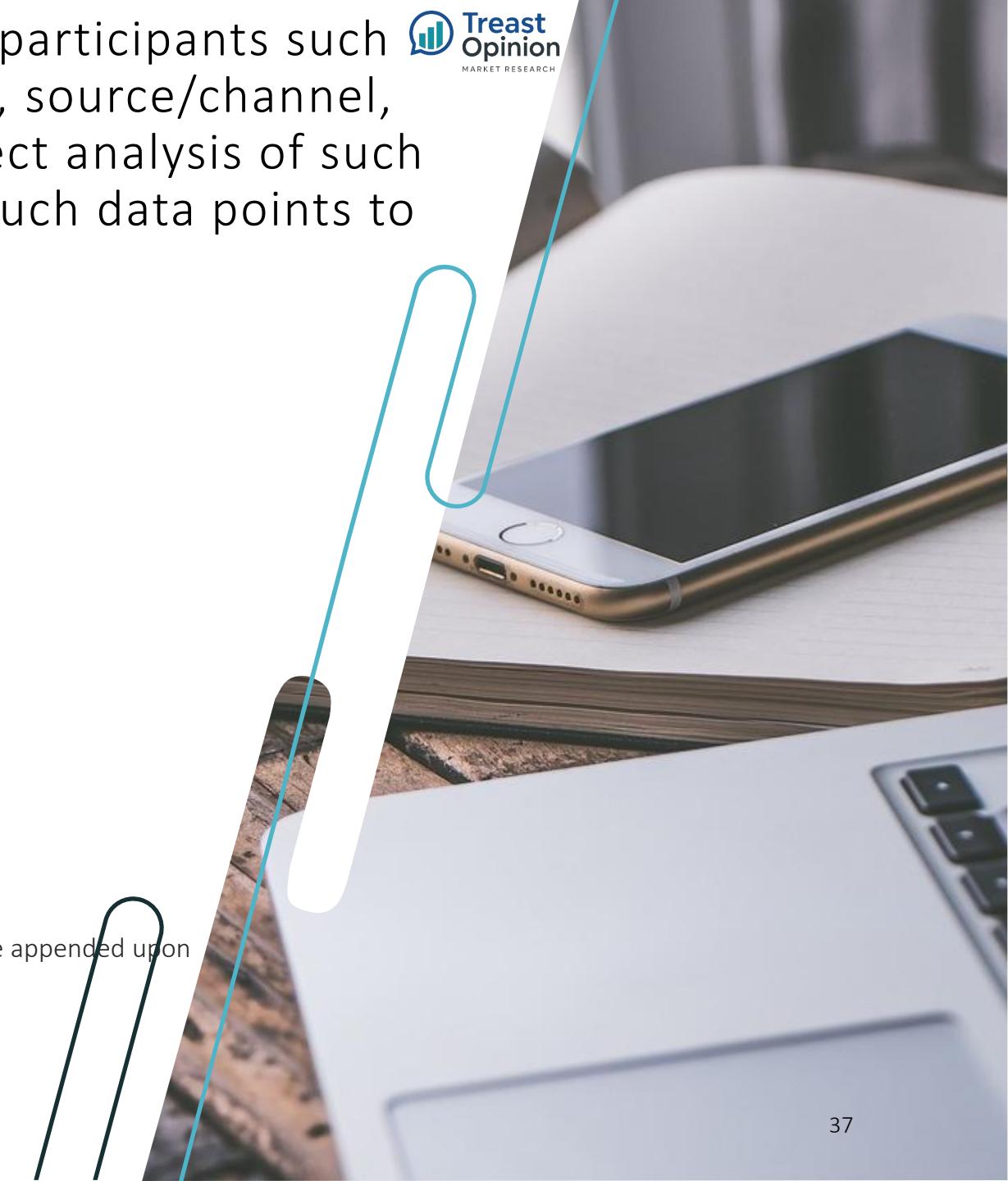
Q25: Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.

At Treast Opinion Service, we prioritize protecting our clients' surveys from identity misrepresentation and fraudulent activities. Similar to how banks and technology companies safeguard their customers' assets and information, we shield our surveys from malicious actors seeking to gain incentives through deceit.

We implement comprehensive device and behavioral checks before every survey a respondent enters. These checks, utilizing both proprietary and off-the-shelf solutions, go beyond initial registration and ongoing monitoring, ensuring only authentic respondents participate.

Device Checks:

1.IP Address Monitoring: We collaborate with various industries, including finance, technology, entertainment, and research, to maintain a database of suspicious IP addresses. This helps us identify and exclude respondents misrepresenting their location, significantly improving data quality by reducing speeding and straight-lining.

2.Anti-Bot Measures: We deploy JavaScript-based challenges to detect and prevent bot access, ensuring only human respondents participate.

3.Location Verification: We perform country and time zone checks, validate IP addresses, and review language and brow settings to confirm respondents are from the correct location. These measures are aligned with the survey's target m t.

4.Digital Fingerprinting: This technology allows us to profile the devices each panelist uses and flag any anomalies, e g consistent respondent identification.

Behavioral Checks:

We incorporate advanced bot detection solutions to identify and block abnormal behavioral patterns, preventin respondents from accessing surveys.

For more details about our comprehensive approach to quality checks, please refer to our Data Quality eBook our website, treastopinion.com.
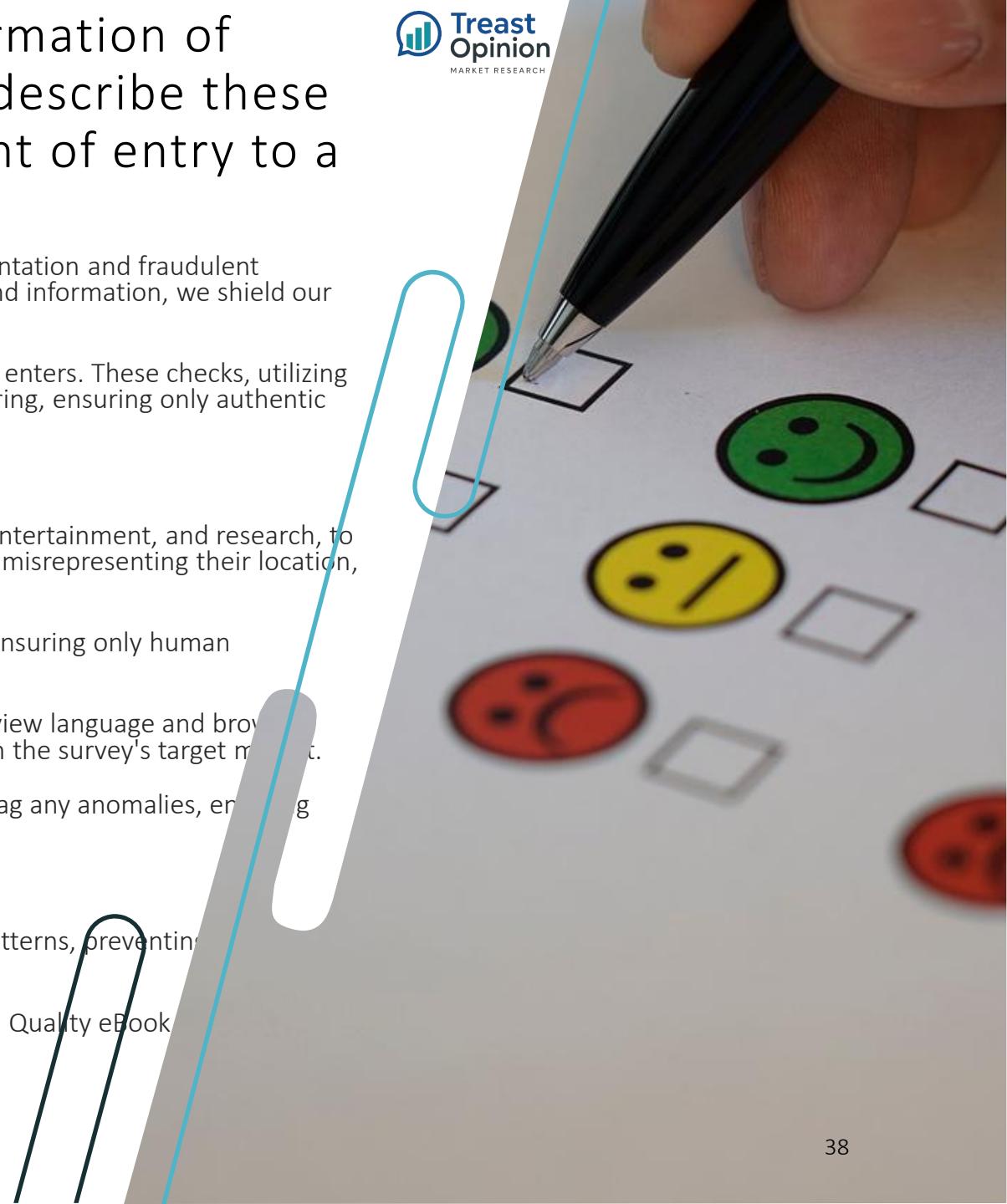
Q26: How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?

At Treast Opinion Service, feasibility is crucial for ensuring sample source consistency. At the project's outset, we assess feasibility to determine our ability to consistently deliver completed surveys from a specific source. For additional research waves, we maintain the same methodology as the initial assessment to ensure source consistency.

We have comprehensive data on sample blends and sources, which we can share with clients upon request. Additionally, source data can be appended to participant profiles for further insights.

Q27: 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?

At Treast Opinion Service, we use an algorithm to maintain a quality score for each panel member, determining their survey participation eligibility.

1.**High Score:** Eligible for all surveys.

2.**Grey Zone:** Monitored closely.

3.**Low Score:** Blocked from surveys.

Our algorithm includes over 25 checks such as:

•Response consistency

•Speeding

•Poor-quality answers

•Failing red herring questions

•Inconsistent demographics

•Unusual device settings

For more details, visit treastopinion.com.

Q28: For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviours, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item nonresponse (e.g.," Don't Know") (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

At Treast Opinion Service, we're committed to data integrity. Our in-depth quality checks include:

1.Red Herring Questions: Tests attentiveness by presenting questions with known answers.

2.Speeding Detection: Identifies respondents completing surveys unusually fast.

3.Straight lining Monitoring: Watches for uniform or similar responses across grid questions.

4.Open-End Response Evaluation: Detects poor-quality responses like irrelevant comments or profanities.

We also recommend plausibility checks and emphasize questionnaire design to minimize biases. Visit

treastopinion.com for more information.

Policies and Compliance

What this section is about

At Treast Opinion Service, we prioritize data protection and compliance with relevant regulations. We adhere to various data protection laws and regulations worldwide, such as APPI, CCPA, GDPR, and HIPAA. Our information security practices align with industry standards like ISO 27001 and SOC 2. Visit treastopinion.com to learn more about our robust policies and procedures.

Q29: 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).

Visit treastopinion.com to access our participant privacy policy, which outlines key details such as the

data we collect, how it's processed, shared, and retained, as well as the security measures we employ.

Our policy also covers data subject rights, cross-border transfers, and contact information.

43
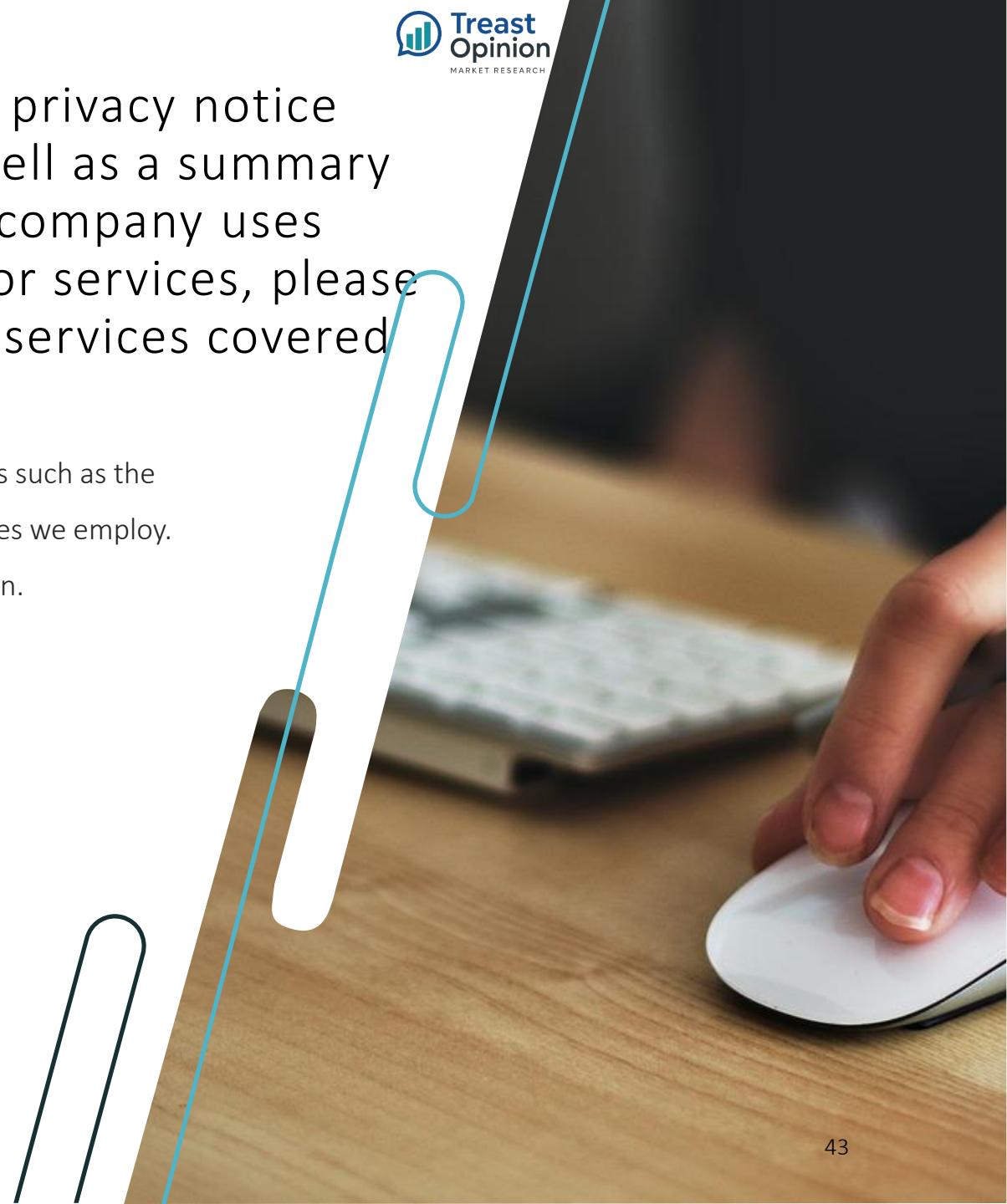
Q30: How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate? How do you address requirements regarding consent or other legal bases for the processing of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

At Treast Opinion, we prioritize data protection and privacy. We adhere to the GDPR globally, with additional measures implemented as per local laws. We obtain consent from panelists for survey participation and provide clear privacy and cookie notices. Our Incident Response Plan is regularly reviewed, and staff receive ongoing training. Client personal data samples are erased within 6-12 months, and panelist data is erased within three years of opting out or becoming inactive. We have a Litigation Hold process and can erase panelist personal data upon request. Contact our global data protection officer at info@treastopinion.com for any inquiries.

Q31: 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.

At Treast Opinion, we prioritize data privacy and offer transparency in data management. We provide a cookie consent tool for respondents to control cookie preferences. Panelists can manage their data through a dedicated link on our website. For further inquiries or requests, including data erasure, opting out, accessing data, or filing complaints, individuals can reach out to our Data Protection Officer at info@treastopinion.com.
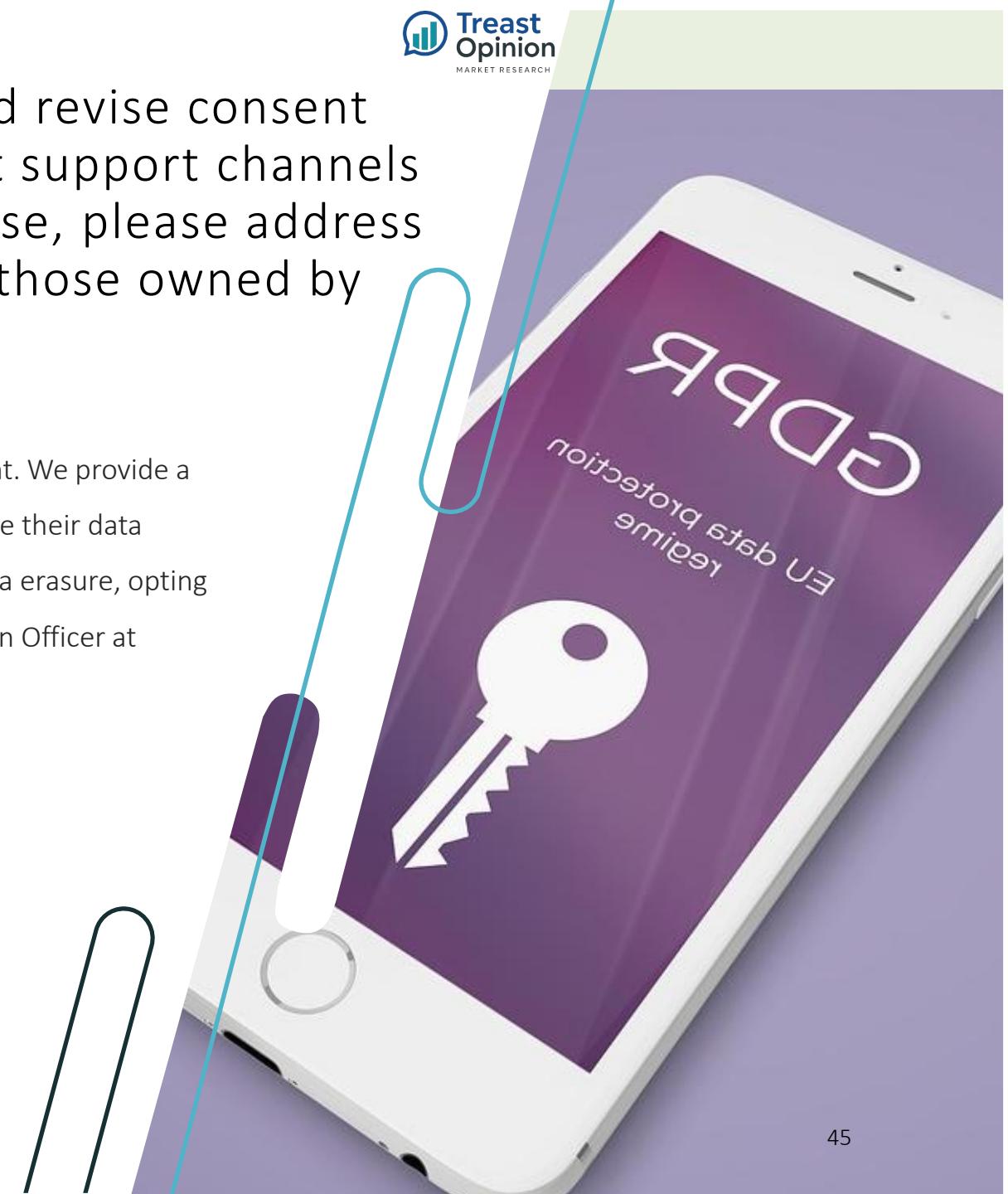
Q32: How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?

At Treast Opinion, our legal team stays informed about relevant laws and regulations through regular updates from external sources. We're also active members of market research societies like ESOMAR, ensuring we're up-to-date on any legal developments that may affect our services. For inquiries or further information, feel free to reach out to us at info@treastopinion.com.

Q33: 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?

At Treast Opinion, we prioritize the protection of children's data and other vulnerable groups in our research. Our panel is exclusively for adults, and for projects involving children under 16, we obtain parental/guardian consent. We strictly adhere to ESOMAR and GRBN guidelines, adjusting our practices to comply with local laws where necessary.

Q34: Do you implement "data protection by design" (sometimes referred to as "privacy by design") in your systems and processes? If so, please describe how.

At Treast Opinion, data protection is paramount. We adhere to a "privacy by design" approach, where all new processes, systems, and products undergo thorough privacy reviews before implementation. Our staff receives comprehensive training to prioritize privacy from the outset of any new processing. We strictly adhere to GDPR principles outlined in Article 5 to safeguard individuals' rights and ensure legal compliance.

Q35: 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?

Treast Opinion adheres to strict security standards and is ISO 27001:2013 accredited. Our risk methodology follows ISO 31000 guidelines, including regular internal and external audits. We employ advanced technical security measures, vetting production applications against OWASP standards. Respondents' personal information is kept separate, and our redundant data center ensures quick data recovery in case of emergencies. With a 99.97% uptime rate, scheduled maintenance and upgrades are announced 48 hours in advance.
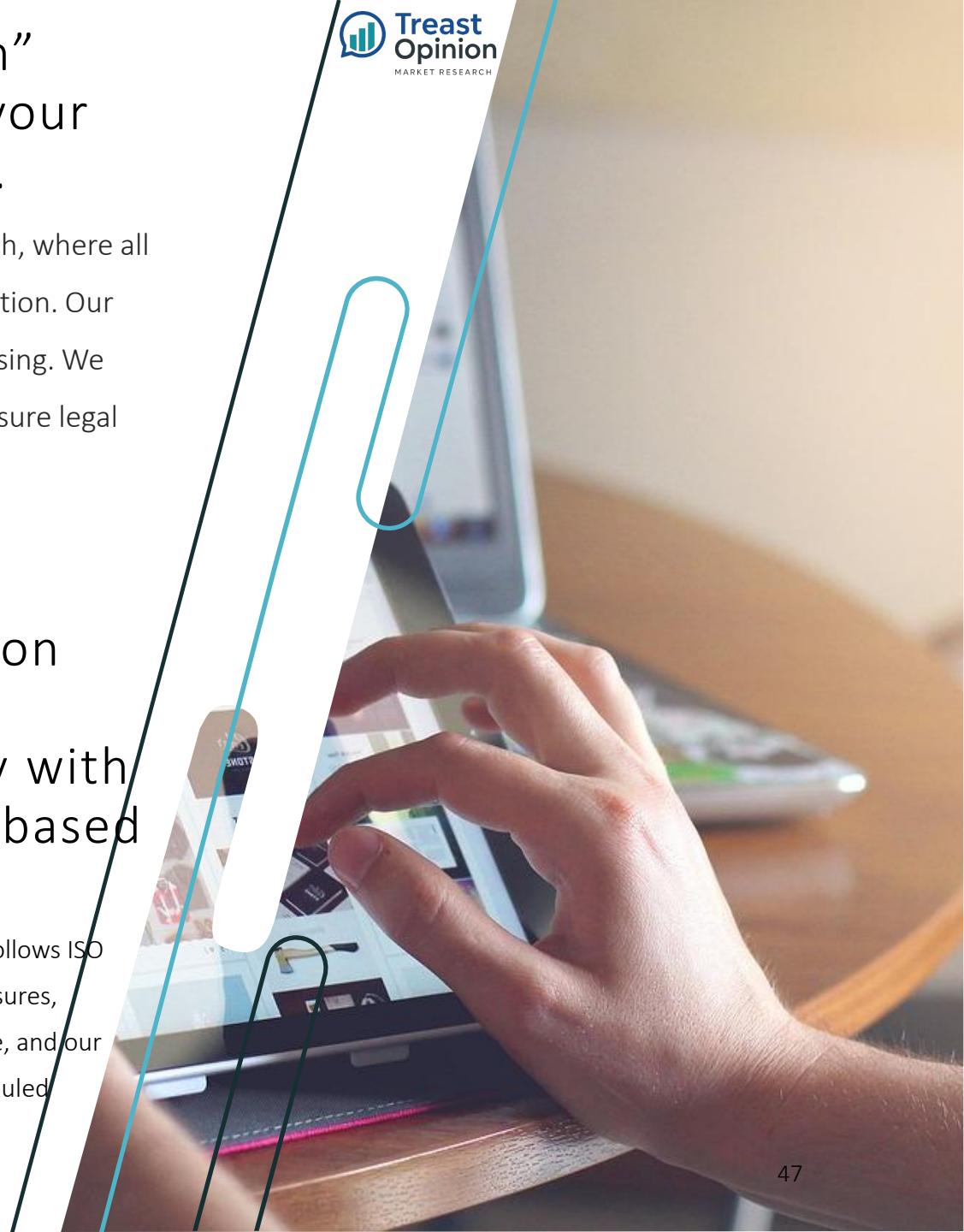
Do you certify to or comply with a quality framework such as ISO 20252?

At Treast Opinion, we prioritize trust and quality in every step of our process. Our holistic approach to quality encompasses every aspect, from respondent recruitment and vetting to post-fieldwork quality control. We continuously review and invest in our process to deliver top-notch insights. Additionally, we adhere to ISO 20252 best practices to ensure excellence in our services.

Metrics

What this section is about

In this section, we outline common sample and data health metrics. Regularly reviewing these metrics allows for discussions with sample providers regarding consistency, reliability, and appropriateness for the population and business question at hand. Any unexpected shifts in metrics could indicate potential bias or error. While not all metrics are mandatory and there are no set benchmarks, maintaining transparency over time fosters meaningful discussions about quality and usefulness.

Q37: Which of the following are you able to provide to buyers, in aggregate and by country and source?

Treast Opinion provides a comprehensive list of sample and data health metrics that can be requested by buyers. These metrics include:

❑Average qualifying or completion rate, trended by month

❑Percent of completes rejected per month/project, trended by month

❑Percent of members/accounts removed/quarantined, trended by month

❑Percent of paid completes from 0-3 months tenure, trended by month

❑Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month

❑Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)
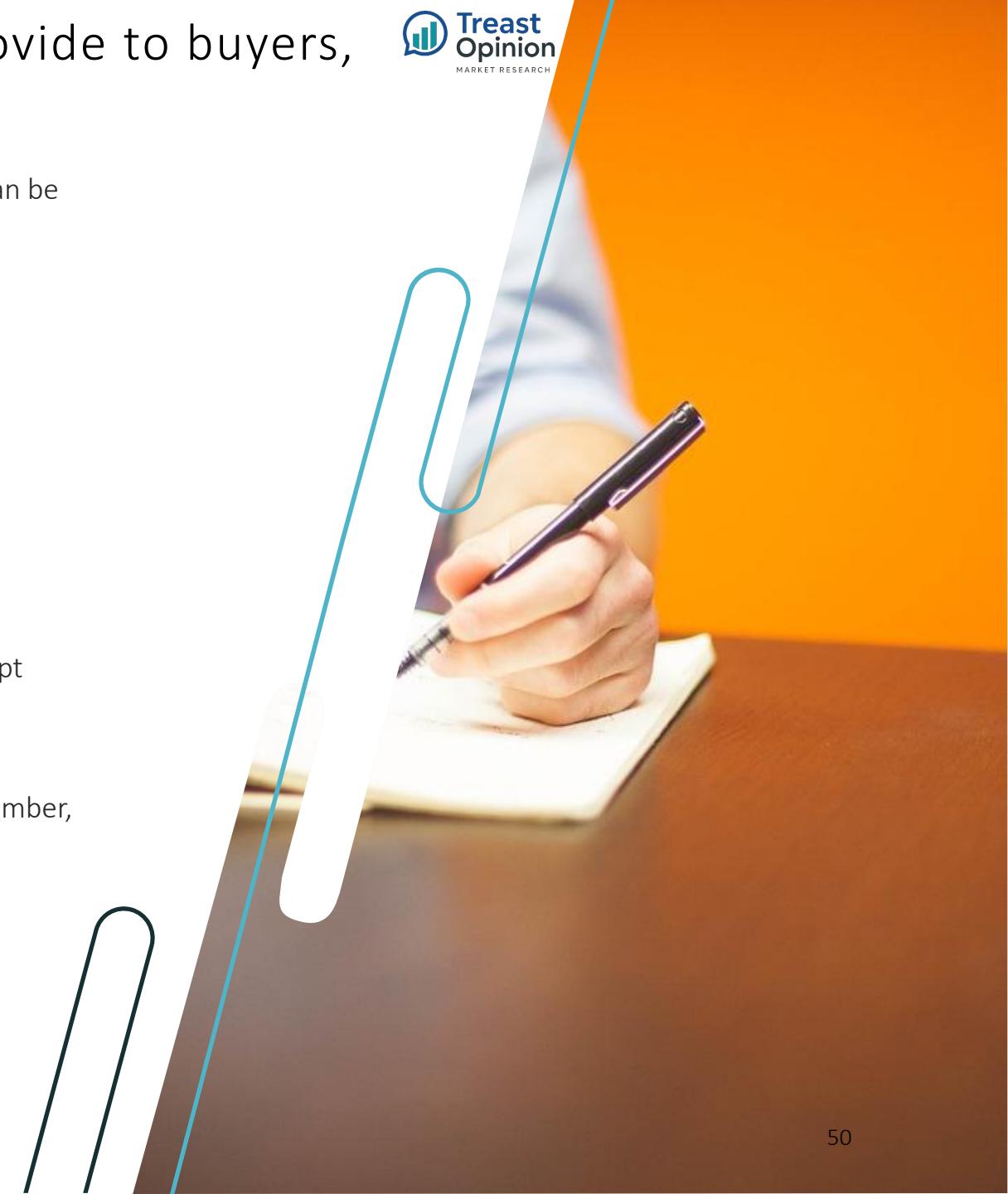
Q37: Which of the following are you able to provide to buyers, in aggregate and by country and source?

❑ Average number of paid completes per member, trended by month (potentially by cohort)

❑ Active unique participants in the last 30 days

❑ Active unique 18-24 male participants in the last 30 days

❑ Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview

❑ Percent of quotas that reached full quota at time of delivery, trended by month

Treast Opinion is committed to providing transparency and ensuring the quality and utility of the data provided to buyers.

Thank you

Please send all questions to:
info@treastopinion.com