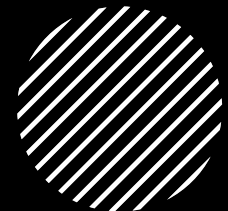


ESOMAR 28 QA

KPRORESEARCH

CONTENTS

- Company profile
- Sample sources and recruitment
- Sampling and project management
- Data quality and validation
- Policies and compliance
- Guidance on professional standards
- Project Team



COMPANY PROFILE

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

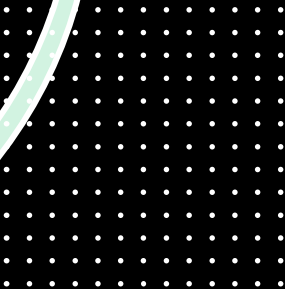
KPROResearch is an online market research agency offering custom research, online research services. Our mission is to supply a continuous, live stream of data and insight into what people are thinking and doing all over the world, so that companies, governments and institutions can better serve the people that sustain them.

Founded in 2019, KPROResearch is considered the pioneer of online market research. With our global panel of more than 3 million respondents, over United States, Europe and the Middle East, we offer our clients international results faster and more cost-effectively than traditional methods, with no compromise on quality.





SAMPLE SOURCE & RECRUITMENT



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

Our Panel Members are recruited for market research purposes only using diverse online and offline methods. We place great emphasis on the quality of our recruiting sources and are happy to pay a little more in order to maintain the superior standards you have come to expect from us. Our respondents can join on invitation only, which reduces the risk of panel overlap and of attracting “professional” respondents who are only taking part to make a fast buck or two. Our panel is actively managed to ensure optimum survey feasibility and to keep our members motivated.

SAMPLE SOURCE & RECRUITMENT

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

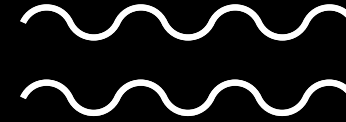
Any respondents can join through invitation only, as we have full control over the registration in our panel. Also, Instant quality checks during the recruitment process enable us to exclude peculiar applicants or shut down single recruitment sources. Those of our quality checks include duplicate checks, plausibility tests and field performance.



SAMPLE SOURCE & RECRUITMENT

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

We limit our panelists for personal use only, which includes only market research purposes, there are no other involvement of those panelists, and this is strictly followed.



SAMPLE SOURCE & RECRUITMENT

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

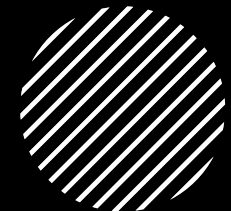
We add our panels and then segregate them basis on their different profiles, which include their personal & professional orientation, that helps us to have most of the people available in our database, which resulted into having max audience in our database. These sources include for example lifestyle youth or senior magazines. This allows us to conduct high incidence nationally representative studies, thus increasing the feasibility of online surveys with hard-to-reach target groups.

SAMPLE SOURCE & RECRUITMENT



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

Most of the times, we ensure to make max contribution from our own panel and sometimes we will reach to outside partners due to shortage of sample to any particular geography or if client scope up our target. We try to reach local small time companies who have good access or knowledge in that particular market. Before engaging any partner, we notify our client in advance and take their consent, so that proper transparency is maintained.



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

While recruitment, we ensure to take representation that matches sociodemographic structure of that particular country. Also, in order to avoid source induced biases we diversify our recruitment sources over different channels. so that our clients get realistic results while running surveys with us.

SAMPLING &
PROJECT
MANAGEMENT

8. Do you employ a survey router?

We don't employ any survey router, since we don't see such use for running our surveys. Also, we are committed to deliver quality sample, hence we don't find need of router is required to run client surveys.

SAMPLING &
PROJECT
MANAGEMENT

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

Not applicable. We don't use any router in our surveys

SAMPLING &
PROJECT
MANAGEMENT

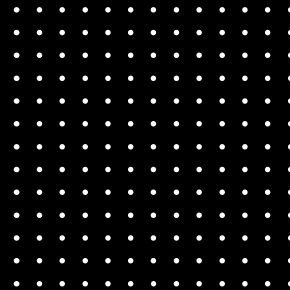
10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

Not applicable. We don't use any router in our surveys

SAMPLING &
PROJECT
MANAGEMENT



SAMPLING & PROJECT MANAGEMENT



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

Not applicable. We don't use any router in our surveys

SAMPLING & PROJECT MANAGEMENT



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

In order to register as panel, we have mandatory variables of socio-demographic data for example – Name, Address, Age, Gender, Household size, Region, Education etc. In addition to these variables of socio-demographics, we also have some special background variables - such as – Cars, motorbikes in household, job, health, household finance, media & communication, hobbies, travelling are asked to fill as an optional choice given to the panellists. We also prompt our panellists to update their profile on regular basis, that helps us to reach them for appropriate surveys and get good results and conversion rate.

SAMPLING & PROJECT MANAGEMENT



13. Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to?

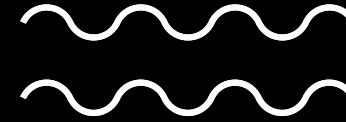
As all our invitation is in the form of email sent to our panellists, thus we inform them about the subject and purpose of taking part in the survey

You should note that not all invitations to participate take the form of emails. Invited panelists are told that they can take part in an interesting survey and in doing so have the chance to be involved in the development of future products and services, influence trends and decisions made by governments, companies, society or by consumer brands. They are also informed about how long the participation in the survey is likely to take and how many bonus points they will receive. To avoid cheaters in screening questions we usually do not inform about the topic of the survey in the invitation e-mail.

SAMPLING & PROJECT MANAGEMENT

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

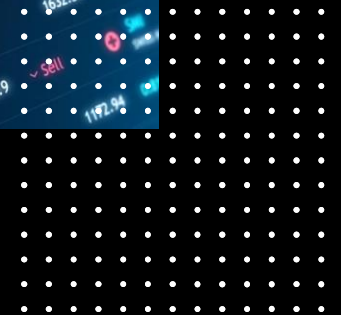
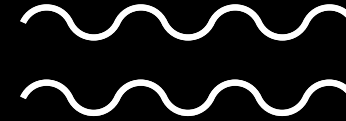
We pay our panellists incentives based on the reward points that they earn while taking survey. They can redeem those reward points in the form of any local or global gift cards, purchase any item or use those reward points in booking of tickets or holiday packages. Reward points are paid or earned by the panellists based on length of given survey and it also varies from nature of survey as well



SAMPLING & PROJECT MANAGEMENT

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

We need target audience, quotas to run feasibility for any given survey, other factors such as response rate of respondents, field time and conversion plays vital role while running feasibility for our own panel.



SAMPLING & PROJECT MANAGEMENT

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

Yes we do measure respondents satisfaction and that is key to us having a genuine answer from the respondents while taking any given survey. We also share this information with our clients to help them give insights of panel satisfaction level



SAMPLING & PROJECT MANAGEMENT

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

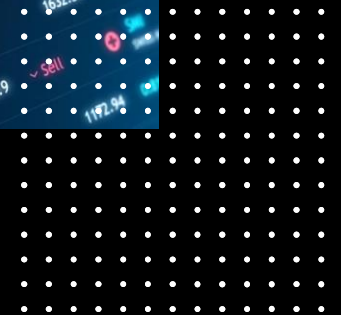
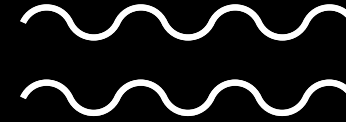
On completion of project, we share following information with the client- such as – number of invites sent, how many people started survey, number of Screen outs, Quotafuls, dropouts and completes. Also, we share panellists feedback on any given survey with our clients



DATA QUALITY & VALIDATION

18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviours, such as: random responding, Illogical or inconsistent responding, overuse of item non-response (e.g. “Don’t Know”) or speeding (too rapid survey completion)? Please describe these procedures.

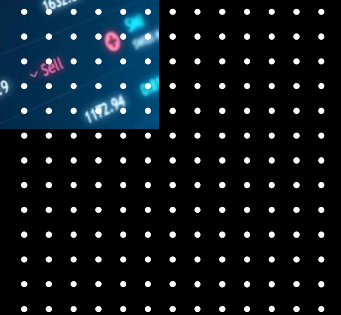
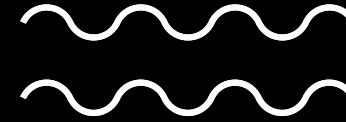
We do data quality checks internally and we have dedicated team to look after the same. We have various quality checks, such as Duplicate Captcha, speeders, red herrings and straight liner detectors, these are the parameters we have in place to ensure we eliminate such unwanted and random respondents or rapid survey completions. This helps us to deliver quality sample to our clients.



DATA QUALITY & VALIDATION

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

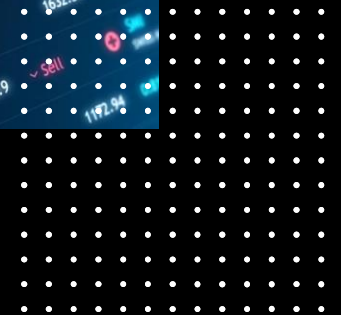
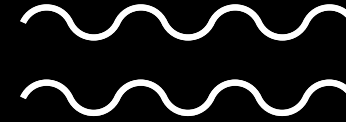
In ideal situation, we send only one reminder to our panellist to avoid sending them too many emails. In case, if client pushes us or makes any special request, so under such circumstances we send 2 reminders to our panellists. For these cases, we at least maintain a period of 2-3 days of time between reminders.



DATA QUALITY & VALIDATION

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

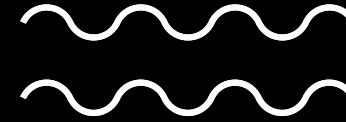
As a panel policy we do not have any limit on invitations in a given time period as we want to give all our panelists the possibility to take part in surveys, even though they got screened out in a number of previous studies. If necessary we are able to exclude participants who completed surveys about certain topics or specific study types. Furthermore, we can preselect people for samples who completed or haven't completed surveys for a specific period of time. Panelists, who don't show any activity within our panel, e.g. survey starts or logins to our panel platform, will be removed from our active panel and therefore excluded from all mailings.



DATA QUALITY & VALIDATION

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

Yes we maintain individual level data and the data is in the form of statistical and can be provided to the client on request.

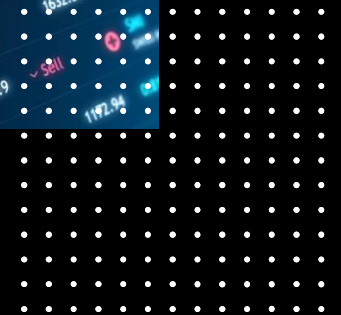
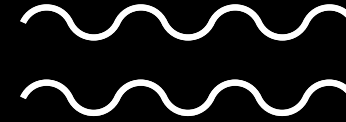


DATA QUALITY & VALIDATION

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

We have invitation registration which reduces fraudulent entry of any panellists. Panellists are required to Double-Opt-in before being confirmed as a member of our database, this helps us ensure that, the person is what he claimed. After this double-opt-in they have to complete basic demographics to register them as Panel.

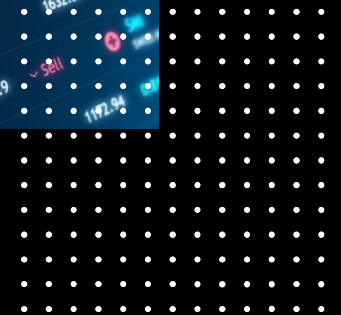
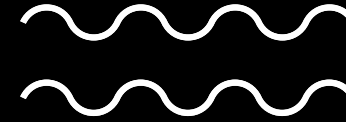
Yes we supply B2B and verify our panellists through double-Opt-in and also cross check their LinkedIn profile to verify their profile.



POLICIES AND COMPLIANCE

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

Anyone who is invited to join our panel, gets a code on mail id and that allows them to register themselves on our panel. After the initial registration with basic demographic variable- such as Name, Gender, Age, Education, Region, they receive mail and once they confirm the same, they become our active panel member – this is whole process of double-opt-in.

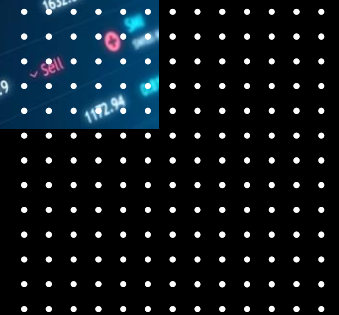
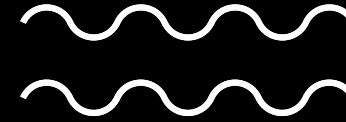


POLICIES AND COMPLIANCE

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

Data protection and privacy are top most issues that we follow at KPROResearch. We consider our panelists' data strictly confidentially and we ensure that the same is not shared with any 3rd party / or our own clients. All studies that we run are checked anonymously . Also, Privacy policy is clearly visible and given on our community portal.

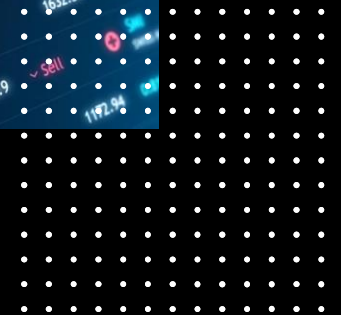
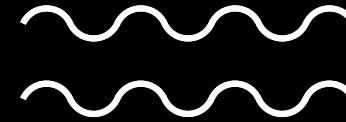
Also, we are compliant to local laws of any data protection set by the Government and also fully compliant with research, standards and guidelines of ESOMAR



POLICIES AND COMPLIANCE

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

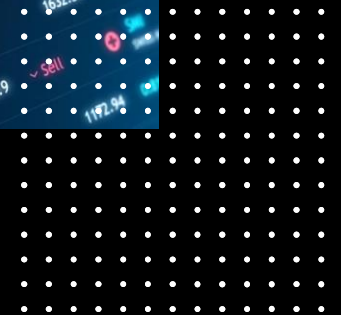
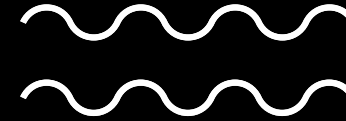
In an ever-growing internet-driven world it is of the utmost importance to ensure the safe transfer of data by implementing an SSL server. Under no circumstances we do ever pass on personal data to third parties without the permission of the person involved. All gathered information is aggregated purely for scientific and market research purposes. The final data analysis is made anonymously. The potential panelist is required to double-opt-in, thus making it impossible for cheaters to interfere with other people's data. When a panelist unsubscribes, their data is deleted to prevent further use. In studies unique IDs are assigned to each panelist, preventing repeated participation on the same survey. Our panelists' data is stored on a separate server which is exclusively set up for this purpose. High security measures are taken, either through firewall Protection or through the Demilitarized zone (DMZ), which prevents trespassing of Non-authorized staff. Data back-ups are made on a daily basis.



POLICIES AND COMPLIANCE

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

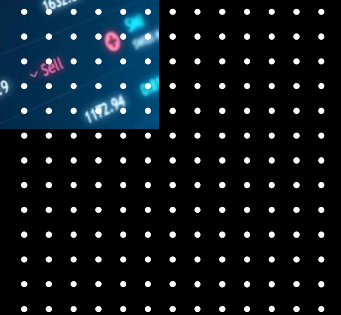
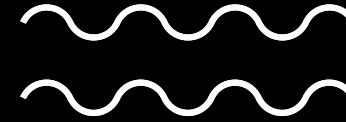
In reality it is not possible to protect survey information from being captured by the respondents, however we try to protect sensitive information as much as we can at our end. We can exclude panellist, who either work or are associated with any certain industry, so that we prevent competitors to see sensitive material. Also, we add some technical barriers such as – left click/right click within the survey



POLICIES AND COMPLIANCE

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

KPRORESEARCH is certified and fully compliant with ISO with ISO 20252 and 27001. Please note, that we also aim to strengthen our quality globally and ensure our clients have quality service in the form of better panel feedback.



POLICIES AND COMPLIANCE

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

The minimum limit for participation in our online panels varies from country to country, adhering both to ESOMAR guidelines and national legislation, so our youngest participants are from 14-16 years of age, depending on the country. We may in some cases be able to reach younger respondents through panelists that have children – in such cases the invites will go through the parent, and survey design will adhere strictly to ESOMAR recommendations.

