



SAMPLE JUNCTION

Your Opinion Matters

ESOMAR 37

Questions & Answers or Sample Buyers



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Q1. What experience does your company have in providing online samples for market research?

Sample Junction is headed by industry veteran with more than two decades' experience in online research, data collection, secondary research and online surveys. Our vast experience helps our customers in managing their online sample needs, project management, sampling mix and building appropriate sampling strategies for our clients. With our wide knowledge in sampling, we can make a difference in client's research by finding the right sample for them.

Q2. Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

Our main sample source is our actively managed panel 'SJ Panel' which is group of highly enthusiastic DOI panelists recruited via online campaigns, emails and online marketing channels, databases. These panelists are not only motivated by rewards for surveys but also to provide honest input as contribution towards future research and development of products and services for the benefit of the society. Our panel is recruited and managed by our panel team with country specific reward choices. The panel quality is scanned through various regular checks using quality control APIs of DeviceForensiq and IPQualityscore to deliver quality data. Additionally, we use real time sample via our network of various affiliates, publishers, banner ads and social network sites. The effort is to provide fast and appropriate respondents to our clients while keeping the survey experience exciting and rewarding for respondents. We also have strong partnership with our trusted partners and use them as per client needs and request.

Q3. If you provide sample from more than one source: How are the different sample sources blended to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?

Our proprietary tool for sampling and project management applies all latest and industry standard quality checks using DeviceForensiq API to ensure validity and uniqueness of sample. Our panelists are checked not at recruit stage but also at each survey taking instance. Their survey taking manner is recorded with check on their input data at client site. Fraudsters and professional survey takers are removed from panel from time to time using up to 42 forensic markers, customizable fraud scoring, and 100s of data points we identify to catch wide range of fraud. Uniqueness of respondent across various sources is crucial aspect and our tool ensures to serve that purpose via uniquid, Geo-IP check and Device fingerprinting method. We keep transparency with our clients and take their permission in case we need to use partners on a project.

Q4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

Yes, definitely. SJ Panel and partner sample are used solely for market research purposes. This applies to all of our proprietary panels worldwide. This is done to avert bias from any particular source and motivate honest opinion from respondents to maintain validity of sample.

Q5. How do you source groups that may be hard to reach on the internet?

Our panel profiles all major targets. We are maintaining records of client specifications and updating our panel through profile update from time to time. We also arrange recruitment campaigns from time to time to create a pool of hard-to-reach targets tailored to our client's needs. At times, we reach third party suppliers to access their pool of hard-to-reach sample keeping the same level of targeting and quality.

Q6. If, on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third party provider?

If we need to use third party sample on request from clients, our panel team reaches our trusted and preferred panel partners. These preferred panel partners are shortlisted by our panel team after thorough checking on their panel build strategies so that their standards are same as our standards. We do thorough checks with our panel partner at the time of induction by asking them various questions and checking the authenticity of their panel. We keep utmost transparency with the client whenever we need to use a panel partner to complete quotas.

Q7. What steps do you take to achieve a representative sample of the target population?

Sample for each survey is selected based on client requirement. Profile sample is used to optimize panel participation and panelist experience. Depending on client requirement national representative sample is selected ascertaining if need is of representation on sample outgo, sample clicks or quota completes. Our tool controls and ensures census representation on utmost three key demographics matching client requirement. Our tool's feature to control sample in batches helps us to boost those tough and least responsive audience to maintain census balance.

Q8. Do you employ a survey router?

Yes, we deploy proprietary routers in selected countries to ensure enough number of surveys and respondents to enable proper randomization of sample. Only those panelists who get terminated for the maximum daily limit are eligible to be routed.

Q9. If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?

Our proprietary router works with the aim of reducing panel burn and give enough opportunity to a respondent if he/she wants to take a survey at a given point of time. Those respondents who get terminated are given three opportunities to take additional surveys depending on their basic demographics and profiled information with us.

Q10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

SJPanel router assigns various surveys to panelists randomly without any prioritization and formula. Only those panelists who get terminated become eligible for router. Total router completes are maximum one fifth of total global completes.

Q11. If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?

We have a dedicated panel team who constantly monitors the router and its trends. They apply all strategies, control all parameters and modify them as required to get random unbiased sample mix.

Q12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up to date? If no relevant profiling data is collected, how are low incidence projects dealt with?

Sample Junction deploys a combination of methods to collect profiling information. The collection and update of this profiling is ensured through various stages. First, at the time of registration, every member is required to provide basic demographic information to complete membership. A verification email and short survey is being sent to them to complete further profiling. Panelists also can fill rest of the profiling by login to their member page.

Specific screeners or profiling short surveys are run in order to build a specific profiling or sub-panel (like smokers, automotive, internet habits etc.). A panelist is allowed to update his profiling data once in 48 hours and panelists are encouraged to keep their profile updated from time to time to ensure accuracy of data.

If relevant profiling data is not available for some panelist then the surveys are sent to them on the basis of basic demographic information available to us. We don't run projects with less than 10% incidence.

Q13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.

At the time of registration each respondent is made clear that this is for research purposes and not for sales process. In each survey invitation, panelists are informed about the general category of the survey such as consumer survey, Technology survey etc. but no specific information is given. Each survey invite contains survey topic, length of interview, incentive offered. Panelists are informed about support team and an unsubscribe address in case anyone would like to opt out. The panelists have facility to take surveys through their Dashboard on our website and survey router.

Q14. Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Sample Junction believes in sharing of profits. This is the reason we keep the surveys as interesting and rewarding for each respondent as those are for us. This makes the survey taking experience enjoyable, entertaining, and knowledgeable for panelists.

Incentives/rewards are based on time spent in the survey and some specialized profiles as well. E.g., a medical practitioner would get significantly higher incentive on a survey where we need his specialized opinion than an average consumer. Panelists have option to redeem incentives in the form of gift coupons and gift cards on our incentive partner website.

Q15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

We require some basic project information to provide an accurate feasibility which are as follows:

- Country(s) to target
- Length of interview
- Specifications and profiles of required audience
- Desired sample size
- Quota specifications in the project
- Questionnaire complexity
- Any special requirement/task included in the survey
- Expected field time
- Incidence of the survey

With this data available, we will be able to accurately measure to what extent we are able to deliver on a certain target or find solutions to help our clients get the data they need.

Q16. Do you measure respondent satisfaction? Is this information made available to clients?

Yes, we regularly measure panelist satisfaction using satisfaction surveys and feedback received by our panel support team. We value every feedback and take utmost care to work on those for member satisfaction.

Q17. What information do you provide to debrief your client after the project has finished?

Since every survey is being followed by satisfaction score by panelists. The client is being provided with an aggregation of all that data at last so that they can improve upon survey design and flaws in research design.

Q18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know") or (d) speeding (too rapid survey completion)? Please describe these procedures.

With our experience of over a decade, we understood that quality and sample are core of any research. Quality is being monitored at various levels - first at registration level where each panelists is requested to double opt in procedure to ensure his validity. Secondly, at the invitation level, all checks are being implemented to ensure Geo-IP correctness, duplicate IP check and one response per survey for each respondent. We take client feedback and panelist feedback equally important. We remain in touch with clients regularly since they are hosting the survey and collecting the data.

We want to ensure our SJ Panel is being solicited for market research purposes only. On the other hand, we ensure that our client's interest is being safeguarded from any suspicious and fraudulent activity by any respondent. Our project management team keeps quality as a priority, and our vast experience working on thousands of different projects allows us to envision issues even before they arise.

At the project start stage itself, our project managers consult our clients if they feel any requirement to tweak certain parameters, questionnaire framing, quota setups, and propose the best solution to complete the project successfully.

Q19. What limits, if any, do you place on solicitation for surveys? I.e., how often can any individual be contacted to take part in a survey whether they respond to the contact or not? How does this vary across your sample sources?

Each panelist is being assigned a Panelist ID and we maintain survey taking history of each panelist. This helps us in keeping a check on how many survey invitations panelists are sent. These limits vary depending on country and sample source. For example, our B2C panelists may receive up to one invitation every 24 hours, while our hard-to-reach respondents - such as C-Level panelists - will receive invites much less frequently in order to safeguard them

from over- emailing. A normal consumer may expect one survey invitation in a day depending on active surveys in a particular day and can take as many surveys as possible if they wish to use our router and member page. Each panelist has the facility to manage frequency on his account preferences.

Q20. How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

To avoid 'professional' panelists, we limit survey participation. This avoids excessive survey participation which would otherwise create survey fatigue and potential bias.

We place a limit on both the number of invites available to all our members and on the number of qualified completes. B2B respondents have additional levels of protection to keep them from being overused. Each panelist is allowed to take a survey once.

Q21. Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?

Yes, all panelists' individual level data is maintained securely in a highly encrypted form and provided upon request.

Q22. Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

We have a series of defined processes in place to ensure the high quality of our respondents. It includes Double Opt In membership process, Geo-IP check to validate country, Duplicate IP check, email verification check, Bot Check, Digital Fingerprinting and many more.

Over the course of the membership, our quality management systems help us confirm identities on all our panel. A series of processes helps us identify invalid responses and consequently eliminate the offenders.

Q23. Please describe the 'opt-in for market research' processes for all your online sample sources.

SJ Panel follows a strict opt in process. All members are required to complete a 'double opt-in process, by registration first and then a confirmation link that is being sent to their email after registration. New panelists who complete this two-step process finally become registered panelists and are eligible to get survey invitations.

Q24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

SJ Panel has a very comprehensive privacy policy in place which is aligned with local laws in respect of data protection. We religiously follow all regional and local laws and abide by any such governance on data protection. We ensure that our panel complies with all applicable industry standards such as:

- Voluntary co-operation of panelists
- Protection of researchers' and respondents' identities
- Terms & Conditions and privacy policies compliant with local laws
- Strict adherence to rules governing the interviewing of children & young people
- State-of-the-art data security policies and measures
- Reliable and validated data procedures
- General Data Protection Regulation (GDPR)
- ISO 27001:2013

Privacy policy link: <https://www.samplejunction.com/privacy-policy>

Q25. Please describe the measures you take to ensure data protection and data security.

Sample Junction follows all global and local data protection regulations and industry standards. Our client facing team is trained and coached on data protection from time to time per industry and legal guidelines. Our legal council is readily available for any advice in any situation.

Our secure servers and data center is ready with all security standards, electronic surveillance and multi-factor access control systems. Access is strictly authorized to restricted employees. Panelist personal information is fully encrypted and can only be communicated following certain procedures. Our project management and sampling team also does not have direct access to databases to reveal panelist identity.

Q26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

After commissioning of project, we ensure that our client is comfortable with any commercially sensitive material during fieldwork.

At the time of signup, our panelists agreed that they treat all information as confidential.

Before every survey, the respondent is requested to keep confidentiality of client information/data. Our project managers work with clients closely to ensure utmost data security during the field of the project.

Q27. Are you certified to any specific quality system? If so, which one(s)?

Sample Junction is fully compliant and certified for Quality Standard ISO 9001:2015(Quality Management System) and ISO 27001:2013. We also comply with Data Privacy laws named GDPR and CCPA.

We have established a set of procedures which is being followed by our project managers from start to finish. We adhere to all market research guidelines, as set by various statutory bodies such as ESOMAR, CASRO and MRA.

Q28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

We occasionally conduct surveys with children and young adults however, whenever we do, we are in strict compliance with ESOMAR standards, including COPPA guidelines in US, GDPR in EU.

Q29. Please provide the link to your participant privacy policy

<https://www.samplejunction.com/privacy-policy>

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 the requirements regarding consent or other legal bases for processing personal data? How do you address the requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

SJ Panel's guiding principle is to develop trust not only with our clients, but also with our panel members. To fulfill this obligation to our members, we prioritize their privacy and do not share their personal information without their expressed and specific consent.

For additional information regarding data processing, breach response, retention, and transfer, please read this link: <https://www.samplejunction.com/privacy-policy>

Data Protection Officer – dpo@samplejunction.com

Q31. How can participants provide, manage, and revise consent for the processing of their personal data? What support channels do you provide for participants?

For information regarding data processing, breach response, retention, and transfer, please read this link: <https://www.samplejunction.com/privacy-policy>

Q32. How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?

SJPanel complies with all applicable laws and regulations. Our incentives are structured according to the governing rules in each area where we have panel members.

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?

SJPanel adheres to all standards and guidelines provided by ESOMAR, COPPA, GRBN and other jurisdictional bodies. Our panelists are primarily working professionals. We do not recruit or knowingly empanel any person under the legal survey age in that country.

Q34. Do you implement “data protection by design” in your systems and processes? If so, Please describe how.

Yes, we have designed our IT infrastructure, systems, processes in such a manner that gives utmost security and privacy to the personal data of our panelists. Our servers are fully encapsulated with firewall and DMZ only accessible to authorized persons only. All the computer systems of employees are protected with latest antivirus and allowed to only authorized team members.

Q35. What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedures(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?

To ensure secure data protection, Sample Junction uses secured cloud servers. We are certified with ISO 27001:2013(ISMS) and ISO 9001:2015(QMS). We do regular internal audits and timely surveillance audits as per ISO guidelines.

Q36. Do you certify or comply with a quality framework such as ISO 20252?

Yes, Sample Junction is fully compliant and certified for Quality Standard ISO 9001:2015(Quality Management System).

Q37. Metrics

Sample Junction can share certain metrics upon request. We do not make these reports publicly available and reserve this service for partnership-level clients.