

QUICK NAVIGATION:

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

ESOMAR 37 – QUESTIONS & ANSWERS

ESOMAR 37 CERTIFICATION 

COMPANY PROFILE

QUESTION 1

What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?

QUESTION BACKGROUND FROM ESOMAR

This answer might help you 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.



Cristian CRACIUN | Director, Sales & Business Development

- ✓ Data Diggers has spent the last 8 years honing the art and science of using quantitative data collection to link human responses to business problems. Our extensive record of excellence in quality, partnerships, technology and customer service are the cornerstone for our global online panels, which are made over 1.5 million of carefully screened and thoroughly profiled individuals in more than 65 countries. Every year, we deliver thousands of survey completes through quantitative data collection methodology.
- ✓ Data Diggers offers a global sample for online research projects using a full service approach, scripting the questionnaire, questionnaire translations, data collection, coding and data processing. At Data Diggers, perseverance through innovation is a continuous process through which we manage to meet and exceed the expectations of even the most demanding clients from all fields of activity.
- ✓ High-quality panels are produced by combining our in-depth market knowledge, technological know-how, proprietary software, one-on-one interactions with respondents and combined respondent sourcing strategy. Consumers, clinical research, healthcare, business-to-business, financial services, insurance, technology, media and other industry sectors are just a few of the industries that Data Diggers offers sampling for.
- ✓ Industry leaders that work for Data Diggers actively contribute to the creation of our panels, sampling, and data quality. Our staff, which consists of more than 35 million people worldwide, is highly qualified and has an extensive spectrum of research experience of 15 years on average.

QUESTION 2

Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?

QUESTION BACKGROUND FROM ESOMAR

It is important to know if the provider's offerings have been designed by and are monitored by staff with knowledge of basic principles of sampling. This may be useful at the sample design stage as well as during fulfilment when quotas become difficult to fill or when weighting may be required. Ditto for any frontline staff who may serve as your main point of contact with the sample provider.



Cristian CRACIUN | Director, Sales & Business Development

- ✓ With an average team member experience of 8 years in the market research industry, our team is highly experienced and capable to add value to any project, regardless of its complexity. Through constant trainings, roles exchanges and the continuous individual development we managed to form a team of MR professionals who manage to find solutions and surpass clients expectations even for the most sensitive/difficult projects.
- ✓ At Data Diggers, we use technology-driven solutions to link researchers with niche, distant audiences worldwide. To ensure that clients receive high-quality samples, we regularly review and improve sampling algorithms. Our patented algorithms combine predictive models and multi-layer fraud detection methods to offer the highest quality sample. The sampling and automation algorithms at Data Diggers were developed by sample experts that have incorporated years of experience. Continually utilizing technology and trend tracking, we managed to create sustainable solutions. We work closely with each customer to comprehend the specifics of the project and study in order to define the appropriate targets. We design a suitable sample frame to meet the requirements, whether the project calls for national representation or balancing particular targets within a general population. In order to achieve optimal distribution across demographic groupings, response rates are taken into account.
- ✓ Quota management is driven by the specific project aim, and random sampling is employed to satisfy each quota while balancing targets and screening requirements. Our staff is able to meet the unique sample requirements of our clients across hundreds of profiling characteristics while keeping an eye on factors like recruiting source, device, and panelist engagement. It guarantees the continuity of longitudinal projects over time. Our teams have in-depth knowledge of sampling management, sourcing, blending, and sample theory that we utilize to create the best sampling plans to satisfy project needs and guarantee the research data is appropriate for use.

QUESTION 3

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

QUESTION BACKGROUND FROM ESOMAR

Depending on your company's capabilities, you may wish to work with a one-stop shop that can host your survey, produce basic tabulations, code open ends, and so on. There may be time and cost savings with this approach.



Cristian CRACIUN | Director, Sales & Business Development

Providing everything from sample / research design, programming, hosting, data collection, data processing, analytics, and reporting, Data Diggers is a full service, end-to-end market research organization.

Answers to the questions in this section will help you understand the types of sample available from different sample providers in the market and the sources they rely on. This will help you evaluate the quality of the sample being offered, whether it is suitable for measuring change over time, and whether there are any specific constraints you need to consider when using it. It will also allow you to understand whether the sample provider is drawing the sample from its own sources or aggregating sources from other providers. We recommend that you first identify the sample types being offered, and then ask the relevant questions for all sources.

QUESTION 4

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

QUESTION BACKGROUND FROM ESOMAR

Sample providers may deliver sample from a single source, such as their own proprietary panel, or other panels. Or they may leverage a range of technologies and platforms to aggregate/blend participants from a combination of sample sources. Some providers may do both. Clarity about the sources being used will help you to understand what type of sample is being offered. This answer might differ from country to country and from project to project.

04



Cristian CRACIUN | Director, Sales & Business Development

- ✓ We recruit our panels via various recruitment methods, including affiliate marketing agencies, online media campaigns etc. We run a continuous recruitment process, and all our panelists are registered as double opt-in members. Our panel members come from all areas of the world, our geographic and demographic coverage being significant. Currently, Data Diggers has panels in 65 countries around the world.
- ✓

Having our own panels, we guarantee the quality on a project basis, this being the main source that we are using for our clients.

QUESTION 5

Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer? (Assume proprietary to mean that the sample provider owns the asset. Assume exclusive to mean that the sample provider has an exclusive agreement to manage/provide access to sample originally collected by another entity.)

QUESTION BACKGROUND FROM ESOMAR

This question will help you to understand whether the vendor is 'running' the source or 'marketing' the source. Running the source implies a closer relationship with the panelists and a deeper knowledge of recruitment techniques. This may also help you to understand whether the sample is exclusively available from this provider.

05



Cristian CRACIUN | Director, Sales & Business Development

Depending on the project's complexity and client's needs, we may use one of our local network partners upon client's request only. Also, our experts are ready to offer the best solutions for clients. The "local network" derives from smaller local partners who have good capabilities and data quality in their core/headquarter country. This enables clients to reach an array of targeted audiences, including those often difficult to reach via phone or email lists.

QUESTION 6

What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?

QUESTION BACKGROUND FROM ESOMAR

Understanding the method of recruitment and whether the recruitment is by invitation only will help you to understand the quality of the sample and how it may be used.

06



Cristian CRACIUN | Director, Sales & Business Development

Depending on the research needs of our clients, our experts recommend the most suitable sampling solutions. We recruit our panels via various recruitment methods, including affiliate marketing agencies, online media campaigns etc. We recruit from a broad range of sources to ensure a diverse composition, covering nationally representative samples as well as hard-to-reach targets. We run a continuous recruitment process, and all our panelists are registered as double opt-in members. We use a recruitment process open to all.

QUESTION 7

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

QUESTION BACKGROUND FROM ESOMAR

Understanding the level of recruitment validation undertaken by the sample provider will help you to mitigate effects of fraud in your projects. Working with providers who have fully developed strategies and are using up-to-date detection technologies is recommended.

07



Divakar SHARMA | Director, Integration Solutions, Products & IT

- ✓ Data Diggers takes data quality seriously, a principle from which we never deviate. We pay attention to the integration of candidates in the panel and carefully monitor the activity in the survey. We follow rigorous practices to ensure that our panels include only real and verified people.
- ✓ Thus, we have several validations added to the registration stage:
 - a. First, we ask for a valid email on the registration form. If the email format is invalid, then we don't allow the panelists to register. We do not allow the same email or similar email to register again. We check this using the "Clean email" formatting.
 - b. Second, we ask for Zip or postal code that we match with the user's actual IP as well as match it back to our post code database, and if it matches only then we allow the panelist to register.
 - c. When the user successfully fills the registration form and submits it, we send an account verification email to the registered email address. If the panelist verifies the email, only then we allow panelist to login. Else, we keep the status as Not Validated. So basically, the user can only access the platform if he is using the valid email address.
- ✓

QUESTION 8

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

QUESTION BACKGROUND FROM ESOMAR

By understanding the domain/app and method the sample provider is using with members, you will gain an indication of the extent of activity with those members and the quality of their relationship with the sample.

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Divakar SHARMA | Director, Integration Solutions, Products & IT

MyVoice is our proprietary brand name for our panels. We have a dedicated panelist platform where the panelist can login and check their profile, answer profiling questions to see better and more suited survey opportunities, check all survey related transactions, check wallet balance, redeem rewards, chat with our panel manager etc. All survey opportunities first land in the survey section of the panelist account, and then are sent to the registered emails of the panelist.

QUESTION 9

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

QUESTION BACKGROUND FROM ESOMAR

Sample provision is offered through three main channels: managed service, self-serve, and API (Application Planning Interface) integrations. In a self-serve model, buyers are given access to a platform which they can use to specify the audience they want to access, and manage all the steps of a research project, from sample design to launch to fieldwork management to closing. In a managed service model, sample providers will provide that service. API integrations are the mechanics which allow sample providers, buyers and data collection platforms to automate some aspects of the process.

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Divakar SHARMA | Director, Integration Solutions, Products & IT

- ✓ We offer managed services through our team of project management professionals.
- ✓ We also offer API integration by adapting to our client's integration model through our vastly experienced technical team.

QUESTION 10

If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend). Do you let buyers control which sources of sample to include in their projects, and if so how? Do you have any integration mechanisms with third-party sources offered?

QUESTION BACKGROUND FROM ESOMAR

It is well documented that different sources can produce different results. Consistency in source blending can be vital for tracking studies or other intersurvey comparisons. The use of a single, narrow source, such as a single supermarket's loyalty scheme, may result in unintended bias.

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Catalin ANTONESCU | Executive VP, Operations

- ✓ Depending on study requirements we have the possibility to include partners, from our own network. Selecting the network partners is a quality-driven process that validates both the sample quality and their possibility to deliver (involving intern tests).
- ✓ Prior to adding a partner on a project, the client is asked to confirm this would be fine with them. Our system also allows the possibility to correctly control the sample distribution among partners, a feature that is particularly useful for tracking projects, for keeping the same sample blend from wave to wave.

QUESTION 11

Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktoponly questionnaires? Is it suitable to recruit for communities? For online focus groups?

QUESTION BACKGROUND FROM ESOMAR

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

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Catalin ANTONESCU | Executive VP, Operations

- ✓ We have the possibility to run recontact jobs in our system. We are also fine with having the panelists involved into a multitude of study types (onlineFG, community recruitment, iHUT, etc.) as long as all the details are clearly mentioned to us during the bidding stage and to our panelists when running the project.
- ✓ We also have the possibility to show to our respondents the type of device on which the study is applicable (desktop/laptop, tablet, smartphone, etc.) and control the study entrance (directly reject those respondents that are trying to take the survey from the wrong device).

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.

QUESTION 12

Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that “looks like” the target population? What demographic quota controls, if any, do you recommend?

QUESTION BACKGROUND FROM ESOMAR

The sampling process (i.e., how individuals are selected or allocated from the sample sources) may affect how random the sample is from within the sources proposed. Quota controls are commonly used to make samples look like the target population and, if done without thought, may be less than optimal for your particular project.



Catalin ANTONESCU | Executive VP, Operations

The sample is randomly extracted from the general database, taking into account the qualification criteria required for the study. Once the project is launched, we start to monitor the fieldwork metrics and communicate to the client if any cost impact due to differences after the soft launch. We have the possibility to align to client's requirements on the required quota structure but if we were to recommend something is to at least go with AGR (age, gender and region) as basic criteria and consider maybe income (household or personal, depending on project's requirements) in addition to this.

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QUESTION 13

What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?

QUESTION BACKGROUND FROM ESOMAR

Targeting samples based on pre-existing profiles increases efficiency. Some bias may result depending on the precise questions asked, when they were asked, and to how many people. Appending existing information reduces the burden on the panelists in the survey itself.



George GANEA | Senior Director, Marketing & Panels

- ✓ There are several data that are held for each respondent – to name a few:
 - various demographics (age, gender, region, income, education, occupation, household size etc.)
 - consumption behaviour data (different household items owned, purchasing authority within household, internet frequency usage etc.)
 - travelling habits
 - financial services or products used
 - job related (position, department, company size, industry etc.)
- ✓ The mandatory data collected at registration stage includes email address, gender, age and location (zip code). Members are required to update their profile after completing every survey, although they can voluntarily do that whenever they wish during their membership.
- ✓ In case of low incidence rate projects where there is no relevant profile to use, we always try to be as creative as possible and pre-select the closest profile for the required audience; then we agree on an incidence rate with the client. Or, alternatively, we can run a short pre-screen survey in advance to offer the client a better idea of feasibility.

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QUESTION 14

What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?

QUESTION BACKGROUND FROM ESOMAR

A sample provider failing to meet your sample requirements may require the use of additional sample providers, adding time and complexity to the project. Trackers should be assessed in the light of any exclusion periods you may want to introduce that will reduce the available sample for subsequent waves.



Catalin ANTONESCU | Executive VP, Operations

We need the estimated IR and the targeting criteria considered for this, the LOI and the expected quota structure. If we are short on the possibility to cover some of the quotas, we tell the client about the sample limitations during the bidding stage.

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QUESTION 15

What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/sub-contractors?

QUESTION BACKGROUND FROM ESOMAR

There may be good reasons why certain sample providers should not be used. For example; the provider may not have experience of operating in the geography relevant to your project.



Catalin ANTONESCU | Executive VP, Operations

Data Diggers uses transparency, honesty and mutual trust in its relationship with its clients. We are also focused on providing solutions when the situation requires it, and we are in permanent contact with our client. We openly communicate to the client about the reasons that have driven the situation and propose alternative solutions. One of them could indeed be involving a partner, but if that's the case we have it added from our approved local network.

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QUESTION 16

Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.

QUESTION BACKGROUND FROM ESOMAR

Biases of varying severity may arise from prioritization in the order in which surveys are presented to participants or the methods used to allocate a participant to one of the various surveys for which they may appear to qualify.



Catalin ANTONESCU | Executive VP, Operations

We do not use a survey router.

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QUESTION 17

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

QUESTION BACKGROUND FROM ESOMAR

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



Catalin ANTONESCU | Executive VP, Operations

We do not use a pre-screener but just a simple notification that according to their profile the respondent qualified to the survey and directly allow the respondent to access the client's link.

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QUESTION 18

What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?

QUESTION BACKGROUND FROM ESOMAR

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



Catalin ANTONESCU | Executive VP, Operations

Regardless if under the direct invite or through the personal account, the only information that is shared to the participant is the estimated LOI of the survey and the reward applicable for the participation (plus the eventual device limitations).

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QUESTION 19

Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?

QUESTION BACKGROUND FROM ESOMAR

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



Catalin ANTONESCU | Executive VP, Operations

The participation to a survey can come either from a direct invite, that has a general format, that does not disclose the subject of the survey OR from the respondent's personal account, where only the length of the survey and the reward is indicated.

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QUESTION 20

What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during the course of a survey? If so, can this be flagged at the participant level in the dataset?

QUESTION BACKGROUND FROM ESOMAR

The reward or incentive system may have an impact on the reasons people participate in a specific project, and these effects can result in bias in the sample.



Catalin ANTONESCU | Executive VP, Operations

Yes we do have the possibility to dynamically adjust the incentives during the fieldwork and yes the information is reflected at the individual level. However, to avoid any potential long term behavioural bias, we do not use the higher incentive approach to stimulate the respondent's participation to a survey.

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QUESTION 21

Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?

QUESTION BACKGROUND FROM ESOMAR

Participant satisfaction may be an indicator of willingness to take future surveys. Participant reactions to your survey from self-reported feedback or from an analysis of the points where participants drop out of the survey may enhance your understanding of the survey results and lead to improvements in questionnaire design for future surveys.



George GANEA | Senior Director, Marketing & Panels

We do run participant satisfaction surveys, but we do it at certain moments during the year, and not on project level.

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QUESTION 22

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

QUESTION BACKGROUND FROM ESOMAR

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



Catalin ANTONESCU | Executive VP, Operations

Data Diggers collaborates with numerous partners from various fields (education, health, tourism, etc.) and adapts each time according to its client's requirements and projects. Throughout the development of the project, we maintain contact with our client, because we believe that a good collaboration needs constant feedback. Once the project is finished, we validate with the client the final number of completes and also the fieldwork metrics, that are used for building the final cost.

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

QUESTION 23

How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?

QUESTION BACKGROUND FROM ESOMAR

Answers to this question may alert you to about the potential for bias due to the participation of professional participants, simply survey fatigue, or category bias.

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George GANEA | Senior Director, Marketing & Panels

By default, a panel member can receive maximum 3 invitations in a week. However, each member can manually adjust this period to his own preference within his/her own account. In addition, we can always set quarantine or elimination rules upon the clients' requests that can refer to a specific time frame, a certain survey topic or particular projects. For example, in tracking surveys it is an often requirement to eliminate either past 3 months or past 6 months completed interviews; we are fully able to do that whenever required.

QUESTION 24

What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?

QUESTION BACKGROUND FROM ESOMAR

You may wish to append data that enables you to analyse and trend data to look for potential biases based on participation levels, sources, tenure, and other data the provider may hold.

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Divakar SHARMA | Director, Integration Solutions, Products & IT

We maintain logs for each panelist including their survey participation with all relevant details like statuses, reward earned, source, rewards redemption history, etc. Yes, we can provide such data, but we are GDPR-compliant, therefore we do not share it without panelist consent.

QUESTION 25

Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.

QUESTION BACKGROUND FROM ESOMAR

Given the widely acknowledged risk of fraud in online research, buyers should understand identity and fraud controls, not just at recruitment, but at the point of survey entry. It is essential that there are measures put in place to ensure that all participants are who they say they are and that the member or email account has not been hacked, it's not a duplicate with other accounts from other channels or panels, and whether or not the account is shared by other members of the household.

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Divakar SHARMA | Director, Integration Solutions, Products & IT

- ✓ Data Diggers adheres to its principles and values, which it uses throughout the life cycle of a study. In everything we do, quality comes first, and in every stage of the research process we are careful to offer the best information and solutions.
- ✓ We assign Geo-IP, dynamic survey and project ID string, dynamic transaction ID and unique cookies for each transaction. These are then tied back to the panelist based on their demographic and profile answers. This way, a panelist's entry to each unique survey is controlled at the entry level. Our system blocks multiple attempts from the same panelist to the survey if they've been assigned an end status.
- ✓ Apart from this, we have also check if a member is manipulating any survey URL and our system flags and screens them for such activity. We also promote S2S and Hashing secure methods to our clients and partners to ensure a secure end to end connection

QUESTION 26

How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?

QUESTION BACKGROUND FROM ESOMAR

Participant source is a known contributor to data representativeness. Knowing all the sources used for the project, especially for tracking and longitudinal research, and that the proportions from each source are known and reportable over time, will allow you to understand any population biases that might exist.

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Catalin ANTONESCU | Executive VP, Operations

- ✓ We have the possibility to control each source throughout our system, in terms of partner contribution and even the sample structure.
- ✓ Yes, we can share this kind of data to the buyers, at the end of the project.

QUESTION 27

Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?

QUESTION BACKGROUND FROM ESOMAR

Buyers and providers often work together to track individual survey response quality, so buyers should understand what data the provider uses to confirm survey answers, block or remove a member, and how to enable that information exchange.

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Divakar SHARMA | Director, Integration Solutions, Products & IT

- ✓ We maintain security checks on our panel wherein if a member attempts X surveys within an impossible Y timeline, then we flag them. If the behaviour is repeated, then we remove them from the panel.
- ✓ Apart from this, we have the speeder check also, which monitors member activity in a survey.
- ✓ We also promoted S2S and Hashing secure methods to our clients and partners to ensure a secure end to end connection.

QUESTION 28

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

QUESTION BACKGROUND FROM ESOMAR

Data cleansing methods are often built into survey programs and platforms. Some of those methods are set up to automatically remove responses, while others are optional or manual. Understanding what tools will be used will aid buyers in understanding how much cleaning they should plan to do once they receive the final dataset, and what biases might be introduced by automated cleaning practices.

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Catalin ANTONESCU | Executive VP, Operations

- ✓ Data quality comes first for our experts. Using our data science-based models, we implemented advanced fraud detection mechanisms within the survey for the highest quality data.
- ✓ The information is also checked prior to having the data sent to our clients.
- ✓ The checking includes speeding and straight lining invalidation and also bad verbatim removal. The client receives a clean database, ready to be used for data processing.

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.

QUESTION 29

Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).

QUESTION BACKGROUND FROM ESOMAR

A privacy notice is required by various data protection laws and regulations, as well as other laws and regulations and some other market research industry codes. A privacy notice discloses information about the personal data that a sample provider collects and processes and the way that that personal data is used, disclosed, and managed. A review of a sample provider's privacy notice can help you understand their procedures and practices related to personal data and the degree to which they comply with applicable laws, regulations, and industry codes.



George GANEA | Senior Director, Marketing & Panels

- ✓ Our privacy policy is provided in the main local language of each panel site.
- ✓ Here is the link to the privacy policy: <https://myvoice-surveys.com/privacy/show>
- ✓ Data Diggers complies with all national and international laws in place regarding privacy and confidentiality. We are also fully compliant with all the industry rules as defined by CASRO and the ICC/Esomar Code.

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QUESTION 30

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

QUESTION BACKGROUND FROM ESOMAR

As noted above, buyers and sample providers are subject to data protection and related information security requirements imposed by data protection laws and regulations, other laws and regulations as well as clients. Understanding a sample provider's compliance position with these laws and regulations is essential.



Paula PISLARU | Chief Operating Officer

- ✓ We apply the GDPR and Romanian internal regulations disregarding the jurisdiction we operate.
- ✓ We apply grounds for each type of processing. When we rely on consent, we keep the proof of such consent.
- ✓ When addressing requirements for data breach response, cross-border transfer and data retention, we apply the GDPR rules which are the grounds of our policies adopted at the level of group. We have appointed a DPO.

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QUESTION 31

How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants? In your response, please address the sample sources you wholly own, as well as those owned by other parties to whom you provide access.

QUESTION BACKGROUND FROM ESOMAR

Consent for the collection and processing of personal data has long been required by market research industry codes. It is also explicitly required by some data protection laws and regulations. Some data protection laws and regulations, including EU-GDPR and CCPA as examples, also provide for access rights for participants to correct, update, or delete their data. Implementation of a participant support channel is also required by ISO 20252 (ISO 20252:2019: Market, Opinion and Social Research, Including Insights and Data Analytics - Vocabulary and Service Requirements).



Divakar SHARMA | Director, Integration Solutions, Products & IT

- ✓ We show all our policies on the panel member site. Members can read all the policies and then provide their consent by way of selecting the policies they agree with.
- ✓ Members can also change or modify their consent after joining the panel, by going to their profile section and deselecting the ones they no longer agree with.

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QUESTION 32

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

QUESTION BACKGROUND FROM ESOMAR

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



Paula PISLARU | Chief Operating Officer

- ✓ We comply with the laws of the country where the services are provided, and the payments are made to the date subjects.
- ✓ All changes made to the laws and regulations that impact this field are followed and implemented by our legal and accounting departments.

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QUESTION 33

What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?

QUESTION BACKGROUND FROM ESOMAR

Some data protection laws and regulations (for example COPPA and EU-GDPR) impose specific requirements with the respect to the collection and processing of the personal data of children and young people. These requirements include specific age definitions as well as a requirement for verifiable parental consent. See the ESOMAR & GRBN Guideline on Research and Data Analytics with Children, Young People, and Other Vulnerable Individuals for further discussion.



Paula PISLARU | Chief Operating Officer

Although we have not formally adhered to guidelines provided by ESOMAR, we hereby confirm that our internal policies, which are in line with GDPR, fully comply with these guidelines.

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QUESTION 34

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

QUESTION BACKGROUND FROM ESOMAR

"Data protection by design" (which may also be referred to as "privacy by design") is an approach that requires the consideration of privacy and data protection issues at the design phase of any system, service, product or process and then throughout the lifecycle. Understanding a sample provider's use or lack of use of "data protection by design" can help you understand its data protection compliance posture.



Paula PISLARU | Chief Operating Officer



Divakar SHARMA | Director, Integration Solutions, Products & IT

Yes, we have a well-defined data protection policy which adheres to the GDPR and ESOMAR guidelines as well as local laws governing the panel member's country.

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QUESTION 35

What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedure(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?

QUESTION BACKGROUND FROM ESOMAR

Information security frameworks such as ISO 27001 or SOC 2 are accepted and recognized frameworks for information security compliance. Understanding which framework(s) a sample provider uses or if a sample provider doesn't use such a framework can help you understand the sample provider's information security compliance posture.



Paula PISLARU | Chief Operating Officer

We follow the rules provided by ISO 27001. We perform periodical audits and stress tests of our internal information systems.

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QUESTION 36

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

QUESTION BACKGROUND FROM ESOMAR

ISO 20252 is an international quality standard recognised by many market research industry associations. In addition to the requirement for a system to manage research processes, it explicitly addresses requirements for data protection and information security compliance.



Paula PISLARU | Chief Operating Officer

Although we are not formally ISO 20252 certified, we hereby confirm that our internal policies fully comply with these quality frameworks and standards.

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This section lists common sample and data health metrics.

Reviewing metrics periodically can serve as the basis for a conversation with sample providers about consistency and reliability, as well as whether the sample is appropriate for the population and business question being examined.

Unexpected or unexplained shifts in metrics may also indicate the potential for bias or error.

While not all of these metrics are required and there are no benchmarks on the “right answers,” providing transparency over time will create a meaningful dialogue about quality and utility.

QUESTION 37

Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use.

01. Average qualifying or completion rate, trended by month

02. Percent of paid completes rejected per month/project, trended by month

03. Percent of members/accounts removed/quarantined, trended by month

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

05. Percent of paid completes from smartphones, trended by month

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

07. Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)

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

09. Active unique participants in the last 30 days

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

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

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

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George GANEA

Senior Director, Marketing & Panels

Data Diggers Market Research can provide any of the following data and information upon request:

- ✓ Average qualifying or completion rate, trended by month;
- ✓ Percent of paid 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 smartphones, 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);
- ✓ 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.

QUESTION BACKGROUND FROM ESOMAR

This section lists common sample and data health metrics. Reviewing metrics periodically can serve as the basis for a conversation with sample providers about consistency and reliability, as well as whether the sample is appropriate for the population and business question being examined.

Unexpected or unexplained shifts in metrics may also indicate the potential for bias or error. While not all of these metrics are required and there are no benchmarks on the “right answers,” providing transparency over time will create a meaningful dialogue about quality and utility.

For any questions, please contact us using the details below:

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Certificate

— of Membership —

We hereby confirm that

DATA DIGGERS MARKET RESEARCH S.R.L.

is a Corporate member of ESOMAR, the global voice of the data, research and insights community.

DATA DIGGERS MARKET RESEARCH S.R.L.

ROMANIA

JOIN DATE: AUGUST 2020

VALID UNTIL: JULY 2023

ESOMAR membership reflects commitment to the highest standards of professional practice as enshrined in the ICC/ESOMAR Code on Market, Opinion and Social Research and Data Analytics, and ESOMAR World Research Guidelines. Within the industry it is a promise to uphold the highest level of professional conduct and to implement best practices that support effective decision-making.

All ESOMAR corporate members are listed in the corporate members' search at www.esomar.org

**ESOMAR is the world organization for enabling better research
into markets, consumers, and societies.**



Sincerely,

Kristin Luck
ESOMAR President