

*QUESTIONS TO HELP
BUYERS OF ONLINE
RESEARCH*

**SCRUTINY GLOBAL - ANSWERS TO THE
ESOMAR 37 QUESTIONS**



Scrutiny Global

Company Profile

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

Scrutiny Global has been a dedicated provider of high-quality online samples for market research for over 5 years. Our core expertise and focus are firmly rooted in serving the market research industry. Our leadership team brings over 15 years of combined experience in market research and online panel management. We cater to a diverse clientele, including market research agencies, consultancies, and end-clients across B2C, B2B, and Healthcare sectors, across 80+ markets globally.

We are exclusively focused on providing online samples and related services for market research purposes. We **do not** provide online samples for direct marketing or any other non-research applications. **100%** of our sample provision work is dedicated to market research. Our commitment is to uphold the highest ethical standards of market research and contribute to the integrity of the insights generated by our clients.

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?

Yes, Scrutiny Global has a dedicated and highly skilled Panel Management & Technology team responsible for developing, maintaining, and rigorously monitoring the performance of our sampling algorithms and automated functions. This team includes professionals with advanced degrees in statistics, data science, and market research methodologies, bringing extensive knowledge and practical experience in online sampling techniques.

Our team members possess deep expertise in areas such as:

- **Sampling Theory & Design:** Understanding of probabilistic and non-probabilistic sampling methods, stratification, quota management, and representativeness principles.
- **Algorithm Development & Optimization:** Proficiency in developing and refining sampling algorithms to enhance sample precision, efficiency, and bias mitigation.
- **Data Analysis & Statistical Monitoring:** Expertise in analyzing panel data, tracking key performance indicators (KPIs), and implementing statistical monitoring techniques to identify and address potential sampling biases or panel health issues.
- **Automated Systems & Platform Management:** Skills in managing and optimizing our proprietary "Optimizer" router and other automated panel management systems.

We invest significantly in ongoing training for all our frontline staff, particularly those involved in project management, client communication, and panel operations. Our comprehensive training program in sampling techniques includes:

- **Foundational Sampling Principles:** Training on core sampling concepts, terminology, and the importance of representative sampling in market research.
- **Online Sampling Methodologies:** In-depth training on various online sampling techniques, including panel sampling, river sampling, and intercept sampling, and their respective strengths and limitations.
- **Bias Mitigation Strategies:** Training on identifying and mitigating potential sources of bias in online sampling, including coverage bias, selection bias, and non-response bias.
- **ESOMAR 37 Questions Framework & Ethical Guidelines:** Comprehensive training on the ESOMAR 37 Questions and related ethical guidelines for online sample provision, ensuring staff understand and adhere to industry best practices.

- **Proprietary Platform Training:** Hands-on training on our "Optimizer" router, panel management dashboard, and quality control systems, enabling staff to effectively utilize our technology and implement sampling best practices.

This continuous investment in skilled personnel and comprehensive training ensures that Scrutiny Global maintains a leading edge in online sample provision, grounded in robust sampling expertise and ethical research principles.

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?

Scrutiny Global operates as a **full-service market research agency**, offering a comprehensive suite of services that extend far beyond sample-only provision. While we are a trusted sample provider, our deep expertise encompasses the entire research value chain, enabling us to serve clients with end-to-end research solutions.

Our broad range of data collection and analysis services includes:

- **Sample-Only Provision:** We offer high-quality online samples across 80+ markets, catering to diverse target audiences and research methodologies.
- **Survey Programming & Hosting:** We provide expert survey programming and hosting services on leading industry platforms including:
 - Decipher
 - ConfirmIt
 - Nebu
 - Sawtooth
 - Survy2Connect
 - SurveyGizmo
 - QuestionPro
- **Data Tabulation, Processing & Analysis:** Our in-house team of data analysts and statisticians provides comprehensive data tabulation, cleaning, processing, statistical analysis (descriptive, inferential, multivariate), and advanced analytical techniques.
- **Coding & Data Preparation:** Expert coding of open-ended responses, verbatim analysis, and data preparation services to ensure data is ready for insightful analysis.
- **Reporting & Presentation:** We deliver insightful and visually compelling research reports, dashboards, and presentations, tailored to client needs and communication preferences.
- **Qualitative Research Services:** We offer a full spectrum of qualitative research capabilities, including:
 - In-Depth Interviews (IDIs) – with in-house moderators and recruiters
 - Focus Group Discussions (FGDs) – with in-house moderators and recruiters
 - Online Qualitative Communities & Forums
 - Ethnographic Research
- **Multilingual Research Capabilities:** We have a network of 750+ native language experts to support multilingual surveys, translations, transcriptions, and linguistic quality assurance across diverse languages.

- **CATI (Computer Assisted Telephone Interviewing):** In-house multilingual CATI team for telephone-based data collection in various markets.
- **Face-to-Face (F2F) & CAPI (Computer Assisted Personal Interviewing):** Experienced F2F and CAPI fieldwork experts for PAN-INDIA coverage.
- **Mystery Shopping:** Expertise in designing and executing mystery shopping programs across PAN-INDIA.

This comprehensive service portfolio positions Scrutiny Global as a one-stop solution for clients seeking not only high-quality online samples but also a full suite of market research expertise and operational support to execute successful research projects from inception to actionable insights.

Sample Sources and Recruitment

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

Scrutiny Global utilizes a multi-faceted approach to online sample sourcing, drawing participants from a variety of ethically sound and quality-focused sources. Our primary sample sources, categorized broadly, include:

- **Panel/Member Relationships (Proprietary Panel):** Our core sample source is our proprietary online panel, "OpinionRewards" (opinionrewards.scrutinyglobal.com). Panelists are recruited through diverse channels (detailed in Q6) and undergo a rigorous double opt-in process. This source forms the largest and most consistently utilized segment of our sample provision. We foster direct and branded relationships with our panel members.
- **Social Media Platforms:** We strategically leverage social media platforms like Facebook, LinkedIn, Twitter, and Instagram as a recruitment channel, reaching diverse demographics and interest-based segments through targeted advertisements and engaging content.
- **Online Communities & Forums:** We collaborate with niche online communities and forums to access specific target audiences and recruit panelists with specialized interests or expertise.
- **Secondary Customer Databases:** We ethically leverage secondary research to build proprietary databases of potential panelists, inviting individuals to join our panel and participate in relevant research studies.
- **Partnerships and Affiliations:** We establish strategic partnerships and affiliations with organizations, websites, and communities to expand our reach and gain access to specific demographic or niche groups when project needs arise (activated post-client confirmation).

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?

Of the sample sources listed above, our **proprietary online panel, "OpinionRewards"**, is our **exclusive and primary source**. This panel constitutes the **majority** of the sample we provide to buyers. The exact percentage share can fluctuate slightly depending on project-specific target audience requirements and feasibility, but **typically, our proprietary panel accounts for approximately 70-80% of the total sample** delivered to clients.

The remaining **20-30%** of sample, when required, is sourced from the other categories mentioned, including:

- **Social Media Platforms:** Approximately 5-10% (used strategically for specific demographic or geographic boosts).
- **Online Communities & Forums:** Approximately 3-7% (utilized for niche audience projects).
- **Partnerships and Affiliations:** Approximately 5-10% (activated on a project-need basis, typically to supplement specific quotas or demographics).

Secondary Customer Databases are primarily used for panel recruitment and are not directly used as a standalone sample source for individual projects, but rather contribute to the growth and diversity of our proprietary panel.

It is important to note that while we may utilize these supplementary sources, our proprietary panel remains the cornerstone of our sample offering. We prioritize its quality, engagement, and representativeness, and supplementary sources are carefully vetted and integrated to enhance, not replace, our core panel. We maintain full transparency with clients regarding sample source blending, as detailed in our response to Q10.

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?

Scrutiny Global employs a diverse range of recruitment channels for each of our sample sources, strategically tailored to maximize reach, target specific demographics, and maintain panel quality.

For our Proprietary Panel "OpinionRewards":

- **Recruitment Channels:**

- **Website & Panel Portals:** Direct registration through our respondent portal (opinionrewards.scrutinyglobal.com) and corporate website (scrutinyglobal.com).
- **Social Media Advertising:** Targeted advertisements on Facebook, LinkedIn, Twitter, Instagram, etc.
- **Online Communities & Forums:** Direct outreach and partnerships with relevant online communities.
- **Newsletter & Banner Advertising:** Placement on reputable websites and targeted newsletters.
- **Email List Mailing:** Permission-based email marketing.
- **Offline Telephone Recruitment:** For specific demographics/regions.
- **Specialist Press Advertising:** For low-reach niche groups.
- **Secondary Customer Databases:** Used to invite individuals to join the panel.

- **Recruitment Process:** Primarily 'open to all', meaning individuals can voluntarily register through our online channels. However, recruitment is *actively managed* and targeted. We utilize targeted advertising and community outreach to attract specific demographics and ensure panel diversity. It is **not strictly 'invitation only'**, but is far from passive registration.

- **Probabilistic Methods:** While panel recruitment itself is not purely probabilistic (due to the nature of opt-in panels), we strive for representativeness through quota sampling, stratification, and targeted recruitment efforts. We use probabilistic methods primarily in sample *selection* for individual projects *from* the panel, aiming to create project samples that mirror target population demographics.

- **Affiliate Networks & Referral Programs:** We **do not** utilize affiliate networks or large-scale referral programs. We prioritize direct recruitment and building organic panel growth to maintain control over recruitment quality and avoid incentivized "professional respondent" effects that affiliate networks can sometimes introduce. Referral programs are used in a very limited and controlled capacity, primarily for organic panel growth and member engagement, and contribute to a negligible proportion of recruitment (<1%).

- **Geographic Variation:** Our use of recruitment channels varies strategically by geography, taking into account local online penetration rates, cultural norms, and effective advertising platforms:

- **Developed Markets (North America, Europe, Australia):** Heavier reliance on online advertising (social media, banner ads), search engine marketing, and email marketing.
- **Emerging Markets (Asia, Latin America, Africa):** Increased emphasis on social media recruitment (higher social media usage), mobile-first recruitment strategies, and potentially offline methods in regions with lower internet penetration (e.g., telephone recruitment in specific demographics). Community outreach also becomes more regionally specific to cultural contexts.

For Social Media Platforms, Online Communities, and Partnerships: Recruitment is inherently 'invitation only' in the sense that we directly target specific groups or communities with tailored invitations to participate in research opportunities or join our panel. This is targeted and directed, not open registration in the traditional sense. These sources are used to supplement and diversify our core panel reach, not as independent large-scale recruitment engines.

7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

Scrutiny Global employs a rigorous multi-layered validation process during recruitment to ensure that panelists are real individuals, unique accounts, and truthfully represent their stated demographics and characteristics. Our validation measures are implemented throughout the double opt-in and onboarding process, and continuously monitored thereafter.

Our key validation methods include:

- **Double Opt-in Email Verification:** Mandatory email confirmation via a unique verification link ensures the validity of the email address and confirms the individual's intent to join the panel.
- **Multimodal Contact Detail Verification:** Depending on the recruitment source and region, we employ multimodal verification methods to validate contact information:
 - **SMS Verification:** Verification code sent via SMS to validate phone numbers.
 - **Postal Address Verification:** (In select markets) Physical postcard verification to validate addresses.
 - **Telephone Verification:** Random outbound calls for manual verification.
- **IP Address & Device Fingerprinting:** We utilize IP address tracking and device fingerprinting technologies to identify and flag duplicate registrations originating from the same device or network.
- **Digital Fingerprint Analysis:** Advanced algorithms analyze digital fingerprints to detect patterns indicative of bot registrations or automated account creation attempts.
- **Test Survey & Response Quality Assessment:** New panelists are required to complete a test survey, allowing us to assess response quality, consistency, and identify potentially inattentive or fraudulent respondents early in the onboarding process. Test survey responses are manually and algorithmically reviewed for quality.
- **Profile Data Consistency Checks:** Automated checks for inconsistencies or illogical patterns within the profile data provided by panelists during registration, flagging potentially fabricated profiles.
- **CAPTCHA & reCAPTCHA Implementation:** Utilizing CAPTCHA and reCAPTCHA technologies to differentiate between human and bot registrations during signup processes.
- **Manual Review & Panel Quality Team Oversight:** Our dedicated Panel Quality team manually reviews flagged accounts and suspicious registration patterns, making final determinations on panelist onboarding and proactively identifying and removing potentially fraudulent accounts.

These comprehensive validation procedures, implemented at recruitment and continuously monitored, are critical for maintaining the integrity and quality of our panel, ensuring that we are providing our clients with access to genuine and validated respondents.

8. 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.

Brand (Domain):

Our proprietary panel operates under the branded domain "**OpinionRewards**" (opinionrewards.scrutinyglobal.com). This domain is clearly and consistently used for all respondent-facing communications, including panel registration, survey invitations, reward redemption, and privacy policy information.

Scrutiny Global (scrutinyglobal.com) is our corporate and client-facing domain, used for agency services, client communication, and business development.

Mobile App:

Scrutiny Global **currently does not offer a dedicated mobile app** for panelist survey participation. Panelists primarily access surveys via web browsers on their devices (desktop, laptop, smartphones, tablets). Our survey platforms and respondent portal are fully responsive and mobile-optimized, ensuring a seamless survey-taking experience across all device types without the need for a separate app.

While we do not have a dedicated app at this time, we continuously evaluate market trends and respondent preferences, and the potential development of a mobile app remains under consideration for future enhancements to panelist engagement and accessibility.

Proportion of Sample Accessing Surveys by Source & Means:

As our primary sample source is our proprietary panel "OpinionRewards," the vast majority of our sample access surveys via **email invitation links** leading to web-based surveys, regardless of the device they use.

Here is an approximate breakdown of sample access methods by source:

- **OpinionRewards Proprietary Panel (70-80% of sample):**
 - **Email Invitation (Web Browser - Desktop/Laptop/Mobile/Tablet):** Approximately **99%**
 - **Direct Login to Panel Portal (Web Browser):** Approximately **1%** (Primarily for profile updates, reward redemption, account management).
- **Social Media Platforms (5-10% of sample):**
 - **Social Media Ad Link Clicks (Web Browser - Primarily Mobile):** Approximately **95%**
 - **Direct Invitations via Social Media Messaging (Web Browser - Primarily Mobile):** Approximately **5%**
- **Online Communities & Forums (3-7% of sample):**
 - **Community/Forum Link Clicks (Web Browser - Mixed Desktop/Mobile):** Approximately **90%**
 - **Direct Invitations within Community/Forum Platforms (Web Browser):** Approximately **10%**
- **Partnerships and Affiliations (5-10% of sample):**
 - **Partner Website/Communication Channel Links (Web Browser - Mixed Desktop/Mobile):** Varies depending on the partner, but predominantly **web browser access via links**.

In summary, **email invitation leading to web browser-based survey completion is the overwhelmingly dominant mode of survey access across all our sample sources.** Mobile access is inherently facilitated through the responsiveness of our web-based survey platforms, without reliance on a dedicated mobile application.

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

Scrutiny Global primarily operates under a **Managed Service** model for sample delivery. This approach reflects our commitment to providing clients with expert guidance, project-specific customization, and high-touch support throughout the sample procurement process.

Managed Service (Primary Model - Predominant):

Under our Managed Service model, Scrutiny Global takes full responsibility for:

- **Feasibility Assessment & Sample Planning:** Expert consultation and feasibility assessment based on client project requirements, target audience specifications, and budget considerations.
- **Sample Design & Strategy:** Development of a tailored sampling plan, including source selection, quota design, stratification strategies, and bias mitigation measures.
- **Sample Execution & Fieldwork Management:** Active management of fieldwork, sample deployment, quota monitoring, and progress tracking throughout the project duration.
- **Data Quality Monitoring & Validation:** Ongoing monitoring of data quality metrics, implementation of validation procedures, and proactive management of data quality issues.
- **Project Debriefing & Reporting:** Delivery of project debrief reports, data maps, and key performance indicators upon project completion.
- **Dedicated Project Management Support:** Clients are assigned a dedicated project manager who serves as their primary point of contact, providing proactive communication, expert guidance, and responsive support throughout the project lifecycle.

Our Managed Service model is ideally suited for clients who value:

- **Expertise & Consultation:** Leveraging Scrutiny Global's deep expertise in online sampling and market research methodologies.
- **Customization & Flexibility:** Tailored sampling solutions designed to meet the unique requirements of each project.
- **Full-Service Support:** Comprehensive project management and operational support from project inception to project completion.
- **High-Quality & Validated Sample:** Emphasis on data quality, representativeness, and rigorous validation procedures.

Self-Serve Option (Limited Availability - Select Clients/Projects):

While Managed Service is our primary model, we offer a **limited Self-Serve option** for select clients and projects, typically those with established internal expertise in online sampling and project management, and for more standardized or less complex projects.

Under the Self-Serve option:

- Clients have direct access to our panel management platform (within defined parameters and with training).
- Clients are responsible for setting up their own projects, defining sampling criteria, launching fieldwork, and monitoring progress.

- Scrutiny Global provides platform access and basic technical support, but less intensive project management support compared to the Managed Service model.
- Self-Serve is typically offered for clients with repeat business and established strong understanding of online sampling and project management.

API Integration (Future Development - Not Currently Offered as Standard):

Scrutiny Global is exploring **API integration** capabilities for potential future service enhancements. Currently, API integration is **not a standard offering**. However, we recognize the growing demand for programmatic sample access and are actively evaluating API-based solutions to potentially offer this option in the future, particularly for clients with sophisticated research platforms and programmatic sampling needs. For now, our focus remains on delivering exceptional service and quality through our Managed Service and limited Self-Serve models.

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? Do you let buyers control which sources of sample to include in their projects, and if so how?

Scrutiny Global is committed to **full transparency** regarding sample composition, particularly when projects necessitate utilizing multiple sample sources beyond our proprietary panel. We believe clients have the right to understand the origin and characteristics of the sample they are receiving.

Transparency over Sample Composition:

When projects involve sample blending from multiple sources (Social Media, Online Communities, Partnerships, supplementary panels - though supplementary panels are used sparingly and only when absolutely necessary, always with client transparency), we provide clients with detailed breakdowns of sample composition, including:

- **Source-Specific Sample Counts:** Precise counts of completes and incidence rates originating from each contributing sample source.
- **Demographic Profiles by Source:** Comparative demographic profiles (age, gender, region, etc.) for respondents originating from each source, allowing clients to assess potential source-specific biases or demographic skews.
- **Key Data Quality Metrics by Source:** Breakdowns of key data quality metrics (completion rates, drop-out rates, survey completion times, etc.) by sample source, enabling clients to evaluate the relative performance of different sources in terms of data quality.
- **Source Blending Rationale & Methodology:** Clear explanation of the rationale behind the chosen source blending strategy and the methodologies employed to mitigate potential source biases (as detailed in Q3).

This detailed source-level reporting is typically provided in project debrief reports and can also be made available in real-time or near real-time during fieldwork upon client request, within platform capabilities.

Client Control over Sample Sources (Customization and Flexibility):

Scrutiny Global offers clients a significant degree of **control over sample source selection**, enhancing project customization and aligning sample strategies with specific research objectives. We empower buyers to:

- **Specify Preferred Sample Sources:** Clients can explicitly request the inclusion or exclusion of particular sample sources for their projects. For example, a client might prioritize sample exclusively from our proprietary panel "OpinionRewards" or might request a blended approach incorporating social media recruitment to boost specific demographics.
- **Define Source Proportions (Blended Approaches):** When a blended approach is deemed most appropriate (e.g., for feasibility or representativeness reasons), clients can influence the proportional contribution of different sample sources to the

overall project sample. For example, a client might request a blend of 70% proprietary panel and 30% social media recruitment.

- **Iterative Source Adjustment (During Fieldwork):** In dynamic fieldwork scenarios, clients, in consultation with our project management team, can request adjustments to sample source contributions during the project lifecycle, based on real-time performance data or evolving project needs. For example, if a particular source is underperforming in terms of data quality or quota fulfillment, source contributions can be re-balanced.

Client control over sample sources is facilitated through:

- **Detailed Project Briefing & Consultation:** Thorough upfront discussions to understand client objectives, target audience nuances, and source preferences.
- **Customizable Project Specifications:** Flexible project setup parameters that allow for source selection and proportion specification.
- **Transparent Communication & Reporting:** Proactive and transparent communication throughout the project, including source performance updates and client-driven adjustments.

By providing this level of transparency and control, Scrutiny Global aims to forge collaborative partnerships with our clients, ensuring that sample strategies are fully aligned with their research goals and that they have a clear and informed understanding of the sample they are receiving.

11. Of the sample sources you have available, how would you describe the suitability of each for different research applications?

Scrutiny Global's diverse range of sample sources offers varying strengths and suitabilities for different market research applications. Understanding these nuances allows us to recommend and implement the most appropriate sample strategy for each project, optimizing data quality, representativeness, and project feasibility.

Here is a description of the suitability of each of our primary sample sources for different research applications:

- **Proprietary Panel "OpinionRewards" (Primary Source - 70-80% of Sample):**
 - **Suitability: Broad Applicability, High Reliability, Strong for General Population Research, Brand Tracking, Customer Satisfaction, Complex Studies.**
 - **Strengths:**
 - **High Data Quality:** Panelists are double opt-in, validated, and engaged, resulting in consistently higher data quality compared to non-panel sources.
 - **Representativeness:** Actively managed for demographic balance and representativeness of general populations in target markets.
 - **Profiling Depth:** Extensive profiling data available for targeted sampling and efficient screening.
 - **Panel Engagement & Retention:** Established panel relationships, incentive programs, and communication strategies contribute to higher panelist engagement and retention rates, beneficial for longitudinal studies and repeat research.
 - **Source Consistency:** Offers the most consistent source in terms of quality and respondent characteristics across projects.
 - **Considerations:**

- May require supplementation for very niche or hard-to-reach audiences.
- Cost-effective for general population research but may have slightly higher CPM compared to purely non-panel sources.

- **Social Media Platforms (Supplementary Source - 5-10% of Sample):**

- **Suitability: Demographic Boosts, Reaching Younger Demographics, Brand Awareness Studies, Quick Turnaround Projects.**
- **Strengths:**
 - **High Reach & Scalability:** Vast reach of social media platforms allows for rapid recruitment and scaling of sample, particularly for boosting specific demographic quotas (e.g., younger age groups, specific geographic regions).
 - **Demographic Targeting Capabilities:** Precise demographic and interest-based targeting options within social media advertising platforms.
 - **Cost-Effectiveness for Reach:** Can be cost-effective for quickly boosting sample size, especially in large-scale general population studies.
 - **Mobile-First Reach:** Effectively reaches mobile-first audiences and demographics heavily active on social media.
- **Considerations:**
 - **Data Quality Variability:** Data quality may be slightly more variable compared to proprietary panel sample, requiring enhanced quality checks and validation procedures.
 - **Potential for Selection Bias:** Social media user demographics and engagement patterns may introduce selection biases, requiring careful consideration of target population alignment and potential skews.
 - **Limited Profiling Depth:** Limited pre-existing profiling data compared to proprietary panel, requiring reliance on in-survey profiling and screener questions.

- **Online Communities & Forums (Supplementary Source - 3-7% of Sample):**

- **Suitability: Niche Audiences, Special Interest Groups, Expert Panels, Qualitative Recruitment.**
- **Strengths:**
 - **Access to Niche Audiences:** Effective for reaching specialized or niche audiences concentrated within online communities and forums (e.g., professional communities, hobbyist groups, disease-specific support forums).
 - **Higher Engagement & Expertise (in Niche Areas):** Respondents recruited from relevant communities may exhibit higher engagement levels and domain expertise within the community's focus area.
 - **Qualitative Research Recruitment:** Excellent source for recruiting participants for qualitative research studies (IDIs, online focus groups) targeting specialized audiences.
- **Considerations:**
 - **Lower Scalability:** Recruitment volume may be lower compared to broader reach sources like social media or proprietary panels.

- **Community-Specific Biases:** Potential for community-specific biases related to the characteristics and viewpoints of community members.
- **Careful Community Selection & Vetting:** Requires careful selection of relevant and reputable online communities to ensure appropriate audience alignment and ethical recruitment practices.
- **Partnerships and Affiliations (Supplementary Source - 5-10% of Sample):**
 - **Suitability: Access to Specific Demographics or Organization-Affiliated Audiences, Programmatic Boosts for Quotas.**
 - **Strengths:**
 - **Targeted Access to Specific Demographics:** Partnerships with organizations or websites can provide access to specific demographic segments or organization-affiliated audiences (e.g., members of professional associations, customers of specific brands).
 - **Programmatic Sample Boosts:** Partnerships can be leveraged for programmatic sample boosts to quickly fill remaining quotas or enhance sample size in specific demographic cells.
 - **Considerations:**
 - **Partner-Specific Biases:** Potential for biases related to the partner organization's specific membership or audience characteristics.
 - **Partner Vetting & Quality Control:** Requires thorough vetting of partner organizations to ensure ethical recruitment practices and data quality standards.
 - **Contractual Agreements & Data Privacy:** Careful contractual agreements are essential to define data ownership, privacy protocols, and respondent consent procedures when utilizing partner-sourced sample.

By understanding the distinct strengths and considerations associated with each of our sample sources, Scrutiny Global can strategically recommend and implement the most effective sampling approach tailored to the specific objectives, target audience, and budgetary constraints of each market research project.

Sampling and Project Management (Continued)

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?

Scrutiny Global's overall process from survey invitation to completion is designed to be respondent-centric, efficient, and quality-focused. Our key steps to achieve a sample that "looks like" the target population are integrated throughout this process:

Process Flow:

1. **Project Briefing & Feasibility Assessment:** Client provides detailed project specifications (target audience, quotas, LOI, etc.). We conduct a thorough feasibility assessment to confirm panel availability and project viability.
2. **Sample Design & Strategy:** Based on feasibility, we design a tailored sampling plan, selecting appropriate sources (primarily proprietary panel, supplemented as needed), defining quotas, and outlining bias mitigation strategies.
3. **Survey Programming & Quality Assurance:** (If SG-programmed) We program the survey on platforms like Decipher or ConfirmIt, embedding rigorous quality checks (logic, range, attention checks). Thorough testing is conducted to ensure error-free survey flow.

4. **Sample Selection & Invitation Deployment:** Using our “Optimizer” router and panel management dashboard, we select the initial sample based on project criteria and deploy survey invitations via email (primary), social media links, or community platform links, depending on the source. Invitations are ISO 20252 compliant (Q13 details).
5. **Fieldwork Monitoring & Quota Management:** We actively monitor fieldwork progress, tracking completion rates, quota fulfillment against pre-defined targets, and key data quality metrics in real-time. We dynamically adjust invitation deployment to optimize quota attainment and sample representativeness.
6. **Respondent Interaction & Support:** We provide clear instructions in invitations and offer dedicated email support for respondent queries or technical issues throughout the fieldwork period.
7. **Data Quality Validation (Ongoing):** Data quality checks are conducted continuously during fieldwork, including completion time analysis, red herring question analysis, and monitoring for patterned responses. Respondents flagged for quality issues are reviewed and may be removed.
8. **Incentive Awarding & Redemption:** Upon survey completion, incentive points are automatically awarded to respondents' accounts. Panelists can redeem points for cash via PayPal or other payout methods (Q14 details).
9. **Project Closure & Debriefing:** Once quotas are met and fieldwork is complete, the project is closed. We provide clients with a debrief report (Q17 details), data map (if SG-programmed), and any required raw data files.

Steps to Achieve Representativeness ("Looks Like" Target Population):

- **Detailed Target Audience Profiling:** Thorough understanding of the target population's demographics, behaviors, and characteristics based on client specifications and secondary data sources.
- **Quota Sampling:** Implementation of rigorous quota sampling based on key demographic variables (age, gender, region, income, etc.) to mirror the population distribution. Quotas are set and actively managed throughout fieldwork.
- **Stratification (Implicit & Explicit):** Utilizing panel profiling data for implicit stratification (targeting invitations based on profile attributes). Implementing explicit stratification within sampling algorithms where needed for specific demographics.
- **Source Blending Strategy (if applicable):** Strategic blending of sample sources (proprietary panel, social media, etc.) to optimize reach across different demographic segments and minimize coverage bias, while carefully managing potential source biases.
- **Panel Balancing & Active Management:** Ongoing panel management efforts to maintain demographic balance within our proprietary panel, addressing any under-represented segments through targeted recruitment and retention initiatives.
- **Post-Stratification Weighting (if needed):** In cases where minor demographic skews persist even after quota sampling and stratification, we can recommend post-stratification weighting techniques to further align the achieved sample distribution with known population benchmarks (though we aim to minimize reliance on weighting through robust upfront sampling).
- **Expert Panel Manager Oversight:** Experienced panel managers oversee the entire sampling process, applying professional judgment to optimize sample selection, monitor representativeness, and address any potential deviations from target population profiles.

By integrating these steps throughout our process, Scrutiny Global strives to deliver online samples that not only meet project specifications but also effectively mirror the key characteristics of the intended target population, enhancing the reliability and generalizability of research findings.

13. What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact?

Scrutiny Global maintains comprehensive profiling information on **virtually 100%** of our active panel members, far exceeding the 80% threshold mentioned in the question. Our commitment to robust profiling is a cornerstone of our ability to deliver targeted and representative samples. This detailed profiling data is collected during the initial panel registration process and through ongoing, voluntary profile update surveys.

The profiling information we hold on *at least 80%* (and in reality, closer to 100%) of our panel members includes:

- **Core Demographics (Collected on All Panelists):**

- Age (Year of Birth, Age Range)
- Gender (Male, Female, Other/Prefer Not to Say)
- Geographic Location (Country, Region/State, City/Postal Code)
- Education Level (Highest Degree Achieved)
- Employment Status (Employed, Unemployed, Retired, Student, etc.)
- Occupation & Industry (Detailed Occupation, Industry Sector)
- Household Income (Income Range/Bracket - Local Currency)
- Household Size & Composition (Number of Adults, Children, Presence of Children Age Ranges)
- Marital Status (Single, Married, Divorced, Widowed, etc.)
- Ethnicity/Race (Based on regionally relevant classifications – where applicable and ethically sound to collect)

- **Extended Profiling Data (Collected Voluntarily - High Coverage):** While participation in these extended profiling surveys is voluntary, we achieve very high coverage rates across our panel. Well over 80% of panelists have completed profiling surveys in the following key areas:

- **Technology Adoption & Usage:** Devices owned (smartphones, tablets, laptops, smart TVs, etc.), internet access types, social media platform usage, online shopping habits, software & application usage, gaming habits, etc.
- **Travel Behaviors & Preferences:** Frequency of travel (business/leisure), types of travel (domestic/international), preferred destinations, accommodation preferences, travel booking methods, loyalty programs, travel motivations, etc.
- **Automotive Ownership & Purchase Intentions:** Vehicle ownership (number of vehicles, types, makes, models, years), vehicle purchase timelines, factors influencing vehicle purchase decisions, automotive brand preferences, vehicle maintenance habits, etc.
- **Health & Wellness:** Health conditions (presence of specific conditions – self-reported and aggregated, anonymized), lifestyle choices (diet, exercise, smoking, alcohol consumption), healthcare usage patterns, insurance coverage, attitudes towards health and wellness, etc. (Collected in anonymized, aggregate form, adhering to stringent privacy protocols).
- **Lifestyle & Interests:** Hobbies, leisure activities, entertainment preferences (movies, music, books), media consumption habits (TV, radio, online news, streaming services), social activities, volunteerism, environmental consciousness, political views (general orientation, not specific voting records – ethically collected and aggregated), etc.

- **Financial Products & Services Usage:** Banking relationships, credit card ownership, investment portfolios, insurance products, loan/mortgage holdings, financial planning habits, online banking usage, cryptocurrency ownership, etc. (Collected in anonymized, aggregate form, adhering to stringent privacy protocols).
- **Intercepts (Limited Profiling - Primarily Project-Specific):** For intercept sample sources (used only in specific and transparent circumstances, not our primary approach), pre-existing profiling data is inherently more limited. Profiling for intercepts is typically focused on project-specific screener questions within the survey itself to qualify respondents based on immediate project criteria, rather than relying on extensive pre-existing profiles. However, any prior contact history or limited profile data from intercept sources is also tracked within our system for de-duplication and quality control purposes.

Our comprehensive profiling database, continuously updated and rigorously maintained, is a vital asset that enables Scrutiny Global to deliver highly targeted, representative, and efficient online samples for diverse research applications.

14. What information do you need about a project in order to provide an estimate of feasibility?

To provide accurate and reliable feasibility estimates for online market research projects, Scrutiny Global requires detailed project specifications across several key dimensions. The more comprehensive and precise the information provided by the client, the more accurate and dependable our feasibility assessment will be. The essential information points we need include:

- **Target Audience Definition (Crucial - Most Detailed Information Needed):** This is the *most critical* element for feasibility assessment. We require a very precise and detailed definition of the target audience, encompassing all relevant demographic, geographic, behavioral, and psychographic criteria. This includes:
 - **Detailed Demographic Requirements:** Specific age ranges, gender distribution, geographic regions (country, state/province, city, postal codes if applicable), socioeconomic status (income brackets, education levels, occupation sectors, household composition), ethnicity/race (if relevant and ethically sound), language requirements, etc.
 - **Non-Demographic Targeting Criteria:** Precise specifications for any non-demographic criteria essential for participant qualification, such as:
 - Product Ownership & Usage (Specific brands, categories, purchase frequency, usage habits)
 - Service Consumption Patterns (Specific service usage, frequency, providers)
 - Behavioral Characteristics (Online activities, media consumption habits, travel behaviors, financial behaviors, etc.)
 - Psychographic Attributes (Attitudes, opinions, interests, lifestyle segments, personality traits – if measurable)
 - Professional Status (Job titles, industry sectors, company size, decision-making authority – for B2B research)
 - Health Conditions (Specific medical conditions, treatments, healthcare usage – for healthcare research, collected ethically and aggregated)
 - **Inclusion & Exclusion Criteria:** Clear articulation of both inclusion criteria (characteristics respondents *must* possess) and exclusion criteria (characteristics that disqualify respondents) for the target audience.
 - **Incidence Rate (IR) Estimate (Client's Best Estimate):** While we can provide our own preliminary IR assessment based on our panel data, a client's best estimate of the expected Incidence Rate (IR) within the defined target population is extremely valuable. A more accurate IR estimate directly impacts feasibility, sample size projections, and cost estimations.
- **Sample Size & Quota Requirements:**

- **Total Target Sample Size (Completes Required):** The total number of completed surveys needed for the project to meet statistical objectives.
- **Quota Grid & Sub-Quota Specifications:** Detailed breakdown of quota requirements across key demographic or behavioral segments (e.g., age/gender quotas, regional quotas, usage-based quotas). Precise target sample sizes for each quota cell.
- **Hard Quotas vs. Soft Quotas:** Clarification on whether quotas are "hard" quotas (strict limits that must be met precisely) or "soft" quotas (targets to aim for, with some flexibility permissible).
- **Survey Questionnaire Characteristics:**
 - **Estimated Length of Interview (LOI):** A reliable estimate of the average survey completion time (LOI). LOI impacts respondent engagement, incentive strategies, and project timelines.
 - **Questionnaire Topic Sensitivity:** Identification of any potentially sensitive or controversial topics covered in the questionnaire (e.g., health, finance, politics, personal beliefs), as this can impact completion rates and feasibility.
 - **Question Types & Complexity:** Information on the complexity of question types (e.g., grids, conjoint exercises, video/audio elements), as this can influence respondent engagement and survey completion times.
 - **Language Requirements:** Specify all required survey languages and geographic markets where language variations are needed.
- **Project Timeline & Fieldwork Duration:**
 - **Desired Launch Date:** Target start date for fieldwork.
 - **Desired Completion Date:** Target end date for fieldwork and data delivery.
 - **Fieldwork Duration Flexibility:** Indication of any flexibility in the fieldwork timeline if project completion proves more challenging than initially anticipated.
- **Budgetary Guidelines (Optional but Helpful):**
 - While not strictly mandatory for feasibility assessment, providing budgetary guidelines or target Cost Per Complete (CPC) ranges can be helpful in tailoring sample strategies to align with client budget constraints.

Providing this comprehensive information package enables Scrutiny Global to perform a robust feasibility analysis, accurately assess panel availability, project realistic timelines, and deliver reliable cost estimates, ultimately setting projects up for success from the planning phase. Clear and detailed target audience specifications are paramount for the accuracy of our feasibility assessments.

15. What do you do if the project proves impossible for you to complete in field?

In the rare event that a project proves demonstrably impossible for Scrutiny Global to complete in the field, despite our best efforts and proactive project management, we adhere to a transparent, ethical, and client-centric protocol. Our primary goal is to communicate openly and collaboratively with the client to find the most mutually agreeable and responsible resolution.

Our procedures in such scenarios are as follows:

1. **Early Warning & Proactive Communication:** If our project management team identifies early indicators that a project may be facing significant feasibility challenges (e.g., exceptionally low incidence rates, unexpectedly slow quota fulfillment, unforeseen data quality issues), we immediately initiate proactive communication with the client. We do not wait until a project is definitively "impossible" before raising potential concerns.

2. **Detailed Situation Analysis & Transparency:** We provide the client with a detailed and transparent analysis of the situation, outlining the specific reasons why the project is facing feasibility challenges. This analysis includes:
 - **Quantifiable Data & Metrics:** Presenting concrete data points, such as actual incidence rates achieved versus projected IR, quota fulfillment progress (or lack thereof), completion rates, screen-out rates, and any data quality metrics contributing to the challenge.
 - **Root Cause Investigation:** Explanation of the potential root causes contributing to the feasibility issues, which could range from unexpectedly narrow target audience definitions, unrealistic incidence rate projections, overly complex questionnaire design, unforeseen panel availability fluctuations, or external market factors.
 - **Honest Assessment of Remaining Feasibility:** A candid and realistic assessment of the likelihood of successfully completing the project to the original specifications, based on current trends and available resources.
3. **Collaborative Solution Exploration & Options Discussion:** We actively engage in collaborative discussions with the client to explore potential solutions and mutually agreeable options. These options may include, but are not limited to:
 - **Target Audience Adjustments (Refinement or Broadening):** Discussing potential refinements or broadening of the target audience criteria, if feasible, to increase incidence rates and improve panel reach.
 - **Quota Adjustments (Relaxation or Re-Prioritization):** Exploring the possibility of adjusting quota targets, relaxing certain quota requirements, or re-prioritizing specific quotas to improve overall project completion.
 - **Incentive Optimization (Strategic Adjustments):** Evaluating the potential for strategic incentive adjustments (within ethical boundaries) to improve respondent engagement and completion rates (though incentives are rarely the primary driver of feasibility issues if targeting is fundamentally problematic).
 - **Extended Fieldwork Duration (Timeline Adjustments):** Discussing the feasibility of extending the fieldwork duration to allow for more time to reach challenging quotas or address unforeseen issues.
 - **Partial Data Delivery & Pro-Rata Compensation:** In cases where complete project fulfillment proves genuinely unattainable, we offer the option of delivering partial data based on completes achieved to date, with mutually agreeable pro-rata compensation adjustments, reflecting the partial project completion. This option is typically considered only as a last resort when no other viable solutions are available.
 - **Project Cancellation (Mutual Agreement & Fair Resolution):** In the most extreme and rare circumstances, if no feasible solutions can be identified and project completion remains demonstrably impossible, we may propose project cancellation by mutual agreement. In such cases, we commit to fair and transparent resolution, typically involving a refund or credit for unfulfilled project scope, as negotiated in good faith with the client.
4. **Prioritization of Ethical Resolution & Client Satisfaction:** Throughout this entire process, Scrutiny Global's paramount objective is to reach an ethical, fair, and mutually satisfactory resolution for our client. We prioritize open communication, transparency, and collaborative problem-solving to minimize any negative impact on the client and maintain a strong and trusting client partnership. Our commitment is to act responsibly and professionally, even in challenging project scenarios.

16. Do you employ a survey router or any yield management techniques?

Yes, Scrutiny Global employs a sophisticated survey router, which we call "**Optimizer**", as a core component of our panel management and sample delivery infrastructure. Optimizer serves multiple key functions, enhancing panelist experience, optimizing sample efficiency, and supporting effective yield management.

Survey Router (Optimizer):

As detailed in our responses to questions 8-11, our Optimizer router is an integrated platform that dynamically matches panelists to suitable survey opportunities. Key aspects of our router utilization include:

- **Dynamic Profile Matching:** Optimizer utilizes panelists' detailed profile data to match them with relevant surveys based on project-specific targeting criteria.
- **Real-time Study Allocation:** The router operates in real-time, dynamically allocating survey invitations based on panelist availability, profile fit, and quota needs across multiple concurrent projects.
- **Yield Optimization:** Optimizer aims to maximize panelist engagement and minimize screen-out rates by prioritizing survey invitations for which panelists are more likely to qualify, improving the overall "yield" from our panel.
- **Bias Mitigation:** We implement measures to mitigate potential router bias, as described in detail in response to question 10, focusing on strategic study selection for routing, leveraging high panel volume and diversity, and employing a bias-neutral algorithm design.

Yield Management Techniques:

In addition to our survey router, Scrutiny Global employs a range of yield management techniques to optimize sample delivery, project feasibility, and cost-effectiveness. These techniques are implemented by our experienced Project Management and Panel Management teams and are dynamically adjusted throughout the fieldwork lifecycle:

- **Real-time Quota Monitoring & Dynamic Adjustments:** We actively monitor quota fulfillment progress in real-time via our platform dashboards. If specific quotas are filling slowly, we dynamically adjust invitation deployment strategies, potentially increasing invitation volumes to specific demographic segments, or re-prioritizing invitations to panel segments that are more likely to qualify for under-filled quotas.
- **Incentive Rate Optimization (Strategic Adjustments):** While we maintain fair and transparent base incentive rates (Q14 details), in certain challenging feasibility scenarios, we may strategically consider *incremental* and *temporary* incentive adjustments (within ethical boundaries) to improve completion rates for particularly difficult-to-reach quotas. Incentive boosts are used judiciously and transparently, and are not the primary lever for addressing fundamental feasibility issues.
- **Source Blending Optimization:** In projects utilizing multiple sample sources, we dynamically optimize the blend ratio of different sources based on real-time performance data. If one source is proving more efficient in delivering completes for specific quotas or demographics, we may adjust source contributions to maximize overall project yield.
- **Fieldwork Duration Management:** We actively manage fieldwork durations, continuously monitoring progress against timelines. If a project is progressing slower than anticipated, we proactively communicate with clients to discuss potential timeline adjustments or strategies to expedite fieldwork.
- **Proactive Communication & Client Consultation:** Transparency and proactive communication with clients are core yield management techniques. We keep clients informed of fieldwork progress, potential feasibility challenges, and any adjustments to sample strategies or timelines that are being considered or implemented to optimize project yield and success.

These yield management techniques, combined with our sophisticated survey router, enable Scrutiny Global to deliver efficient, cost-effective, and high-quality online samples, maximizing project feasibility and client satisfaction. Our approach balances technology-driven automation with experienced human oversight to achieve optimal results.

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

Yes, Scrutiny Global sets limits on the amount of time a participant can remain "in the router" before being redirected or timed out. This is a crucial aspect of our router management strategy, designed to enhance panelist experience, prevent respondent fatigue, and optimize router efficiency. We implement these time limits at multiple stages within the routing process:

- **Initial Routing Attempt Time Limit (Short Duration):** When a panelist is initially routed to a survey opportunity, our Optimizer router attempts to match them to the survey *very rapidly* - typically within a few seconds. If a suitable match is immediately found, the panelist is seamlessly redirected to the survey. If a direct match is not instantly available, the router does *not* keep the panelist "waiting" indefinitely. This initial routing attempt is designed to be very brief and efficient, minimizing any panelist wait time at the outset.
- **Secondary Matching Time Limit (Slightly Longer but Still Concise):** If the initial routing attempt does not yield a direct match, Optimizer dynamically attempts to match the respondent to another open study based on their profile (as described in Q9). This secondary matching process is also subject to a time limit, albeit slightly longer than the initial attempt, but still concise - typically a few seconds more. We aim to find a secondary match quickly, but we avoid keeping the panelist "in the router" for an extended duration while the system exhaustively searches for potential matches.
- **Overall Router Session Time Limit (Defined Maximum Duration):** We implement an overarching time limit for the total duration a panelist can actively be "in a routing session." This maximum router session time is intentionally set to be relatively short - typically ranging from **30 seconds to a maximum of 1 minute** in total (cumulative time across initial and secondary attempts). If, within this defined maximum router session time, a suitable survey match is *not* found for the panelist, the router session is automatically terminated. The panelist is then typically presented with a message indicating that no suitable surveys are currently available for their profile, but they are encouraged to check back later or will be notified of future opportunities via email invitations.

Rationale for Router Time Limits:

- **Enhanced Panelist Experience:** Preventing panelists from being kept "in the router" for extended periods, potentially encountering numerous screen-outs or prolonged wait times, is crucial for maintaining a positive panelist experience. Excessive router wait times can lead to respondent frustration, fatigue, and panel churn. Our short time limits aim to minimize this potential negative impact.
- **Router Efficiency & System Optimization:** Imposing time limits optimizes the efficiency of our Optimizer router and overall system performance. It prevents the router from becoming overloaded with panelists "waiting" indefinitely for matches, ensuring efficient allocation of system resources and responsiveness.
- **Data Quality Considerations:** While router optimization aims to improve yield, we also recognize that prolonged routing sessions and repeated survey attempts might, in some cases, subtly incentivize panelists to potentially alter their responses to try and qualify for *any* survey, potentially impacting data quality. Our time limits, coupled with robust quality checks, help mitigate this potential risk.

By implementing these well-defined time limits for router sessions, Scrutiny Global seeks to balance the benefits of router technology (panel efficiency, yield optimization) with a strong commitment to panelist experience, system performance, and data quality integrity.

18. What information about a project is given to potential participants before they choose whether to take the survey or not?

Scrutiny Global prioritizes transparency and informed consent, ensuring that potential participants are provided with comprehensive and ethically appropriate information *before* they decide to take a survey or not. This pre-survey information is consistently communicated in our survey invitations (via email, social media links, community posts, etc.) and often reiterated at the very beginning of the online survey itself (on the landing page or initial survey introduction screen).

The key information elements consistently provided to potential participants *before* survey commencement include:

- **Clear Project Purpose & General Topic (Transparency & Relevance):** We explicitly state the *general purpose* of the research study and the *broad topic area* being investigated. This allows respondents to understand the overall context and relevance of the survey and make an informed decision about whether the topic aligns with their interests or expertise. Examples:
 - "This survey is about consumer opinions on new beverage products."

- "This research study explores attitudes towards online shopping experiences."
- "We are conducting a survey to understand current trends in the automotive industry."

Note: We generally avoid revealing highly specific or overly detailed project information *pre-survey* to prevent potential response bias or influencing respondent answers prematurely. The goal is to provide sufficient context for informed consent without compromising data integrity.

- **Estimated Length of Interview (LOI) (Time Commitment Transparency):** We clearly communicate the estimated Length of Interview (LOI) for the survey, expressed in minutes. This allows respondents to accurately assess the time commitment required for participation and manage their time accordingly. Accurate LOI estimates are crucial for setting realistic expectations and improving respondent experience. Example: "Estimated survey length: 15 minutes."
- **Confidentiality Statement & Data Privacy Assurance (Privacy & Trust):** We include a concise confidentiality statement reaffirming our commitment to respondent data privacy and anonymity. We assure participants that their individual responses will be kept confidential and used for research purposes only, and will not be linked to their personal identities in any reporting. We often include a direct link to our full Privacy Policy for those seeking more detailed information. Example: "Your responses will be kept strictly confidential and used for market research purposes only. [Link to Privacy Policy]"
- **Incentive Information (Reward Transparency):** We transparently state the incentive being offered for successful completion of the survey, including the number of reward points or monetary value, and the redemption options available. Clear incentive information ensures respondents understand the reward for their time and effort and reinforces our commitment to fair compensation. Example: "For completing this survey, you will earn [X] reward points, redeemable for cash via PayPal."
- **Survey Closing Date (Timeframe Awareness):** We may include a survey closing date in the invitation, particularly if there is a specific fieldwork deadline. This informs respondents about the timeframe for participation. Example: "This survey will be closing on [Date]."
- **Voluntary Participation Reminder (Ethical Reinforcement):** We subtly remind respondents that participation is entirely voluntary and that they are free to decline participation or withdraw from the survey at any point without penalty. This reinforces the ethical principle of voluntary participation and respondent autonomy. Example (implied through invitation wording): "We invite you to participate in a survey..." (as opposed to "You are required to take this survey...").

By consistently providing this core set of information *pre-survey*, Scrutiny Global empowers potential participants to make informed decisions about their survey participation, fostering transparency, building trust, and upholding ethical research practices.

19. Do you allow participants to choose a survey from a selection of available surveys?

No, Scrutiny Global **does not** typically offer a model where panelists are presented with a "selection of available surveys" to choose from, and are then able to self-select which survey to participate in from that list. Our standard approach, utilizing our Optimizer router, involves a more directed and efficient survey allocation process.

Rationale for Directed Survey Allocation (No Self-Selection Menu):

- **Optimized Matching & Yield Management (Efficiency Focus):** Our Optimizer router is designed to *dynamically match* panelists to the *most relevant* survey opportunities based on their profile data and project-specific targeting criteria (as detailed in Q9). This automated, directed allocation process is significantly more efficient in maximizing project feasibility, quota fulfillment, and overall panel yield compared to a self-selection model. Presenting a menu of surveys would introduce inefficiencies, as panelists might choose surveys for which they are less qualified, leading to higher screen-out rates and wasted survey starts.
- **Data Quality Control & Representativeness:** Allowing panelists to freely self-select surveys from a menu could introduce potential biases and compromise sample representativeness. Panelists might preferentially select surveys based on perceived

incentive value, survey topic appeal (potentially leading to topic-biased responses), or survey length, rather than on their actual suitability for the research objectives. Directed allocation, based on pre-defined targeting criteria, helps maintain better control over sample composition and representativeness.

- **Panelist Experience & Engagement (Reduced Choice Overload):** Presenting panelists with a lengthy menu of available surveys could lead to choice overload and potentially overwhelm or deter some respondents. Our directed invitation approach aims to streamline the survey experience, presenting panelists with targeted and relevant opportunities directly, simplifying participation and enhancing engagement.
- **Project Confidentiality & Client Requirements:** In many market research projects, maintaining a degree of project confidentiality and targeted respondent selection is crucial. Presenting a public menu of available surveys could potentially compromise project confidentiality or attract respondents who are not genuinely representative of the intended target audience.

Our Standard Invitation & Allocation Process (Directed Approach):

Instead of self-selection, Scrutiny Global employs a directed survey invitation and allocation process:

1. **Targeted Invitations:** Panelists receive *direct email invitations* (or links via other channels) for *specific* survey opportunities that are deemed highly relevant to their profile based on our Optimizer router's matching algorithm.
2. **Clear Survey Information (Pre-Participation):** Invitations clearly communicate project purpose, LOI, incentive, and other key details (as detailed in Q18) to facilitate informed participation.
3. **Seamless Redirection (Router Efficiency):** Upon clicking the survey link, panelists are seamlessly redirected to the survey platform via our router. If they qualify, they proceed with the survey. If they screen-out, the router may attempt to dynamically match them to another *relevant* open study (secondary matching - Q9), but they are *not* presented with a menu to browse surveys themselves.

While we do not offer a self-selection menu, our directed invitation and router-based allocation system is designed to provide panelists with relevant and engaging survey opportunities in an efficient and user-friendly manner, while maintaining rigorous control over sample quality and project feasibility.

20. What ability do you have to increase (or decrease) incentives being offered to potential participants during the course of a survey?

Scrutiny Global possesses the **ability to dynamically adjust incentive levels** being offered to potential participants *during* the course of a survey project, although this is a capability we utilize judiciously and strategically, rather than as a routine practice. Incentive adjustments are typically considered only in specific and well-justified scenarios, always within ethical boundaries and with careful consideration of potential implications.

Limited & Strategic Incentive Adjustments (Not Routine Practice):

While our standard incentive rates are pre-defined and transparently communicated (Q14 details), our platform provides the technical flexibility to modify incentive levels *during* active fieldwork. However, incentive adjustments are not implemented arbitrarily or frequently. They are considered only under specific circumstances where they are deemed necessary to address genuine feasibility challenges or optimize project performance, and are implemented with careful planning and ethical considerations:

Scenarios Where Incentive Increases Might Be Considered (Strategic & Justified):

- **Challenging Quota Fulfillment (Hard-to-Reach Demographics):** If specific quotas, particularly those targeting very niche or hard-to-reach demographics, are proving exceptionally difficult to fill despite proactive invitation strategies, a *temporary* and *targeted* incentive increase might be considered *specifically for those underperforming quota cells*. This is a targeted approach, not a blanket increase across the entire project.

- **Unexpectedly Low Incidence Rate (IR) Realization:** If the realized Incidence Rate (IR) for a project is significantly lower than initially estimated (despite accurate feasibility assessments and target audience definitions), leading to slower-than-anticipated completion rates and potential project timeline risks, a *moderate* and *temporary* incentive increase across the board might be explored as one potential lever to improve completion volume, while still maintaining project feasibility within revised timelines.
- **Extending Fieldwork Duration (To Meet Critical Deadlines):** If a project is approaching a critical deadline and requires a final push to achieve remaining quotas, and extending fieldwork duration is deemed necessary to meet client timelines, a *short-term* and *targeted* incentive boost might be considered to incentivize faster completion rates during the extended period, while still ensuring ethical incentive practices.

Considerations & Limitations on Incentive Adjustments:

- **Ethical Boundaries & Avoiding Coercion:** Incentive adjustments are always implemented within strict ethical boundaries. We avoid incentive increases that could be perceived as coercive or unduly influence respondent responses. Incentive boosts are viewed as a tool to improve feasibility, not to manipulate data quality.
- **Transparency & Client Communication:** Any decision to adjust incentive levels is made transparently and in consultation with the client. Clients are informed of the rationale behind the proposed adjustment, the scope of the increase (e.g., targeted quotas only, or broad increase), and the potential impact on project budget. Client approval is typically sought before implementing incentive changes.
- **Limited Scope & Temporary Nature:** Incentive increases are typically implemented in a limited scope (e.g., targeted quotas) and for a temporary duration, rather than as permanent or widespread changes across a project. The goal is to provide a strategic boost to project feasibility, not to fundamentally alter the incentive structure for the entire study.
- **Data Quality Monitoring (Post-Adjustment):** If incentive adjustments are implemented, we closely monitor data quality metrics *post-adjustment* to ensure that the incentive increase is not inadvertently attracting less engaged or lower-quality respondents. Quality checks remain rigorous regardless of incentive levels.
- **Decreasing Incentives (Rare & Exceptionally Justified):** Decreasing incentives *during* fieldwork is a *highly exceptional and extremely rare* scenario, and generally avoided due to ethical considerations and potential negative impact on respondent goodwill. Incentive decreases would only ever be considered under truly extraordinary and justifiable circumstances, and would always require thorough client consultation, ethical review, and exceptionally strong justification. In practice, incentive decreases during active fieldwork are almost never implemented.

In summary, while Scrutiny Global has the *technical ability* to adjust incentive levels during fieldwork, this capability is employed with significant care, strategic consideration, and adherence to ethical research principles. Incentive adjustments are not a routine practice but a sparingly used tool to address specific feasibility challenges in a responsible and transparent manner.

Sampling and Project Management (Continued)

21. Do you measure participant satisfaction at the individual project level?

Yes, Scrutiny Global actively measures participant satisfaction, and importantly, we do so at the **individual project level**, in addition to tracking overall panelist satisfaction trends. Measuring satisfaction at the project level provides valuable, granular feedback that allows us to continuously improve the survey experience for our panelists on a study-by-study basis, and to identify any project-specific issues that may arise.

Our approach to measuring participant satisfaction at the individual project level involves the following methods:

- **Post-Survey Feedback Questionnaire (Project-Specific):** Immediately upon completing a survey for a specific project, panelists are presented with a brief, **project-specific** feedback questionnaire directly within the survey platform. This

questionnaire is tailored to gather feedback directly related to their experience with *that particular survey*. The questionnaire typically includes:

- **Overall Survey Experience Rating (Scale-Based):** Respondents are asked to rate their overall satisfaction with the survey experience on a numerical scale (e.g., 1-5, Very Dissatisfied to Very Satisfied). This provides a quantitative measure of satisfaction for each project.
- **Perceived Survey Length Assessment (Categorical):** Respondents indicate if they felt the survey length was "Too Short," "About Right," or "Too Long" for *that specific survey*. This provides feedback on LOI accuracy and respondent perception of survey burden on a project basis.
- **Survey Clarity & Logic Feedback (Qualitative Open Text):** Respondents are given an open-text box to provide qualitative feedback on the clarity of the survey questions, the logical flow of the questionnaire, and any areas of confusion or difficulty they encountered *within that specific survey*.
- **General Comments & Suggestions (Qualitative Open Text):** Another open-text box allows for any general comments, suggestions, or free-form feedback related to *their experience with that particular study*. This can capture unforeseen issues or valuable insights specific to a project.
- **Project-Level Satisfaction Metrics & Reporting:** The data collected from these project-specific feedback questionnaires is aggregated and analyzed at the project level. We generate project-level satisfaction metrics, including:
 - **Average Satisfaction Score:** The average rating from the scale-based satisfaction question for the project.
 - **Distribution of Satisfaction Ratings:** Breakdown of the percentage of respondents who selected each satisfaction level (e.g., % Very Satisfied, % Satisfied, etc.).
 - **Frequency of "Too Long" Survey Length Responses:** Percentage of respondents indicating the survey was "Too Long" for that specific project.
 - **Qualitative Feedback Theme Analysis:** Systematic analysis of the open-text feedback, identifying recurring themes, common issues, and areas for improvement specifically related to the survey design, topic, or platform experience of that project.
- **Client Debrief Reporting (Satisfaction Insights):** Key insights and aggregated metrics from the project-level satisfaction measurement are often incorporated into the project debrief reports we provide to clients (Q22 details). This allows clients to understand respondent sentiment towards *their specific survey* and potentially gain insights for future questionnaire design or project planning.
- **Continuous Improvement Cycle (Feedback Integration):** The project-level satisfaction feedback is crucial for our continuous improvement efforts. We use this granular feedback to:
 - Identify and address any immediate issues with ongoing projects, if feedback flags problems during fieldwork.
 - Inform best practices for future questionnaire design, platform improvements, and project management processes.
 - Proactively address recurring issues or themes identified across multiple projects over time.

By diligently measuring participant satisfaction at the individual project level, Scrutiny Global demonstrates a strong commitment to respondent experience, proactively identifies areas for improvement specific to each study, and continuously refines our processes to enhance survey quality and panelist engagement. This project-level feedback loop is a critical component of our quality-focused approach.

22. Do you provide a debrief report about a project after it has completed?

Yes, Scrutiny Global **routinely provides a debrief report for every market research project** we undertake after fieldwork completion, unless explicitly declined by the client. Our debrief reports are designed to be comprehensive, informative, and actionable, providing clients with a clear understanding of project execution, key performance indicators, and any relevant observations or recommendations.

The standard debrief report we provide typically includes the following key sections and information points, tailored to the specific nature and requirements of each project:

- **Executive Summary:** A concise overview of the project, summarizing key objectives, sampling methodology employed, fieldwork duration, overall project success, and any key findings or noteworthy observations at a high level.
- **Sampling Methodology & Execution Details:** A detailed description of the sampling methodology implemented for the project, including:
 - Target audience definition and any refinements made during fieldwork.
 - Sample sources utilized (proprietary panel, supplementary sources, blend ratios if applicable).
 - Quota design and quota targets achieved (with detailed quota grids showing target vs. achieved quotas for key demographic cells).
 - Stratification strategies employed (if any).
 - Any deviations from the original sampling plan and justifications for those deviations.
 - Description of any specific sampling challenges encountered and how they were addressed.
- **Fieldwork Performance Metrics & Key Performance Indicators (KPIs):** Comprehensive data on fieldwork performance, presented through key metrics and KPIs, including:
 - **Completion Rate:** Overall survey completion rate (percentage of invited respondents who successfully completed the survey).
 - **Screen-Out Rate:** Percentage of respondents who screened-out during the survey (disqualified based on screener questions).
 - **Drop-Out Rate:** Percentage of respondents who started the survey but did not complete it (terminated mid-survey).
 - **Incidence Rate (IR):** Realized Incidence Rate (percentage of respondents who qualified for the survey from the initial sample).
 - **Average Survey Completion Time (LOI Realized):** Average time taken by respondents to complete the survey (realized LOI vs. estimated LOI).
 - **Survey Starts & Completes by Day (Trend Data):** Graphical representation of survey starts and completes over the fieldwork period, showing fieldwork progress over time.
 - **Completion Rate Distribution by Day/Week:** Analysis of completion rate trends over the fieldwork duration, identifying any potential fluctuations or patterns.
 - **Data Collection Period (Start & End Dates):** Precise start and end dates of the fieldwork period.

- **Sample Source Performance Breakdown (if applicable):** Performance metrics (completion rates, IR, quality metrics) broken down by sample source, if multiple sources were utilized (as described in Q10).
- **Data Quality Metrics & Validation Summary:** Summary of key data quality metrics and validation procedures implemented, including:
 - **Red Herring Question Failure Rate:** Percentage of respondents who failed pre-defined red herring or attention check questions.
 - **Speeder Rate (Suspect Completion Times):** Percentage of respondents with suspiciously short survey completion times (below pre-defined thresholds).
 - **Open-End Response Quality Assessment (if applicable):** Qualitative assessment of the quality of responses to open-ended questions, identifying any instances of low-effort or nonsensical responses.
 - **Description of any Data Cleaning or Validation Procedures Applied Post-Fieldwork.**
 - **Summary of any Data Quality Flags or Issues Identified and Addressed during Fieldwork.**
- **Respondent Satisfaction Insights (Aggregated Feedback):** Summary of aggregated feedback from the project-level participant satisfaction questionnaires (as described in Q21), including:
 - Average satisfaction score for the project.
 - Distribution of satisfaction ratings.
 - Key themes and recurring comments from open-text feedback, highlighting any areas of strength or areas for potential improvement in survey design or fieldwork execution.
- **Observations, Insights & Recommendations (Project-Specific):** Project-specific observations, insights, and recommendations from our project management team, which may include:
 - Any noteworthy observations or patterns identified during fieldwork.
 - Insights gained from project execution that could inform future projects or sampling strategies.
 - Recommendations for questionnaire design improvements, targeting refinements, or methodological considerations for future research on similar topics or target audiences.
- **Data Map/Codebook (if Scrutiny Global programmed the survey):** As detailed in Q17 previously, if Scrutiny Global was responsible for survey programming, we include a comprehensive data map/codebook as part of the debrief report (or as a separate deliverable), providing a detailed guide to the raw data file, variable names, coding schemes, and questionnaire-to-variable mapping.

Our debrief reports are typically delivered to clients within a short timeframe after project completion (e.g., within 1-3 business days), ensuring timely access to essential project performance information and facilitating effective data analysis and insights generation. We strive to make our debrief reports informative, actionable, and a valuable component of our overall service delivery.

Data Quality and Validation

23. How often can the same individual participate in a survey? How does this vary across your sample sources?

Scrutiny Global implements robust controls to manage panelist participation frequency, ensuring responsible panel management and maintaining data quality. The allowed participation frequency is carefully regulated and can vary slightly depending on the sample source and specific project needs, but always within ethically sound and data quality-focused parameters.

General Participation Frequency Limits (Proprietary Panel "OpinionRewards"):

For our primary sample source, the "OpinionRewards" proprietary panel, we adhere to the following general participation frequency guidelines:

- **Maximum Survey Invitations per Week:** Panelists typically receive a maximum of **1-2 survey invitations per week** on average. This limit is designed to prevent over-solicitation and survey fatigue. As described in Q19 previously, panelists are *not* presented with a menu of surveys and are directed invitations for surveys deemed most relevant to their profile.
- **Maximum Survey Completions per Month:** We generally limit panelists to a maximum of **2-4 survey completions per month**. This limit is more focused on completed surveys to prevent professionalization and over-surveying. The precise monthly limit can be dynamically adjusted based on overall panel health metrics and survey volume demands, but always within ethical and data quality considerations.
- **"Cooling Off" Periods (Between Surveys):** We implement automated "cooling off" periods between survey completions. Panelists are typically prevented from being invited to a new survey immediately after completing one. These cooling-off periods, ranging from **24 to 72 hours** (dynamically adjusted), allow respondents time to disengage from survey-taking and reduce the potential for rapid, consecutive survey participation that might compromise data quality.
- **Project-Specific Lock-Outs:** As described in Q20, we implement project-specific lock-out periods, preventing panelists from being re-contacted for the *same* project within a defined timeframe. These lock-out periods are configurable per project, ranging from **30 days to 180 days or longer**, depending on project type and client requirements.

Variation Across Sample Sources:

While our proprietary panel is governed by the frequency limits outlined above, participation frequency management can be slightly different for supplementary sample sources (Social Media, Online Communities, Partnerships), primarily due to the nature of these sources:

- **Social Media & Online Communities:** For sample recruited via social media ads or community posts, participation frequency is often managed at the *project level*. Individuals recruited through these channels are typically invited to participate in a *specific project* and may not be formally added to our ongoing panel database (unless they explicitly opt-in to join the panel for future studies). Therefore, strict ongoing frequency limits are less directly applicable. However, we still implement de-duplication and quality checks *within* each project to prevent individuals from participating multiple times in the same study, regardless of source.
- **Partnerships and Affiliations:** Participation frequency for partner-sourced sample is governed by the terms of our agreements with partner organizations and typically managed at the project level. We ensure that our partnerships adhere to ethical guidelines and responsible sampling practices regarding respondent contact and participation frequency.

Overall Approach to Frequency Management:

- **Automated Platform Controls:** Our panel management platform ("Optimizer") automates the enforcement of participation frequency limits, tracking panelist participation history, managing invitation deployments, and preventing panelists from exceeding pre-defined frequency thresholds.
- **Dynamic Adjustments & Monitoring:** Participation frequency settings can be dynamically adjusted by our Panel Management team based on overall panel health metrics, survey volume demands, and specific project requirements, always balancing feasibility with data quality and respondent well-being.
- **Emphasis on Panel Health & Longevity:** Our frequency management policies are driven by a long-term perspective of panel health and sustainability. We prioritize maintaining an engaged, high-quality panel over short-term gains in sample volume that could compromise panelist engagement or data integrity.

By implementing these comprehensive participation frequency controls, tailored to different sample sources and continuously monitored, Scrutiny Global aims to strike a responsible balance between providing ample survey opportunities for panelists, preventing over-surveying and respondent fatigue, and ensuring the ongoing quality and reliability of our online sample data.

24. What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc?

Scrutiny Global maintains a robust and granular level of individual-level data on all our survey respondents within our secure panel management platform. This detailed data tracking is essential for effective panel management, rigorous data quality control, and providing insightful reporting to clients (in anonymized and aggregated form).

The comprehensive individual-level data points we systematically record and maintain for each panelist include:

- **Panelist Unique ID:** A unique and anonymized identifier assigned to each panelist upon registration.
- **Panel Join Date (Date of Entry):** The precise date and timestamp when the panelist completed the double opt-in process and joined our active panel.
- **Panel Source/Recruitment Channel:** The specific source and recruitment channel through which the panelist registered (e.g., website registration, social media advertisement, online community referral, partner link). This allows us to track the effectiveness of different recruitment channels and potentially analyze source-specific performance.
- **Profile Data (Detailed):** All profile information collected during registration and subsequent profile update surveys, encompassing core demographics, extended profiling data (technology, lifestyle, interests, etc.) as described in Q13. Profile data is regularly updated and timestamped.
- **Contact Information (Secure & Encrypted):** Securely stored and encrypted contact information, including email address, phone number (if provided and verified), postal address (in select markets where collected for verification purposes). This information is used for survey invitations, incentive payouts, panel communications, and account management purposes, and is strictly protected and not shared with clients in identifiable form.
- **Survey Participation History (Comprehensive Log):** A complete and detailed log of every survey opportunity presented to the panelist, including:
 - **Survey Project ID & Name:** Unique identifier for each survey project.
 - **Invitation Date & Timestamp:** Date and time when the survey invitation was sent.
 - **Invitation Channel:** Method of invitation delivery (e.g., email, social media link).
 - **Participation Status:** Status of panelist's engagement with each survey opportunity (e.g., Invited, Started, Completed, Screened-Out, Quota Full, No Response, Declined).
 - **Completion Status Details:** For completed surveys, we record:
 - Completion Date & Timestamp
 - Survey Completion Time (Duration)
 - Incentive Points Awarded
 - Device Type Used for Survey (Desktop, Mobile, Tablet)
 - Data Quality Flags Triggered (e.g., Speeding, Red Herring Failures – if applicable)

- Survey Router Path (if applicable) – Routing steps and outcomes.
 - **Screen-Out Reason (if applicable):** Specific reason for screen-out (e.g., demographic mismatch, quota full on specific question, etc.).
- **Incentive & Reward History (Transaction Ledger):** A complete transaction history of all reward points earned and redeemed by the panelist, including:
 - Points Earned (Date, Survey Project, Points Value)
 - Points Redeemed (Date, Redemption Method, Amount)
 - Current Points Balance
- **Account Activity Logs:** Audit logs of key account activities, such as profile updates, password changes, account login timestamps, consent management actions, and any administrative actions taken on the account (e.g., quality flags, warnings, suspensions).
- **Consent & Preference Management Data:** Records of panelist consent for data processing, communication preferences, and privacy settings, ensuring compliance with data protection regulations and respecting individual choices.
- **Quality Flags & Warning History:** Log of any quality flags or warnings assigned to the panelist's account based on data quality checks, suspicious activity, or rule violations.

This extensive individual-level data is securely stored and managed within our panel management platform, adhering to strict data privacy and security protocols. Access to this granular data is restricted to authorized Panel Management and Data Quality teams for internal operational and quality control purposes. We do **not** typically share individual-level panelist data with clients in identifiable form. Data shared with clients is always aggregated, anonymized, and presented in summary reports, unless explicitly required and ethically permissible under specific contractual agreements and with full adherence to data privacy regulations (as detailed in Q21 previously).

25. Please describe your procedures for confirmation of participant identity at the project level.

Scrutiny Global implements multi-faceted procedures for confirmation of participant identity not only during recruitment (as described in Q7) but also **continuously at the project level** throughout the survey lifecycle. These project-level identity confirmation measures are designed to mitigate the risks of professional respondents, fraudulent activity, and ensure data integrity within each individual research study.

Our key procedures for participant identity confirmation at the project level include:

- **Device Fingerprinting & Digital ID Tracking (Project-Specific De-duplication):** At the commencement of each survey project, we utilize device fingerprinting and digital ID technologies to uniquely identify respondents *within that specific project*. This allows us to:
 - **Prevent Duplicate Survey Completions:** Ensure that the same individual does not attempt to take the same survey multiple times, even if they try to use different email addresses or panel accounts.
 - **Identify Suspicious Activity Patterns:** Flag patterns of activity that might suggest fraudulent or inattentive behavior originating from specific devices or digital IDs within the project.
 - **Cross-Project De-duplication (Limited Scope):** While primarily focused on within-project de-duplication, these technologies can also provide limited insights into potential cross-project respondent overlap, particularly if suspicious patterns are detected across multiple concurrent studies.

- **Geo-IP Location Verification (Location-Based Targeting & Validation):** We capture and verify respondents' Geo-IP location at the start of each survey. This allows us to:
 - **Validate Geographic Targeting:** Confirm that respondents are genuinely located within the intended geographic target region for the project, particularly crucial for location-specific studies.
 - **Detect Geographic Anomalies:** Flag respondents whose Geo-IP location is inconsistent with their stated profile information or who exhibit unusual geographic patterns (e.g., multiple respondents from the same unusual location).
 - **Implement Geo-Fencing (Where Necessary):** In specific cases, we can implement geo-fencing techniques to restrict survey access to respondents within pre-defined geographic boundaries, further enhancing location-based targeting accuracy.
- **Red Herring Questions & Attention Checks (In-Survey Validation):** We strategically incorporate "red herring" questions and attention check items directly within survey questionnaires for each project. These questions are designed to:
 - **Identify Inattentive Respondents:** Flag respondents who fail to correctly answer simple attention check questions or exhibit inconsistent response patterns across red herring questions.
 - **Assess Data Quality & Respondent Engagement:** Provide an in-survey measure of respondent engagement and data quality for each project.
 - **Filter Out Low-Quality Responses:** Implement automated or manual filtering rules to exclude respondents who fail red herring or attention checks, ensuring higher data quality for project deliverables.
- **Survey Completion Time Analysis (Speeding Detection):** We continuously monitor survey completion times for each project. Automated algorithms and manual review processes are used to identify respondents with suspiciously short completion times, significantly below the expected Length of Interview (LOI) for the survey. These "speeders" are flagged for potential quality issues and may be excluded from the final dataset.
- **Patterned Response Detection (Straight-Lining & Grid-Filling):** We employ algorithms to detect patterned response behavior, such as straight-lining (consistently selecting the same response option across grids or scales) or grid-filling (randomly filling grid questions without thoughtful responses). Respondents exhibiting such patterned response patterns are flagged as potentially low-quality or fraudulent.
- **Open-End Response Quality Analysis (Verbatim Validation):** For surveys including open-ended questions, we conduct systematic qualitative analysis of a sample of open-text responses. This analysis is used to identify nonsensical, gibberish, or low-effort responses that might indicate bot-generated answers or inattentive respondents.
- **Client-Specified Validation Requirements (Customization):** We are flexible in accommodating client-specified validation requirements or incorporating client-provided validation questions or procedures into projects, where feasible and ethically sound. This allows us to tailor identity confirmation measures to specific project needs and client preferences.

These multi-layered identity confirmation procedures, implemented at the project level and continuously monitored throughout fieldwork, are crucial for maintaining data quality, mitigating fraud risks, and ensuring that the data collected for each research study is reliable and representative of genuine respondent opinions.

26. How do you manage source consistency and blend at the project level?

Managing source consistency and blending sample effectively at the project level is a critical aspect of Scrutiny Global's methodology, particularly when projects require utilizing multiple sample sources (though we prioritize our proprietary panel and use supplementary sources strategically). Our approach focuses on minimizing source bias, maximizing sample representativeness, and ensuring data integrity within each project.

Our key strategies for managing source consistency and blending at the project level include:

- **Strategic Source Selection & Blending Plan (Pre-Fieldwork):** Before launching fieldwork, we develop a strategic source selection and blending plan tailored to each project's specific objectives, target audience, and feasibility considerations. This plan involves:
 - **Source Suitability Assessment:** Careful evaluation of the suitability of each potential sample source (proprietary panel, social media, communities, etc.) for the project's research objectives and target audience profile (as described in Q11).
 - **Source Bias Analysis & Mitigation:** Anticipating potential biases associated with each source and developing strategies to mitigate these biases during the blending process (e.g., source-specific weighting, quota adjustments, data quality monitoring).
 - **Defined Blending Ratios & Proportions:** Establishing pre-defined blending ratios or proportional contributions for each source, based on feasibility assessments, target audience reach, and desired source diversity (as discussed in Q10). Blending ratios are not always fixed and can be dynamically adjusted during fieldwork if needed (see below).
 - **Quota Alignment Across Sources:** Ensuring that quota targets are consistently applied and managed across all contributing sample sources, to maintain overall sample representativeness regardless of source origin.
- **Real-time Source Performance Monitoring & Dynamic Adjustments (During Fieldwork):** Throughout active fieldwork, we continuously monitor the performance of each contributing sample source in real-time, tracking key metrics at the source level:
 - **Completion Rates & Incidence Rates by Source:** Tracking completion rates and Incidence Rates achieved from each source to assess source efficiency and respondent engagement.
 - **Data Quality Metrics by Source:** Monitoring data quality metrics (e.g., speeder rates, red herring failure rates) broken down by source to identify any source-specific data quality variations.
 - **Quota Fulfillment by Source:** Tracking quota progress and fulfillment rates within each quota cell, segmented by sample source, to understand which sources are contributing most effectively to quota attainment.
 - **Demographic Distribution by Source:** Monitoring the demographic distribution of completes achieved from each source to identify any source-specific demographic skews or imbalances.

Based on this real-time source performance data, we can dynamically adjust the blending strategy during fieldwork, if necessary. For example:

- **Source Re-Balancing:** If one source is underperforming in terms of completion rates or data quality, or if it is contributing to demographic imbalances, we can re-balance source contributions, reducing reliance on that source and increasing contributions from higher-performing or more representative sources.
 - **Targeted Source Boosts:** If specific quotas or demographic cells are proving challenging to fill, we can strategically "boost" sample intake from sources that are more effective in reaching those specific segments.
- **Data Harmonization & Weighting (Post-Fieldwork - If Needed):** After fieldwork completion, we implement data harmonization and weighting procedures, if deemed necessary, to further address any residual source inconsistencies or demographic imbalances:
 - **Source-Specific Weighting:** If analysis reveals systematic biases or demographic skews associated with particular sources, we can apply source-specific weighting adjustments to statistically correct for these imbalances and improve the overall representativeness of the blended sample.

- **Post-Stratification Weighting (Population Benchmarking):** We can also utilize post-stratification weighting techniques (as described in Q12) to align the demographic distribution of the final blended sample with known population benchmarks, further minimizing any potential source-related biases and enhancing overall sample representativeness.
- **Transparency & Reporting (Source-Specific Data):** As emphasized in Q10, we maintain full transparency with clients regarding sample source composition and performance. Our project debrief reports provide detailed breakdowns of key metrics and data quality indicators by source, allowing clients to assess source consistency and the effectiveness of our blending strategies.

By combining strategic pre-fieldwork planning, real-time source performance monitoring and dynamic adjustments, and post-fieldwork data harmonization techniques, Scrutiny Global aims to deliver blended samples that are not only feasible and representative but also minimize potential source-related biases and maintain a high degree of data consistency and integrity within each research project.

27. Please describe your participant/member quality tracking, along with any health metrics you maintain.

Scrutiny Global places a paramount emphasis on maintaining a healthy, engaged, and high-quality panel. Our participant/member quality tracking is a continuous and multi-faceted process, involving both proactive measures and reactive monitoring, with a wide range of health metrics tracked at the panel level and individual panelist level.

Proactive Participant/Member Quality Tracking Measures:

- **Rigorous Recruitment & Validation (Q7 & Q23):** Our stringent double opt-in recruitment process, multimodal validation methods, and test survey onboarding filter out a significant portion of potentially low-quality or fraudulent registrations before they even become active panel members. This is the first line of defense for panel quality.
- **Comprehensive Profiling & Profile Data Maintenance (Q13):** Maintaining detailed and up-to-date profile data enables more targeted survey invitations, reducing screen-out rates and improving panelist engagement. Regular profile update surveys help ensure data accuracy over time.
- **Fair & Transparent Incentive Programs (Q14):** Offering appropriate and transparent incentives motivates genuine participation and discourages purely incentive-driven, low-effort respondents.
- **Regular Panel Communication & Engagement Initiatives:** We maintain ongoing communication with our panel members through newsletters, panel updates, and occasional engagement initiatives (e.g., panel polls, feedback requests). This fosters a sense of community, keeps panelists informed, and enhances overall panel engagement and loyalty.
- **Clear Privacy Policy & Data Security Measures (Q24 & Q25):** Our transparent privacy policy and robust data security measures build trust with panelists, assuring them that their data is handled responsibly and ethically. Trust is crucial for long-term panel health.
- **Easy Opt-Out & Account Management Options:** Providing panelists with easy opt-out mechanisms and control over their account settings reinforces the voluntary nature of panel membership and respects individual preferences.

Reactive Participant/Member Quality Tracking & Health Metrics:

We continuously monitor a wide array of panel health metrics, at both the aggregate panel level and individual panelist level, to identify trends, detect potential quality issues, and proactively manage panel health. Key metrics include:

- **Panel Attrition Rate (Aggregate Level):** Tracking the rate at which panelists leave the panel over time (opt-outs, account inactivations). A sudden increase in attrition rate can signal panel health issues requiring investigation.

- **Panel Inactivity Rate (Aggregate Level):** Monitoring the percentage of panelists who are inactive (not participating in surveys or updating profiles) over defined periods (e.g., 3 months, 6 months). High inactivity rates may indicate declining panel engagement.
- **Profile Completion Rate (Aggregate Level):** Tracking the percentage of panelists who have completed core and extended profiling surveys. Lower profile completion rates can limit targeting effectiveness and potentially indicate less engaged panelists.
- **Survey Participation Rate (Aggregate & Individual Level):** Monitoring survey participation rates (invitations accepted vs. declined, completion rates) at both aggregate panel level and individual panelist level. Significant deviations from expected participation patterns at individual level can flag potential quality issues.
- **Survey Completion Time Distribution (Aggregate & Individual Level):** Analyzing survey completion time distributions across projects and for individual panelists. Tracking average completion times, speeder rates (Q25), and identifying panelists with consistently suspiciously short completion times.
- **Red Herring Question Failure Rate (Aggregate & Individual Level):** Monitoring the failure rate on red herring and attention check questions, both at aggregate project level and individual panelist level. High failure rates can indicate inattentiveness or low data quality. Tracking individual failure history helps identify consistently low-quality respondents.
- **Patterned Response Rate (Aggregate & Individual Level):** Monitoring the incidence of patterned response behavior (straight-lining, grid-filling) across projects and for individual panelists. High patterned response rates can be a strong indicator of low-quality data.
- **Complaint Rate & Support Ticket Volume (Aggregate Level):** Tracking the volume of panelist complaints and support tickets related to survey experience, incentives, or platform issues. Increased complaint volume can signal panel satisfaction or operational issues.
- **Reward Redemption Rate (Aggregate Level):** Monitoring reward redemption rates as an indicator of panelist engagement and incentive program effectiveness.
- **Data Quality Flags Assigned (Individual Level):** Tracking the number and type of quality flags (speeding flags, red herring failures, patterned response flags) assigned to individual panelists over time. Panelists with consistently high numbers of quality flags are subject to review and potential account suspension or removal.
- **Feedback from Project-Level Satisfaction Surveys (Aggregate Level):** Aggregating and analyzing feedback from project-level satisfaction surveys (Q21) to identify trends in panelist sentiment and areas for improvement across projects.

Panelist Account Management & Quality Enforcement:

Based on the continuous tracking of these health metrics, Scrutiny Global implements proactive and reactive measures to manage panel quality:

- **Automated Quality Flagging & Warning Systems:** Our platform automatically flags panelists who trigger data quality thresholds (e.g., speeder flags, red herring failures). Automated warnings or temporary account restrictions may be implemented for panelists repeatedly flagged.
- **Manual Review & Panel Quality Team Action:** Panelists flagged by automated systems or identified through manual review of data quality metrics are reviewed by our dedicated Panel Quality team. The team may take actions ranging from:
 - Sending Quality Warnings to Panelists
 - Requiring Profile Updates or Re-Profiling

- Temporarily Suspending Panelist Accounts (for quality retraining or review)
- Permanently Removing Panelists from the Panel (for persistent low quality or fraudulent activity)
- **Panel Refresh & Re-invigoration Strategies:** We implement periodic panel refresh strategies to remove inactive panelists, improve panel demographics, and introduce new, engaged panelists into the pool, maintaining overall panel health and representativeness over time.

Through this comprehensive and continuously evolving participant/member quality tracking system, Scrutiny Global strives to maintain a robust, engaged, and high-quality online panel, ensuring that we consistently deliver reliable and valid data to our clients.

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 behaviors?

For projects where Scrutiny Global is responsible for survey programming, hosting, and data delivery, we implement a comprehensive suite of in-survey processes and programming techniques designed to reduce or eliminate undesired respondent behaviors that can compromise data quality. These processes are embedded directly within our survey programming and quality assurance protocols.

Our key in-survey behavior mitigation processes include:

- **Strategic Use of Progress Indicators (Engagement & Transparency):** Clear and well-designed progress bars and section indicators are incorporated into surveys to provide respondents with a sense of survey progression, reduce perceived survey length, and enhance engagement. Transparency about survey length can improve completion rates and reduce drop-outs.
- **Engaging and User-Friendly Survey Design (Respondent-Centric Approach):** We adhere to best practices in survey design to create questionnaires that are engaging, user-friendly, and minimize respondent burden. This includes:
 - Logical Question Flow & Branching: Ensuring questions are logically sequenced and branching is clear and intuitive.
 - Varied Question Types: Employing a mix of question types to maintain respondent interest and avoid monotony.
 - Clear and Concise Question Wording: Using simple, unambiguous, and easy-to-understand language.
 - Visually Appealing Design: Utilizing clean layouts, appropriate font sizes, and visually engaging elements (where relevant and non-distracting) to enhance the survey-taking experience.
 - Mobile Optimization: Ensuring surveys are fully responsive and optimized for seamless completion across all device types (desktops, laptops, tablets, smartphones).
- **Mandatory Response Enforcement (Completeness & Data Integrity):** For key questions or sections, we implement mandatory response settings, requiring respondents to provide an answer before proceeding. This helps ensure data completeness and reduces missing data points (where appropriate and ethically justified – we avoid excessive mandatory questions that could frustrate respondents).
- **Input Validation & Range Checks (Data Accuracy & Error Prevention):** Programming robust input validation rules and range checks, particularly for numeric or open-ended text fields, to prevent erroneous data entry and ensure responses are within expected parameters.
- **Randomization Techniques (Bias Mitigation & Data Validity):** Utilizing randomization techniques where appropriate, such as:
 - Response Option Randomization: Randomizing the order of response options for multiple-choice questions to mitigate order effects and response bias.

- Question Block Randomization: Randomizing the order of question blocks to reduce order effects and fatigue, particularly in longer surveys.
- Rotation of Stimuli/Concepts: Randomizing the presentation order of stimuli or concepts (e.g., product concepts, brand names) to avoid order-related biases in comparative evaluations.
- **Red Herring Questions & Attention Checks (Inattentiveness Detection):** Strategically incorporating "red herring" questions (subtly disguised as relevant questions but designed to identify inconsistencies) and direct attention check questions (explicit instructions to select a specific response) throughout the survey. Failure on these items flags inattentive respondents (as described in Q25).
- **Progressive Profiling & Adaptive Questioning (Respondent Burden Reduction):** Where feasible and project-appropriate, we employ progressive profiling techniques, collecting only essential profile data upfront and gathering more detailed profiling information gradually throughout the survey flow, rather than front-loading extensive profile questions at the beginning, reducing initial respondent burden. Adaptive questioning techniques (e.g., contingent questions based on prior responses) further streamline the survey experience and minimize irrelevant questions.
- **Survey Pre-Testing & Pilot Testing (Error Identification & Refinement):** Before full fieldwork launch, we conduct rigorous survey pre-testing and pilot testing with small groups of representative respondents. This pre-testing phase allows us to identify and rectify any issues with survey logic, question clarity, flow problems, technical glitches, or areas where respondents might exhibit undesired behaviors (e.g., confusion, fatigue). Pilot testing feedback informs questionnaire refinements and programming adjustments to optimize the final survey instrument.
- **Survey Break-Off & Re-Entry Mechanisms (Respondent Flexibility):** Implementing survey break-off and re-entry mechanisms that allow respondents to pause their survey participation and resume later from where they left off (within reasonable time limits). This provides respondent flexibility and can reduce drop-out rates, particularly for longer surveys or respondents with time constraints.

By incorporating this comprehensive suite of in-survey processes and programming techniques, Scrutiny Global proactively minimizes undesired respondent behaviors, enhances data quality, and strives to create a positive and engaging survey experience for our panelists, leading to more reliable and actionable research data for our clients.

Policies and Compliance

29. Please provide the link to your participant privacy notice as well as a summary of the key concepts it addresses.

Link to Participant Privacy Notice:

Scrutiny Global's Participant Privacy Notice is readily accessible on our "OpinionRewards" panelist portal and our corporate website:

- **OpinionRewards Panelist Portal:** opinionrewards.scrutinyglobal.com/privacy (This link is a placeholder - in a real response, this would be a live, functional URL)
- **Scrutiny Global Corporate Website:** scrutinyglobal.com/privacy-policy (This link is a placeholder - in a real response, this would be a live, functional URL)

These links provide direct access to the full and most up-to-date version of our Participant Privacy Notice. We ensure the notice is written in clear, plain language and is easily understandable for all panelists.

Summary of Key Concepts Addressed in the Privacy Notice:

Our Participant Privacy Notice comprehensively addresses the following key concepts related to the collection, processing, and protection of personal data of our panel members, aligning with global data protection best practices and regulations such as GDPR, CCPA, and others:

- **Identity of the Data Controller:** Clearly identifies Scrutiny Global as the data controller responsible for the processing of panelist personal data. Provides our company contact information for privacy inquiries and data subject requests.
- **Types of Personal Data Collected:** Transparently outlines the categories of personal data we collect from panelists, including:
 - **Registration Data:** Information provided during panel registration (name, email, demographics, etc.).
 - **Profile Data:** Voluntarily provided profile information (interests, lifestyle, product usage, etc.).
 - **Survey Response Data:** Answers provided by panelists in surveys.
 - **Technical Data:** Device information, IP address, browser type, cookies and similar tracking technologies (used for quality control, security, and platform functionality).
 - **Communication Data:** Records of communications with panelists (emails, support tickets).
 - **Incentive & Reward Data:** Information related to reward points, redemption history, and payment details (securely processed).
- **Purposes of Data Processing:** Clearly articulates the specific purposes for which we collect and process panelist personal data, which are primarily:
 - **Survey Invitations & Participation:** To invite panelists to relevant surveys based on their profile and project requirements.
 - **Incentive Administration & Reward Payouts:** To manage incentive points and process reward payments.
 - **Panel Management & Administration:** To maintain the panel, update profiles, manage accounts, and communicate with panelists.
 - **Data Quality Control & Fraud Prevention:** To implement data quality checks, prevent fraudulent activity, and maintain panel integrity.
 - **Research Data Analysis & Reporting (Anonymized & Aggregated):** To analyze survey data for market research purposes and generate reports for clients, always in anonymized and aggregated form, ensuring individual panelists are not identifiable in client deliverables.
 - **Improving Panelist Experience & Platform Functionality:** To analyze user behavior, optimize platform functionality, and enhance the overall panelist experience.
 - **Compliance with Legal Obligations:** To comply with applicable laws and regulations related to data protection, taxation, and other legal requirements.
- **Legal Basis for Data Processing:** Specifies the legal basis under which we process personal data, which primarily relies on:
 - **Consent:** Panelists provide explicit consent to join the panel and participate in research, and consent for specific data processing activities. Panelists have the right to withdraw consent at any time.
 - **Legitimate Interests:** In certain limited circumstances, processing may be based on our legitimate interests in operating a high-quality market research panel, ensuring data quality, preventing fraud, and improving our services, always balancing our interests with panelist privacy rights.
 - **Contractual Necessity:** Processing is necessary for the performance of our contract with panelists (panel membership agreement).

- **Legal Obligation:** Processing is necessary for compliance with applicable legal obligations.
- **Data Security Measures:** Details the robust technical and organizational security measures we implement to protect panelist personal data from unauthorized access, loss, misuse, or alteration, including:
 - Encryption (data in transit and at rest).
 - Pseudonymization and anonymization techniques.
 - Access controls and authorization procedures.
 - Regular security audits and vulnerability assessments.
 - Employee training on data protection and security best practices.
- **Data Retention Periods:** Outlines our data retention policies, specifying how long we retain panelist personal data, typically retaining data as long as panelists remain active members and for a reasonable period thereafter to manage panel operations, honor data subject rights, and comply with legal obligations. Data is securely disposed of when no longer needed.
- **Data Sharing & Transfers:** Explains the limited circumstances under which we may share personal data with third parties, which are primarily:
 - **Service Providers:** Sharing data with trusted third-party service providers who assist us with panel operations, platform hosting, incentive payouts, data processing, and security (e.g., data hosting providers, payment processors, security vendors). We have data processing agreements in place with these providers to ensure data protection.
 - **Legal Compliance:** Disclosure to legal authorities or regulators if required by law or legal process.
 - **Client Data (Anonymized & Aggregated Research Data Only):** Clients receive only anonymized and aggregated research data and do not receive access to identifiable personal data of panelists.
 - **International Data Transfers:** Informs panelists if personal data may be transferred outside of their jurisdiction (e.g., to servers or service providers in other countries), and details safeguards in place to ensure adequate data protection during international transfers (e.g., reliance on EU Standard Contractual Clauses, Privacy Shield frameworks where applicable).
- **Panelist Rights (Data Subject Rights):** Clearly explains the rights panelists have regarding their personal data under applicable data protection laws, including:
 - **Right to Access:** Right to request access to their personal data held by us.
 - **Right to Rectification:** Right to correct inaccurate or incomplete personal data.
 - **Right to Erasure ("Right to be Forgotten"):** Right to request deletion of their personal data (subject to legal limitations).
 - **Right to Restriction of Processing:** Right to restrict the processing of their personal data in certain circumstances.
 - **Right to Data Portability:** Right to receive their personal data in a structured, commonly used, and machine-readable format and to transmit that data to another controller.
 - **Right to Object:** Right to object to the processing of their personal data in certain circumstances (e.g., for direct marketing – though we do not use data for direct marketing).
 - **Right to Withdraw Consent:** Right to withdraw their consent at any time where processing is based on consent.

- **Right to Lodge a Complaint:** Right to lodge a complaint with a supervisory authority if they believe their data protection rights have been violated.
- **Contact Information for Privacy Inquiries:** Provides clear contact details (email address, postal address – as applicable) for panelists to direct privacy inquiries, exercise their data subject rights, or raise any concerns related to data privacy.
- **Updates to the Privacy Notice:** Informs panelists that the Privacy Notice may be updated periodically and encourages them to review it regularly for any changes.

Our Participant Privacy Notice is a living document that is regularly reviewed and updated to reflect evolving data protection regulations, industry best practices, and our ongoing commitment to protecting panelist privacy and building trust.

30. How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate?

Scrutiny Global is committed to robust compliance with all key data protection laws and regulations applicable in the diverse jurisdictions where we operate and collect data. Our compliance framework is proactively designed and continuously monitored and updated to adapt to the evolving global data privacy landscape. We prioritize adhering to regulations such as:

- **General Data Protection Regulation (GDPR) - European Union & EEA:** GDPR compliance is a cornerstone of our data protection program, as it is one of the most comprehensive and stringent data protection regulations globally. Our GDPR compliance measures include:
 - **Lawful Basis for Processing:** Ensuring we have a lawful basis for processing personal data (primarily consent, legitimate interests, contractual necessity, legal obligation – as detailed in Q29).
 - **Data Minimization & Purpose Limitation:** Collecting only necessary data and using it solely for specified, legitimate purposes.
 - **Data Accuracy & Storage Limitation:** Maintaining data accuracy and retaining data for only as long as necessary for the specified purposes.
 - **Data Security & Integrity:** Implementing robust technical and organizational security measures to protect data (Q29).
 - **Transparency & Information Provision:** Providing clear and transparent information to panelists about data processing practices through our Privacy Notice (Q29).
 - **Data Subject Rights Fulfillment:** Implementing mechanisms to facilitate and respond to data subject rights requests (access, rectification, erasure, etc. - Q29).
 - **Data Protection Impact Assessments (DPIAs):** Conducting DPIAs for high-risk processing activities to assess and mitigate privacy risks.
 - **Data Transfer Mechanisms (International Transfers):** Utilizing appropriate data transfer mechanisms (e.g., Standard Contractual Clauses) for international data transfers outside of the EEA.
 - **Data Protection Officer (DPO) or Designated Privacy Contact:** Appointing a designated privacy contact or Data Protection Officer (depending on scale and requirements) to oversee data protection compliance and serve as a point of contact for data protection matters.
- **California Consumer Privacy Act (CCPA) - California, USA:** We comply with CCPA requirements for California residents, providing them with specific rights including:
 - **Right to Know:** Right to request disclosure of categories and specific pieces of personal information collected.

- **Right to Delete:** Right to request deletion of personal information (subject to exemptions).
- **Right to Opt-Out of Sale:** Right to opt-out of the "sale" of personal information (while we do not "sell" personal data in the traditional sense, we carefully assess and comply with the CCPA definition of "sale" in our data sharing practices).
- **Right to Non-Discrimination:** Prohibition against discriminatory treatment for exercising CCPA rights.
- **Other Regional and National Data Protection Laws:** We monitor and comply with data protection laws in other relevant jurisdictions, including but not limited to:
 - **PIPEDA (Canada):** Personal Information Protection and Electronic Documents Act.
 - **LGPD (Brazil):** Lei Geral de Proteção de Dados.
 - **APPI (China):** Personal Information Protection Law.
 - **Data Protection Act (UK):** UK implementation of GDPR.
 - **Various National Laws within the EU Member States.**
 - **State-Level Privacy Laws in the USA (beyond CCPA, as they emerge).**

Key Compliance Strategies & Mechanisms:

- **Legal Counsel & Privacy Expertise:** We engage with legal counsel specializing in data protection law to stay informed about evolving regulations, interpret legal requirements, and ensure our policies and practices remain compliant. We also have internal privacy expertise within our compliance and data protection teams.
- **Privacy by Design & Default (Q34):** We implement "Privacy by Design" and "Privacy by Default" principles in our systems and processes (as detailed in Q34).
- **Data Mapping & Data Flow Analysis:** We maintain data maps and conduct data flow analysis to understand how personal data is collected, processed, stored, and transferred across our operations, enabling us to identify compliance requirements and potential risks.
- **Data Processing Agreements (DPAs) with Service Providers:** We have DPAs in place with all third-party service providers who process personal data on our behalf, ensuring they adhere to our data protection standards and legal obligations.
- **Data Subject Rights Request Handling Procedures:** We have established clear procedures for handling data subject rights requests (access, deletion, etc.) efficiently and within regulatory timeframes.
- **Employee Training & Awareness Programs:** We provide regular data protection training to our employees, ensuring awareness of data privacy regulations, our internal policies, and best practices for handling personal data responsibly.
- **Regular Privacy Audits & Compliance Reviews:** We conduct periodic privacy audits and compliance reviews to assess our adherence to data protection laws, identify areas for improvement, and ensure ongoing compliance.
- **Staying Abreast of Regulatory Updates:** We actively monitor regulatory updates and guidance from data protection authorities worldwide and adapt our compliance program proactively to remain current with evolving legal requirements.

Our commitment to data protection compliance is not merely a matter of legal obligation, but a core ethical principle guiding our operations. We strive to build and maintain the trust of our panelists and clients by demonstrating a robust and proactive approach to data privacy and security in all jurisdictions where we operate.

31. How can participants provide, manage and revise consent for the processing of their personal data?

Scrutiny Global provides panelists with comprehensive and user-friendly mechanisms to provide, manage, and revise their consent for the processing of their personal data. We prioritize transparency, control, and ease of access for panelists to manage their consent preferences at any time.

Consent Mechanisms & Management Features:

- **Explicit Consent at Panel Registration:** During the initial panel registration process, panelists are required to provide explicit, informed, and unambiguous consent to join the panel and for the processing of their personal data for the purposes clearly outlined in our Privacy Notice (Q29). Consent is obtained through clear and prominent consent checkboxes or affirmative action mechanisms, not through pre-ticked boxes or implied consent.
- **Granular Consent Options (Where Applicable):** Where appropriate and feasible, we offer granular consent options, allowing panelists to provide consent separately for different types of data processing activities (e.g., consent to receive survey invitations, consent to participate in specific types of research, consent to data sharing with specific categories of partners – though data sharing is limited).
- **Centralized Consent Management Dashboard:** Panelists have access to a dedicated "Privacy Settings" or "Consent Management" dashboard within their "OpinionRewards" panel account. This dashboard provides a centralized location where they can:
 - **View Current Consent Status:** Review their current consent status for different data processing activities.
 - **Manage Consent Preferences:** Easily modify their consent preferences at any time, granting or withdrawing consent for specific processing activities. Consent can be managed on a granular level where applicable.
 - **Download Consent Records:** Potentially (depending on platform capabilities and regulatory requirements) download a record of their consent preferences and consent history.
- **Easy Withdrawal of Consent:** Panelists can withdraw their consent for *all* data processing or for *specific* processing activities at any time, directly through their online account dashboard. Withdrawal of consent is made simple, straightforward, and easily accessible. We avoid making consent withdrawal overly complex or burdensome.
- **Clear Communication of Consent Options:** Information about consent options and management features is clearly communicated to panelists during registration, in our Privacy Notice, and through ongoing panel communications (e.g., welcome emails, panel updates). We use plain language and avoid legal jargon to ensure consent information is easily understood.
- **Consent Refresh & Re-Consent Mechanisms (Periodic Review):** We implement mechanisms for periodic consent refresh and re-consent, particularly when there are significant changes to our data processing practices or Privacy Notice. We may periodically prompt panelists to review and re-confirm their consent to ensure ongoing informed consent and compliance.
- **Record Keeping & Audit Trails of Consent:** Our systems maintain detailed records and audit trails of panelist consent, including dates of consent, versions of consent statements presented, and any subsequent consent modifications or withdrawals. This ensures accountability and demonstrates compliance with consent requirements.
- **Accessibility & User-Friendliness:** Consent management tools and information are designed to be accessible and user-friendly across different devices and for users with varying levels of technical expertise. We strive for intuitive interfaces and clear instructions.
- **Support for Consent Inquiries:** Our panel support team is trained to handle panelist inquiries related to consent management and provide assistance with updating consent preferences or understanding consent options.

By providing these comprehensive and easily accessible consent management mechanisms, Scrutiny Global empowers panelists to maintain control over their personal data, aligns with the principles of data minimization and purpose limitation, and demonstrates our commitment to ethical data handling and regulatory compliance.

32. How do you track and comply with other applicable laws and regulations?

Beyond data protection laws, Scrutiny Global actively tracks and diligently complies with a range of other applicable laws and regulations relevant to our business operations in the market research industry. Our compliance framework is broad and encompasses diverse legal and ethical obligations.

Key categories of other applicable laws and regulations we track and comply with include:

- **Market Research Industry Codes of Conduct & Ethical Guidelines:** We adhere to recognized market research industry codes of conduct and ethical guidelines, such as:
 - **ESOMAR Code of Conduct:** As a member of ESOMAR (or committed to ESOMAR principles even if not formally a member), we rigorously adhere to the ESOMAR Code of Conduct for Market and Social Research, which sets out ethical and professional standards for market research practices globally. This includes principles related to respondent rights, data privacy, data quality, transparency, and fair research practices. Our adherence to the ESOMAR 37 Questions Framework (as evidenced by these answers) is a key component of our ESOMAR code compliance.
 - **MRS Code of Conduct (Market Research Society - UK):** We consider and adhere to the MRS Code of Conduct, particularly when conducting research in the UK or with UK-based clients, as it is a respected and comprehensive industry code.
 - **Insights Association Code of Standards and Ethics (USA):** We align with the Insights Association Code of Standards and Ethics, particularly for research in the US market, ensuring ethical data collection and research practices according to US industry norms.
 - **Other National and Regional Market Research Associations' Codes of Conduct:** We monitor and comply with relevant national and regional market research association codes of conduct in the diverse markets where we operate, adapting our practices to local ethical standards.
- **Advertising & Marketing Regulations:** We comply with advertising and marketing regulations applicable to promoting our panel and recruiting panelists, ensuring that our recruitment materials are truthful, not misleading, and adhere to local advertising standards. This includes regulations related to online advertising, email marketing, and social media promotions.
- **Consumer Protection Laws:** We adhere to consumer protection laws relevant to our interactions with panelists and clients, ensuring fair and transparent business practices, honoring consumer rights, and avoiding deceptive or unfair practices.
- **Contract Law & Commercial Regulations:** We ensure our contracts with clients and panelists are legally sound and compliant with applicable contract law and commercial regulations in relevant jurisdictions.
- **Taxation Laws & Financial Regulations:** We comply with all applicable taxation laws and financial regulations related to incentive payouts to panelists, business operations, and financial reporting in the countries where we operate.
- **Employment Law:** We adhere to employment laws and labor regulations in the jurisdictions where we have employees and contractors, ensuring fair labor practices and compliance with employment standards.
- **Intellectual Property Law:** We respect intellectual property rights and ensure our research practices do not infringe on copyright, trademarks, or other intellectual property.

Mechanisms for Tracking and Ensuring Compliance:

- **Legal Counsel & Regulatory Monitoring:** We engage with legal counsel to monitor regulatory changes and updates across relevant jurisdictions and receive guidance on compliance requirements. We also actively track regulatory publications and industry alerts.
- **Compliance Management System:** We maintain a compliance management system that outlines key applicable laws and regulations, internal policies and procedures for compliance, and responsibilities for compliance monitoring and enforcement.
- **Industry Association Memberships & Participation:** Active participation in market research industry associations (like ESOMAR) provides access to best practices, regulatory updates, and industry guidance on compliance.
- **Internal Compliance Team & Designated Responsibilities:** We have a designated compliance team or individuals with specific responsibilities for monitoring and ensuring compliance across different areas of our operations.
- **Regular Compliance Audits & Reviews:** We conduct periodic compliance audits and reviews to assess our adherence to applicable laws and regulations, identify any gaps or areas for improvement, and ensure ongoing compliance.
- **Employee Training & Awareness Programs (Compliance Focus):** Our employee training programs include modules on relevant laws and regulations, ethical guidelines, and internal compliance policies, ensuring that staff are aware of their compliance obligations.
- **Documentation & Record Keeping:** We maintain comprehensive documentation and record keeping to demonstrate compliance with applicable laws and regulations, including records of consent, data processing activities, security measures, and compliance assessments.

Our proactive and comprehensive approach to tracking and complying with applicable laws and regulations, beyond data protection, underscores our commitment to operating as a responsible, ethical, and legally sound market research organization in all our global operations.

33. What is your approach to collecting and processing the personal data of children and young people?

Scrutiny Global exercises extreme caution and adheres to the highest ethical standards and stringent legal requirements when it comes to collecting and processing the personal data of children and young people (under the age of 16, or as defined by applicable local laws). Our approach is inherently conservative and prioritizes the protection of children's privacy and well-being above all else.

Restrictive Approach & Default Avoidance:

- **General Avoidance of Child Data Collection:** Our general operating principle is to avoid intentionally targeting and collecting personal data from children and young people whenever possible. We primarily focus on research with adult populations.
- **Age Verification & Screening:** We implement robust age verification mechanisms at panel registration and within surveys to prevent the unintended collection of data from children. Age screening questions are mandatory, and we employ validation techniques to detect potentially false age declarations.
- **Parental/Guardian Consent as Mandatory Requirement (Where Child Data is Necessary):** In the rare and exceptionally justified circumstances where research genuinely requires participation of children or young people (e.g., studies on child-specific products or services), we make obtaining verifiable **parental or legal guardian consent** an absolute and non-negotiable prerequisite *before* any data collection from children commences.

Stringent Consent Procedures for Child Data (When Absolutely Necessary):

If, after rigorous ethical review and with explicit client justification, research involving children is deemed unavoidable and ethically sound, we implement the following stringent consent procedures:

- **Verifiable Parental/Guardian Consent:** We utilize robust methods to obtain verifiable parental or legal guardian consent, going beyond simple online checkboxes. Methods may include:
 - **Email Confirmation with Parental/Guardian Verification:** Sending consent requests to parent/guardian email addresses and requiring affirmative verification steps (e.g., clicking a confirmation link) from the parent/guardian account.
 - **Postal Mail Consent Forms (for heightened verification):** In very sensitive contexts, we may utilize postal mail to send consent forms to parents/guardians, requiring signed physical return of consent forms.
 - **Telephone Verification with Parents/Guardians:** Conducting outbound telephone calls to parents/guardians to verbally confirm consent and verify identity.
 - **Third-Party Verification Services (where legally compliant):** Exploring the use of reputable third-party age and parental consent verification services where legally permitted and ethically appropriate.
- **Clear and Age-Appropriate Information for Children & Parents:** We provide both parents/guardians and children (in age-appropriate language) with clear and comprehensive information about the research study, data collection purposes, data usage, data security, and their rights. Information for children is presented in simple, understandable terms, often using visuals or multimedia elements.
- **Emphasis on Voluntary Participation & Right to Withdraw:** We clearly emphasize to both children and parents/guardians that participation is entirely voluntary and that children (and parents on their behalf) have the right to withdraw participation or refuse to answer any question at any time without penalty.
- **Data Minimization & Limited Data Collection:** We strictly limit the types and amount of personal data collected from children to only what is absolutely essential for the specific research purpose. We avoid collecting unnecessary or overly sensitive information.
- **Enhanced Data Security & Privacy Protections:** We implement enhanced data security and privacy protection measures for child data, going beyond our standard security protocols, recognizing the heightened sensitivity of children's information. This may include stricter access controls, enhanced encryption, and more frequent security audits.
- **Limited Data Retention Periods for Child Data:** We adhere to shorter data retention periods for child data compared to adult data, securely deleting child personal data as soon as the research purpose is fulfilled and legal retention requirements are met.
- **No Child-Targeted Marketing or Advertising:** We strictly prohibit using any personal data collected from children for marketing, advertising, or direct marketing purposes, and only use child data solely for the specific, ethically justified research purpose for which consent was obtained.
- **Regular Ethical Review & Oversight:** Any research project involving children undergoes rigorous ethical review and oversight by our internal ethics review board or designated ethics committee, ensuring full compliance with ethical guidelines and legal requirements before project commencement.

In summary, Scrutiny Global adopts an extremely cautious and restrictive approach to collecting and processing the personal data of children and young people. Our default position is to avoid child data collection. When it is demonstrably necessary and ethically justified, we implement stringent consent procedures, prioritize data minimization and security, and adhere to the highest ethical and legal standards to safeguard children's privacy and well-being.

34. Do you implement "data protection by design" in your systems and processes?

Yes, Scrutiny Global is firmly committed to implementing "Data Protection by Design and by Default" principles across all our systems, processes, and operations. This proactive approach to data protection is not merely a reactive measure for compliance, but

a fundamental principle embedded in our organizational culture and technological infrastructure. We strive to build privacy and data protection into the very fabric of our operations.

"Data Protection by Design" Implementation:

We actively integrate data protection considerations into the design and development phases of all new systems, processes, products, and services, as well as when making significant changes to existing ones. This "Privacy by Design" approach involves:

- **Proactive and Preventative Measures:** We prioritize proactive measures to prevent privacy risks from arising in the first place, rather than solely relying on reactive measures to address issues after they occur.
- **Privacy as an Essential Functionality:** Privacy and data protection are treated as essential core functionalities, not as add-on features. Privacy considerations are integrated into the core requirements and specifications of our systems and processes from the outset.
- **Privacy Embedded Throughout the Lifecycle:** Data protection considerations are embedded throughout the entire lifecycle of data processing, from initial data collection to data storage, usage, and eventual deletion. Privacy is considered at each stage of data handling.
- **Respect for User Privacy & Panelist-Centricity:** Our systems and processes are designed with a strong focus on respecting user privacy and empowering panelists with control over their data. We prioritize panelist-centric privacy features and transparent data handling practices.
- **Full Functionality & Positive-Sum Approach:** We strive to implement privacy by design in a way that enhances, rather than hinders, the functionality and effectiveness of our systems and services. We aim for a "positive-sum" approach where privacy and functionality are mutually reinforcing, not mutually exclusive.
- **Security & Data Protection as Key Design Criteria:** Robust data security and data protection are treated as key design criteria, alongside functional requirements, performance metrics, and user experience considerations, when developing or modifying systems.

Specific Examples of "Privacy by Design" in our Operations:

- **Panel Registration Process:** Our panel registration process is designed with privacy in mind, incorporating features such as:
 - Double opt-in email verification to ensure genuine consent.
 - Clear and concise Privacy Notice presented prominently during signup.
 - Data minimization principles guiding the initial data collection at registration.
 - Robust password security requirements and account security measures.
- **Survey Platform Design:** Our survey platforms and programming practices incorporate privacy-enhancing features:
 - Anonymization and pseudonymization techniques applied to survey data.
 - Secure data transmission protocols (HTTPS encryption).
 - Limited data retention within survey platforms (data moved to secure storage post-fieldwork).
 - Respondent de-identification measures in data exports.
- **Panel Management System (Optimizer):** Our proprietary panel management system "Optimizer" is built with privacy considerations integrated into its architecture:

- Role-based access controls to restrict data access to authorized personnel.
- Data encryption at rest and in transit.
- Audit logging of data access and modifications.
- Consent management features built into the system.
- Data retention policies enforced at the system level.
- **Data Processing Procedures:** Our data processing procedures are designed to minimize privacy risks:
 - Data anonymization and aggregation techniques applied before data sharing with clients.
 - Purpose limitation enforced in data usage protocols.
 - Strict access controls for data analysts and researchers.
 - Secure data transfer protocols and storage environments.
- **Incident Response & Data Breach Procedures:** We have "Privacy by Design" incorporated into our incident response and data breach procedures, ensuring that privacy considerations are central to our response and mitigation efforts in the event of a security incident.

"Data Protection by Default" Implementation:

In conjunction with "Privacy by Design," we also implement "Data Protection by Default," meaning that the most privacy-friendly settings and options are the default settings for our systems and services. This includes:

- **Default Anonymization & Pseudonymization:** Data is anonymized or pseudonymized by default whenever possible and appropriate, unless explicit justification and consent exist for identifiable data processing.
- **Default Data Minimization:** Systems are configured to collect and retain only the minimum amount of personal data necessary for the specified purposes, by default.
- **Default Restrictive Access Controls:** Access to personal data is restricted to the minimum necessary personnel by default, based on the principle of least privilege.
- **Default Privacy-Enhancing Technologies:** We prioritize the use of privacy-enhancing technologies and techniques by default, wherever technically feasible and functionally appropriate.
- **Default Transparent Data Handling Practices:** Our default practices emphasize transparency in data handling, ensuring clear communication and readily accessible information for panelists about data processing practices.

By proactively implementing both "Data Protection by Design" and "Data Protection by Default" principles, Scrutiny Global demonstrates a deep and ongoing commitment to embedding privacy and data protection into the core of our operations, going beyond mere regulatory compliance to foster a true culture of privacy and data responsibility.

35. What are the key elements of your information security compliance program?

Scrutiny Global maintains a comprehensive Information Security Compliance Program designed to protect the confidentiality, integrity, and availability of all information assets, including panelist personal data, client data, and proprietary business information. Our program is risk-based, aligned with industry best practices, and continuously evolving to address emerging security threats and regulatory requirements.

Key Elements of our Information Security Compliance Program:

- **Information Security Policy Framework:** We have a comprehensive suite of documented information security policies, standards, and procedures that provide the foundation for our security program. This framework covers areas such as:
 - Acceptable Use Policy
 - Access Control Policy
 - Data Security Policy
 - Incident Response Policy

Business Continuity & Disaster Recovery Policy

- Password Management Policy
 - Data Breach Notification Policy
 - Physical Security Policy
 - Vendor Security Policy
 - Security Awareness Training Policy
 - And other relevant policies and standards. These policies are regularly reviewed and updated.
- **Risk Assessment & Management:** We conduct regular and systematic information security risk assessments to identify, analyze, and evaluate potential threats and vulnerabilities to our information assets. Risk assessments inform the development and implementation of appropriate security controls and mitigation strategies. Our risk management approach is ongoing and iterative, adapting to changing threat landscapes.
 - **Access Control & Authorization:** We implement stringent access control measures to restrict access to sensitive information assets to authorized personnel only, based on the principle of least privilege. Access controls are enforced through:
 - Role-Based Access Control (RBAC): Granting access based on job roles and responsibilities.
 - Multi-Factor Authentication (MFA): Implementing MFA for critical systems and sensitive data access.
 - Strong Password Policies & Regular Password Changes.
 - Regular Access Reviews & User Access Audits.
 - Physical Access Controls to data centers and sensitive areas.
 - **Data Encryption & Anonymization:** We utilize robust data encryption techniques to protect sensitive data both in transit and at rest. Encryption is applied to:
 - Data in transit over networks (HTTPS, TLS encryption).
 - Data at rest in databases and storage systems (encryption at rest).
 - Panelist personal data (always encrypted at rest).
 - We also employ anonymization and pseudonymization techniques (where appropriate and feasible) to further de-identify data and reduce privacy risks.

- **Network Security & Infrastructure Protection:** We maintain a robust network security infrastructure, including:
 - Firewalls & Intrusion Detection/Prevention Systems (IDS/IPS).
 - Secure network segmentation and VLANs.
 - Regular vulnerability scanning and penetration testing.
 - Security monitoring and logging of network traffic.
 - Secure configuration and hardening of servers and network devices.
- **Physical Security:** We implement physical security measures to protect our data centers, offices, and facilities, including:
 - Secure access controls (card readers, biometric access).
 - Surveillance systems (CCTV).
 - Environmental controls and redundancy (power, cooling).
 - Physical security audits and inspections.
- **Incident Response & Data Breach Management:** We have a documented Incident Response Plan and Data Breach Response Plan to effectively detect, contain, eradicate, recover from, and learn from security incidents and data breaches. Our plan includes:
 - Incident reporting procedures.
 - Incident triage and escalation protocols.
 - Containment and eradication measures.
 - Recovery and business continuity procedures.
 - Post-incident analysis and lessons learned.
 - Data breach notification procedures (compliant with regulations like GDPR).
- **Business Continuity & Disaster Recovery (BCDR):** We maintain a Business Continuity and Disaster Recovery plan to ensure business resilience and data availability in the event of disruptions or disasters. BCDR plans include:
 - Data backups and offsite data storage.
 - System redundancy and failover mechanisms.
 - Disaster recovery testing and drills.
 - Business continuity planning and procedures.
- **Security Awareness Training & Employee Education:** We conduct regular security awareness training for all employees and contractors, covering topics such as:
 - Data security best practices.
 - Phishing and social engineering awareness.
 - Password security and acceptable use policies.

- Data breach reporting procedures.
- Compliance with security policies and procedures. Training is ongoing and reinforced periodically.
- **Vendor Security Management:** We implement vendor security management procedures to assess and manage the security risks associated with third-party vendors and service providers who have access to our information assets. Vendor security assessments, security questionnaires, and contractual security requirements are used.
- **Regular Security Audits & Penetration Testing:** We conduct periodic internal and external security audits and penetration testing to assess the effectiveness of our security controls, identify vulnerabilities, and ensure ongoing security program effectiveness. Audit findings inform security improvements and remediation efforts.
- **Security Monitoring & Logging:** We implement continuous security monitoring and logging systems to detect and respond to security events and anomalies in real-time. Security logs are regularly reviewed and analyzed.

Our Information Security Compliance Program is a dynamic and evolving framework. We are committed to continuous improvement, adapting our security measures to address emerging threats, incorporate technological advancements, and maintain a robust and resilient security posture to protect information assets and maintain the trust of our panelists and clients.

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

Scrutiny Global is committed to adhering to high quality standards and best practices in market research. While we are **not currently formally certified to ISO 20252**, we actively **operate in alignment with the principles and guidelines of ISO 20252**, the internationally recognized standard for quality management in market, opinion, and social research.

Commitment to ISO 20252 Principles:

Our internal quality management system and operational processes are designed to reflect the key principles and requirements outlined in ISO 20252, even without formal certification at this time. We consider ISO 20252 a benchmark for quality in market research, and its principles guide our practices across various domains, including:

- **Quality Management System (QMS):** We have established a documented Quality Management System (QMS) that outlines our quality policies, procedures, and responsibilities, mirroring the requirements for a QMS as defined in ISO 20252. Our QMS encompasses:
 - Organizational Structure & Responsibilities for Quality
 - Document Control and Record Management Procedures
 - Process Documentation and Standardization
 - Quality Assurance and Quality Control Procedures
 - Internal Audits and Management Reviews
 - Corrective and Preventive Action (CAPA) Processes
 - Continuous Improvement Mechanisms
- **Ethical Principles and Professional Conduct:** We are deeply committed to ethical research practices and adhere to the ethical principles outlined in ISO 20252, as well as broader market research codes of conduct (e.g., ESOMAR Code). Ethical considerations are integrated into all stages of our research process.

- **Project Management and Service Delivery:** Our project management methodologies and service delivery processes are aligned with ISO 20252 principles for managing market research projects effectively and delivering high-quality services to clients. This includes:
 - Project Planning and Definition
 - Client Communication and Briefing Procedures
 - Sample Design and Execution (as detailed in previous answers)
 - Questionnaire Design and Testing (as detailed in Q28)
 - Data Collection and Fieldwork Management (as detailed in Q12 & Q26)
 - Data Processing and Analysis (as detailed in Q3)
 - Reporting and Deliverables (as detailed in Q22)
 - Quality Control and Validation Procedures (as detailed in Q25 & Q27)
 - Project Documentation and Record Keeping
- **Data Quality and Validation Procedures:** Our rigorous data quality control and validation procedures (as detailed in Q25 & Q27) reflect the emphasis on data quality and accuracy mandated by ISO 20252. We implement multi-layered quality checks to minimize errors and ensure data reliability.
- **Panel Management and Respondent Relationships:** Our panel management practices, respondent communication strategies, and incentive programs (as detailed in Q23, Q14) are designed to align with ISO 20252 principles for managing panelist relationships ethically and maintaining panel quality.
- **Subcontracting and Vendor Management:** When we utilize subcontractors or external vendors (e.g., for survey programming, translation services), we implement vendor management procedures to ensure they also adhere to quality standards and ethical guidelines, reflecting ISO 20252's focus on supply chain quality.
- **Continuous Improvement and Client Feedback:** We are committed to continuous improvement and actively seek client feedback and panelist feedback (Q21) to identify areas for process refinement, service enhancement, and quality improvements, mirroring ISO 20252's focus on ongoing quality enhancement.

Path to Potential Future ISO 20252 Certification:

While not currently certified, Scrutiny Global views ISO 20252 certification as a potential future objective. We continuously evaluate the benefits of formal certification and may pursue ISO 20252 certification in the future as part of our ongoing quality improvement journey, based on client demand, business strategy, and resource considerations.

Even without formal certification at present, our operational commitment to ISO 20252 principles demonstrates our dedication to delivering high-quality market research services, adhering to rigorous standards, and continuously striving for excellence in all aspects of our operations. Our internal quality management system, built upon these principles, provides a strong foundation for quality assurance and client satisfaction.

Metrics

37. Which of the following metrics are you able to provide to buyers, in aggregate and by country and source?

Yes, Scrutiny Global is able to provide buyers with a comprehensive suite of metrics, in aggregate and broken down by country and sample source (where applicable), for most of the metrics listed. Our platform is designed to track and report on these key performance indicators to provide clients with transparency and insights into sample quality and project performance.

Here's a detailed breakdown of our capability to provide each of the listed metrics:

- **Average qualifying or completion rate: YES**, we can provide this metric in aggregate, by country, and by sample source. This is a standard KPI in our project reporting and debrief reports (Q22).
- **Percent of paid completes rejected: YES**, we track and can report the percentage of paid completes that were rejected due to data quality issues (e.g., red herring failures, speeding, patterned responses). This can be provided in aggregate, by country, and by source.
- **Percent of members/accounts removed/quarantined: YES**, we track and can report the percentage of panel members or accounts removed or quarantined due to quality concerns, fraudulent activity, or policy violations. This is available in aggregate and can be broken down by country and source (recruitment channel) for internal analysis, though source breakdown may be less relevant for client reporting of *removed* accounts after they are integrated into our panel.
- **Percent of paid completes from 0-3 months tenure: YES**, we can provide the percentage of paid completes originating from panelists with panel tenure of 0-3 months. This can be reported in aggregate, by country, and by source. This metric can be helpful for assessing the contribution of newer panelists versus more tenured members.
- **Percent of paid completes from smartphones: YES**, we can report the percentage of paid completes completed on smartphones. This metric can be provided in aggregate, by country, and by source. This is valuable for understanding mobile survey completion trends and device usage patterns.
- **Percent of paid completes from owned/branded member relationships: YES**, we can definitively report the percentage of paid completes from our proprietary panel, "OpinionRewards," which represents our owned/branded member relationships. This is a core metric, available in aggregate, by country, and as a proportion of total completes when blended sources are used.
- **Average number of dispositions per member: YES**, we can calculate and provide the average number of dispositions (invitations sent, surveys started, screen-outs, completes, etc.) per panel member over a defined period (e.g., per project, per month, per quarter). This is available in aggregate and can be segmented by country. Source-level disposition tracking is more complex to provide as a standard report, but aggregate and country-level data is feasible.
- **Average number of paid completes per member: YES**, we can calculate and report the average number of paid completes per panel member over a defined period. This metric is available in aggregate and can be segmented by country. Source-level breakdown is less directly relevant for this metric.
- **Active unique participants in the last 30 days: YES**, we can provide the number of active unique participants (panelists who have engaged in any activity – survey participation, profile update, login – within the last 30 days). This metric is available in aggregate and can be broken down by country. Source-level breakdown is less relevant for *active participants*.
- **Active unique 18-24 male participants in the last 30 days: YES**, we can provide the number of active unique male participants aged 18-24 in the last 30 days. We can provide this metric for specific demographic segments as needed, broken down by country. Source-level breakdown is less relevant for *active participants* but demographic segmentation is feasible.
- **Maximum feasibility in specific countries: YES**, we can provide estimates of maximum feasibility (potential sample size) for specific countries based on our panel size and demographic composition in those markets. Feasibility estimates are a standard part of our project planning and proposal process.

- **Percent of quotas that reached full quota at time of delivery: YES**, we can report the percentage of quotas that reached their full target at the time of project delivery. Quota fulfillment tracking is a core project management function, and we report on quota attainment in debrief reports (Q22), including percentages of quotas fully achieved.

Reporting Formats & Access:

- **Aggregate Reporting:** Most of these metrics are provided in aggregate form for overall project performance.
- **Country-Level Breakdown:** We can readily provide breakdowns of metrics by country, allowing clients to compare performance across different geographic markets.
- **Source-Level Breakdown:** Where applicable and relevant (particularly for metrics related to completion rates, rejection rates, source contribution), we can provide source-level breakdowns to show performance variations across different sample sources.
- **Standard Debrief Reports (Q22):** Many of these metrics are incorporated as standard KPIs in our project debrief reports, providing clients with regular and structured reporting.
- **Custom Reporting (Upon Request):** We can also provide custom reporting and data extracts for specific metrics or breakdowns upon client request, within platform capabilities and data privacy considerations.
- **Platform Dashboards (Potential Future Enhancement):** While not currently standard, we are exploring the potential for future platform enhancements to provide clients with more direct access to real-time dashboards and self-service reporting of these key metrics, further enhancing transparency and client access to performance data.

Scrutiny Global is committed to providing clients with data-driven transparency and actionable insights into sample quality and project performance. Our ability to deliver these comprehensive metrics is a key component of that commitment.

A large, faint watermark of the Scrutiny Global logo is centered on the page. It features a stylized 'S' and 'G' in a light blue color, with a horizontal bar below the 'G'.

Scrutiny Global