SG Analytics - ESOMAR 37 Responses

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Ins(AI)ghts for Business Success

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1   **Purpose and Scope**

This set of questions offers a framework for buyers to use when evaluating the offerings of different online sample providers. It updates and replaces the 2012 ESOMAR publication, 28 Questions to Help Buyers of Online Samples.

The questions identify the key issues to consider, introduce consistent terminology, explain why each question should be asked, and note the issues buyers should expect to be covered in an answer. The intended use of these questions is that they form a basis for a conversation between buyer and sample provider, rather than simply being used as a checklist to compare offerings across providers.

The questions do not cover B2B samples, nor do they attempt to cover specific requirements for different types of research such as pricing, new product development, ad testing etc.

When online access panels were first introduced in the 1990s, the model was relatively simple: a buyer provided sampling specifications to a panel owner who drew a sample (from that panel). Over the intervening 25 years, online sample selection has changed in two fundamental ways. First, buyers can now access a a broader set of sources that now includes participants in loyalty programmes and rewards communities within

"Get Paid To'sites, customer lists, intercepts from offer walls, affiliate networks, social media, and other platforms, as well as traditional panels that may or may not be owned by the provider. Second, buyers have the option to access these sources directly via self-service tools, rather than relying on a sample provider to generate the sample on their behalf.

There have been other important changes as well. Online research has become truly global and mobile devices have become a common data collection platform.

The use of online samples has broadened beyond surveys to include qual/ quant applications, communities, passive data collection, and so on. Concerns about privacy and data protection have led to a much-changed regulatory environment that imposes new requirements on both sample buyers and sample providers. Quality assurance techniques have become increasingly sophisticated. As a consequence, the number of issues that buyers must consider when choosing a sample provider has increased substantially.

Finally, sample quality is an essential component of all research but it alone does not guarantee reliable, actionable results. While not covered in this document, we note that a well thought out research design, a clear definition of the target population, a questionnaire that is both easy

for participants to complete and accurately measures key variables, and a well-designed analysis plan are also essential

2 Company Profile

2.1 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?

SGA has over 17 years of experience in providing market research data collection and data services. For the last 10 years we have been providing online sample services globally, with our panel of 4M+ consumer and business respondents across 50+ countries. Our panels are used specifically for market research purposes, and we do not use our panels for any other purposes including direct marketing.

2.2 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?

Team:
- Dedicated team for panel management, engagement and deployment
- Cumulative leadership experience of 25+ years
- Expert technical team to manage all aspects of panel integration, maintenance and troubleshooting
- The broader team includes analysts with training and background in sampling methodologies

Training:
- Structured training program that covers the intricacies of sampling techniques
- Training focuses on both theoretical and practical applications
- Practical sessions and simulations help team members apply their knowledge real time
- New staff members are paired with experienced mentors
- Regular feedback and performance reviews for continuous improvement

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

SGA services:
- Sample across 50+ markets (B2C, B2B, Healthcare)
- Programming & hosting
- Data tabulations
- Dashboards
- Charting and reporting
- Data analytics
- FTE arrangements

3 **Sample Sources and Recruitment**

Answers to the questions in this section will help you understand the types of sample available from different sample providers in the market and the sources they rely on.

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

Broadly speaking, there are two models of sample sources and recruitment:
PANELS

These are databases of potential participants who declare that they will cooperate for future data collection if selected, generally in exchange for a reward/incentive. This includes traditional access panels, co-branded panels, or opt-in databases of individuals who agreed to complete research projects and also undertake other non- market research activities (watch ads, download an app, complete marketing offers, etc, also known as loyalty programmes, or rewards communities within GPT (Get paid to) sites.) Loyalty card and subscription databases are included here if there is a continuous relationship with members who understand the commitment asked of them.

INTERCEPTS

This includes intercepts from offer walls, affiliate networks, social media or other platforms to drive traffic to a survey. Intercept is an approach where potential participants are asked to take a survey for a reward while they are engaged in another activity such as playing an online game, reading news, or some other online activity. Intercepted participants may be previously unknown to the sample provider or may have been pre-identified and profiled through a prior survey experience.

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

SGA recruits mostly from panels. This gives us the confidence that respondents are legitimate and dependable. Since a better part of our panels are B2B respondents, it is important that they originate from a known source, has legitimate online activity and are re-contactable to a certain extent for credibility. We do use intercepts for consumer projects, although for a very small share of the overall project sample, and particularly if we need to fill any outstanding quotas. Using intercepts also introduces some additional diversity and representative texture. SGA also has access to network partners for enhancing capacity and diversity. All respondents, regardless of source, go through multiple quality controls.

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

SGA has proprietary assets with nearly 4 million + consumers and B2B respondents. While much of our total completes are recruited from proprietary sources, we do use network partners to supplement the sample at times, depending on the nature of project, audience and market.

3.3 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?

SGA uses different sources to recruit and cover the overall online environment. To maintain diversity and representation in panels, it is imperative to run both "open to all" and "by-invitation-only" recruitment campaigns. Some of our channels are mentioned below:

- LinkedIn, ZoomInfo and other professional networking platforms
- D&B, and other database providers
- Industry conferences and associations
- Financial journals
- Various social media platforms
- Sample team customized databases
- Telephonic recruitment
- Partner network
- Custom recruitment

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

To ensure that participants are real, unique, and are who they say they are, these practical steps and technologies are used within SGA:

Initial Screening:
- Cross-check demographic information (age, gender, location)
- Ensure completion of most required profile fields, negating the chance of bots or fake profiles
- Include quality checks within the recruitment survey to identify inconsistent responses
- Conduct telephone calls or send verification emails to confirm participant details
- Follow-up profiling questions to ensure consistency in respondent details over a period
- Restrict incentive distribution until participant authenticity is validated

Technologies Used
- Monitor IP addresses to detect multiple accounts from the same source
- Device fingerprinting to identify unique devices and prevent multiple registrations from the same device
- Employ algorithms to identify unusual patterns that may indicate fraudulent activity
- Analyze survey response (e.g., speed of response, pattern of answers, standard deviation) to identify bots or fake respondents
- Email/SMS Verification through OTP/ Double Opt-in
- Compare participant data with known databases and social media
- RECAPTCHA at various stages of registration and survey participation to prevent survey farms and bots

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

SGA uses its own brand for recruiting proprietary sources. 60% access the surveys through the panel portal, while 40% through email invitations.

Note: proportions vary by target audience/project type

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

We offer Managed service only

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

If requested, we can choose to provide information about sample source types with examples, including background, recruitment methods, and quality control measures on an aggregate. When utilizing multiple sample sources, we clearly outline the blend internally, including the proportion and characteristics of each source. We ensure that the blending process maintains the integrity and representativeness of the sample. Clients can, from experience, suggest additional sources, and if commercially viable, SGA can incorporate those suggestions. If we need to use additional sources, clients are informed in advance of the reason and impact.

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

SGA supports most of the examples described above. Based on project requirements, our teams will guide you with the perfect sample composition, and the channels to be used. While a wide range of our panelists are re-contactable, we do not undertake any guarantees on the success rates. That's why we always tend to overrecruit in the first phase of the project to secure the final numbers comfortably.

We always urge our clients to design surveys which are not more than 20 minutes in length, since anything above that enhances respondent fatigue and subsequently has an adverse effect on response quality. Similarly, most surveys should be mobile-friendly to elicit maximum response. Our respondents are free to respond through a device of their choice, and device-agnostic surveys perform better in-field.

Sample offering for different research applications:
- Online quantitative
- Online F2F, In-depth, FGD
- Online recruitment only
- Online diaries
- Online communities

4 **Sampling & Project Management**

Answers to the questions in this section will help you understand the processes and procedures that are undertaken to provide you with a sample of participants for your survey. You should understand what biases may be inherent in, or as a result of, the approaches taken and the likely severity of those biases.

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

Overall Process from Invitation to Survey Completion
- Identify sample based on client requirements
- Send invitations through multiple channels (email, SMS, push notifications)
- Use screening questions to ensure respondents fit the sample description
- Monitor responses in real-time to ensure data quality and respondent engagement
- Implement quotas as necessary in consultation with client
- Adjust quotas dynamically based on response and completion rates
- Include quality checks within the survey to detect and reject low-quality or fraudulent responses.
- Distribute reward points upon completion and validation of the survey.

Achieving a Sample That Resembles the Target Population
Demographic Quota Controls:
- Set quotas to match the distribution of age and gender in the target population.
- Geographic quotas to ensure regional representation.
- Stratified sampling techniques to sample from demographic subgroups proportionately

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

Age, gender, country = 100% panelist

40 other parameters = 60% + panelist

We collect this information from panelists over time through their multiple touchpoints with us. We do not gather such information for third-party sources, although there may be occasions where we can request and obtain. All such requests may be subject to availability and additional costs.

Profile information is updated every six months, and every eligible panelist is invited to participate in the activity. We also incentivize panelists to complete and update profile information to boost participation. For more information on appending profile information, please see response to Q24.

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

Information required for feasibility and timelines:

- Target audience
- Required number of completes
- Incidence rate (or screening questions to estimate IR)
- Length of survey

- Quota descriptions
- Survey compatibility with mobile

We always quote the numbers keeping in mind the external factors that could influence the survey in-field, and our bidding teams will work with you in case a perfect feasibility is not possible and if a range is more pertinent for that situation.

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

When a project struggles in-field, we first discuss the following with client:

- Revisit survey specs for possible adjustments to quotas, target audience etc
- Evaluate the survey for technical errors etc
- Refine targeting to improve incidence rate
- Possible expansion of survey specs including additional markets, audience etc

If third party sample providers are used, it is always from within our vetted and verified universe. Our vendor induction process evaluates their recruitment, quality control process, and industry feedback. Depending on the type of study and client requirement, we may inform client of additional sources.

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

We do not use a survey router.

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

Not applicable

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

SGA delivers survey invitations directly to an individual's portal interface. Panelists view survey invitations within their 'feed' where they are informed of basic information, approximate time to complete, and reward points for qualification. Survey invitations are standardized and give no indication of survey content or relevant targeting employed.

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

Panelists can see all surveys available to them when they log in to the portal with their credentials. Apart from a generic name, the reward points applicable are also shown.

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

It is possible to alter rewards in the middle of a project because SGA mainly uses panels for sampling. In the light of a project facing difficulties, we always look at alternative approaches before anything else.

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

We do not measure respondent satisfaction at individual project level, although we can indirectly measure cumulative panel satisfaction through participation rates, churn rates, redemption rates, survey dropout rates etc. Our respondents are also encouraged to send feedback through our interactive channels, although they are of a qualitative nature.

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

We do not provide a debrief report about a project. Survey/sample information about a project can be shared with client on request and on a case-by-case basis.

5   Data Quality & Validation

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

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

SGA sets a limit of five completed surveys in a period of 30 days for all respondents. We do make exceptions if the respondent belongs to certain niche groups. Since we do not employ a survey router, all respondents will only complete a maximum of one survey at any point in time. We may also have contractual agreements which limit participation for some sources.

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

- We collect extensive information on our respondents, with variations based on sources
- Most mentioned items are accessible, and some data points can be appended as needed
- Certain data points are proprietary and confidential, and not shared with buyers or clients
- Any such requirement should be highlighted before a project gets underway

Providing this information will incur additional time and costs

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

SGA employs a robust and technologically advanced approach to ensure the authenticity and quality of participants at the project level. Leveraging a combination of traditional methods and innovative techniques, SGA integrates contemporary measures such as AI and machine learning into our quality management strategies. We collect over 50 data points at each interaction to assess and manage participant quality in real-time, using quality scoring systems to evaluate respondents based on various behavioral indicators. This scoring system helps identify unengaged or fraudulent participants, ensuring only high-quality responses. After each project, these scores are added back into our panel database for continuous quality review and monitoring. Additionally, we employ a comprehensive screening methodology during participant registration, which identifies fraudulent behavior and leads to silent deactivation of the account. This technological and methodical approach ensures that we maintain high standards of data quality and participant authenticity.

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

At SGA, we manage source consistency and blend by utilizing a robust approach designed to ensure feasibility coverage and consistency for longitudinal studies and trackers. This multi-source strategy provides flexibility to adjust the mix of sources over time, such as adding new sources or reducing or eliminating existing ones, without affecting overall data consistency. By maintaining a consistent proportion of each channel in every wave of the tracker, we ensure that the nature and composition of our sample sources remain stable over time.

Our experienced team of market research experts has extensive experience in managing and transitioning longitudinal studies, ensuring a smooth and reliable process for our clients. We conduct parallel tests of current tracking studies to identify and address any shifts in data, decreased feasibility, or service issues. Our team offers strategic planning and parallel testing from start to finish, providing clients with a replicable and stable sample frame that produces consistent and predictable results. By maintaining the same sample strategy across all waves, we mitigate the risks associated with sourcing strategy changes that might impact the allocation within the sample frame.

We understand the importance of transparency and accountability in managing sample sources. While we do not list individual sources within each channel, we can provide examples if needed.

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

SGA ensures the quality and integrity of participants throughout their lifecycle with a comprehensive tracking system and a set of health metrics.

- These metrics include digital fingerprints, geographic location, device speed, movement patterns, keystroke patterns, and participation rates.
- We also monitor speeding, straight-lining, and client-reported quality issues, alongside performance on our quality screeners, including open-end screeners
- At the initial sign-up and prospective level, multiple checks are conducted, such as GEO-location, device type, IP address, and potential use of VPN software.
- These checks are compared against known snapshots of blacklisted fraudsters.
- Upon registration and onboarding, over two dozen quality checks are implemented to assess data validity. This includes evaluating attentiveness, consistency, and contextuality within open-ended responses using a dynamic text analyzer tool.
- Once onboarded, participants are initially shown limited inventory, such as in-house or general population studies, to build trust.
- As participants accrue trust, they are gradually vetted into higher valued studies. Trust is tied to data captured and appended to each participant during survey interactions.
- This includes monitoring GEO location variance, IP fluctuations, length of interviews, and performance on red herring questions (e.g., attention checks, over-endorsement, and open-ended text quality).
- Throughout their participation, respondents are tracked for consistent quality engagement. If any issues are detected, such as speeding, inconsistent data, or other suspicious behaviors, participants may be quarantined or removed from the panel.
- While we currently do not explicitly compare profiled data to in-survey responses for quality purposes, we continually refine our processes to maintain high standards of participant integrity and data quality.

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

SGA employs a robust set of quality control measures to mitigate undesired survey behaviors during the programming, hosting, and delivery of survey data. Our approach includes advanced AI/ML algorithms that detect and flag various types of undesirable survey behaviors such as random responding, illogical or inconsistent answers, overuse of 'Don't Know' responses, inaccurate or incomplete responses, and overly rapid survey completion.

We do not immediately remove respondents based on these flags; instead, we flag them for further review to ensure fairness and accuracy. However, in cases of explicit profanity, we take immediate action. Additionally, we recommend implementing three quality control questions to check the respondent's attentiveness while answering the survey. Respondents failing two or more of these checks are considered for removal to maintain data integrity.

Furthermore, our team provides consultation on questionnaire design to optimize question clarity and structure, thereby supporting high-quality responses from participants. This proactive approach ensures that our survey data meets the highest standards of reliability and validity."

During the data review stage, SGA vets each respondent on the hard and soft logic checks to understand the response quality and does deep dive secondary research to validate the trends. The respondents who do not meet the quality standards, are removed from the data set and also flagged in the panel for further assessment.

6 Policies & Compliance

Sample providers, buyers, and their clients are subject to data protection and related information security requirements imposed by data protection laws and regulations. In addition, they may be subject to laws and regulations that may impact incentives paid to participants.

These laws and regulations vary by jurisdiction with different laws and regulations applying in different countries or states within countries, and are generally interpreted based on where the participant resides.

Applicable data protection laws and regulations include, but are not limited to: the Act on the Protection of Personal Information or APPI (Japan); the Australian Privacy Act (Australia); the California Consumer Protection Act or CCPA (state of California in the United States); the Children's Online Privacy Protection Act or COPPA (United States); the Data Protection Act (United Kingdom); amendments regarding data localisation requirements to the Data Protection Act (Russian Federation); the General Data Protection Law (Brazil); the EU General Data Protection Regulation or EU-GDPR (EU/ EEA); the Health Insurance Portability and Accountability Act or HIPAA (United States); the Graham- Leach Bliley Act or GLBA (United States); and PIPEDA (Canada). AB 2257 (the state of California in the United States) is an example of law and regulation related to employment which may impact incentives paid to participants.

Information security frameworks and standards include, but are not limited to COBIT, HITRUST, ISO 27001, the NIST Cybersecurity Framework and SOC 2.

Answers to the questions in this section can help you understand the data protection, information security and compliance policies, procedures and practices that a sample provider has implemented.

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

Our privacy notice addresses our collection, use and processing of personal data as well as sharing with third parties and storage/retention.

https://sganalytics.opinioninsight.com/portal/community_4_1_1.php/page/5

Terms and Conditions (opinioninsight.com)

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

SGA is an ISO 27001 certified, SOC 2 Type II attested and GDPR & HIPAA compliant organization. Additionally, SGA has a dedicated internal audit and compliance team to support our personal data protection obligations and legal compliance. We have implemented an incident response program and have an assigned internal team to address unauthorized access to personal data and/or breach. We use the standard contractual clauses for any export of personal data from the EEA to a country not deemed to provide adequate protection. We have appointed a Data Protection Officer.

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

Before joining our panels, research participants are given the chance to read over and consent to our privacy notice. Our member support team can help by email if they choose to revoke consent or want to see the personal information we gather and keep about them. While we do not audit or carry out continuous evaluations of how our third-party sample partners or integrated sample sources handle consent, we examine their procedures as stated in their privacy statement.

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

Our dedicated internal and external legal teams monitor all applicable laws and regulations that apply to our business, including incentive payments, data storage guidelines, and empanelment procedures.

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

We do not collect personal data from individuals under 13 in the United States or under 16 for the rest of the world. ESOMAR and GRBN member standards and guidelines are followed.

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

We have adopted a privacy by design approach that thoroughly addresses key aspects such as access controls, encryption, user consent and control, training and awareness, anonymization, and regular audits and monitoring. This ensures that the collection and use of personal data are carefully evaluated as part of the products and services we offer.

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

SGA is proud to be ISO 27001 certified, SOC 2 Type II attested, and compliant with GDPR and HIPAA standards. Understanding the critical nature of data privacy and security, SGA has implemented a comprehensive Information Security program. This program is designed to manage data privacy and security requirements while continuously monitoring emerging trends and threats.

Led by a team of qualified Information Security professionals, the program works in close collaboration with SGA's Chief Commercial Officer and legal team. This ensures that all contractual and regulatory data protection requirements are seamlessly integrated into the Information Security framework. The team actively engages with various departments and staff across SGA to address any security issues promptly.

Key components of SGA's Information Security program include regular internal risk assessments and audits, ensuring robust protection and compliance.

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

No. SGA is an ISO 27001 certified, SOC 2 Type II attested and GDPR & HIPAA compliant organization.

7   Metrics

This section lists common sample and data health metrics. Reviewing metrics periodically can serve as the basis for a conversation with sample providers about consistency and reliability, as well as whether the sample is appropriate for the population and business question being examined. Unexpected or unexplained shifts in metrics may also indicate the potential for bias or error. While not all of these metrics are required and there are no benchmarks on the "right answers," providing transparency over time will create a meaningful dialogue about quality and utility.

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

- Qualifying or completion rate, trended by month
- Percent of paid completes rejected per month/project, trended by month
- Percent of members/accounts removed/quarantined, trended by month
- Percent of paid completes from 0-3 months tenure, trended by month
- Percent of paid completes from smartphones, trended by month
- Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month
- Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)
- Average number of paid completes per member, trended by month (potentially by cohort)
- Active unique participants in the last 30 days
- Active unique 18-24 male participants in the last 30 days
- Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview
- Percent of quotas that reached full quota at time of delivery, trended by month

We can provide the following metrics with some restrictions:
- Qualifying or completion rate, trended by month (#1)
- Percent of paid completes from smartphones, trended by month (#5)
- Active unique participants in the last 30 days (#9)
- Active unique 18-24 male participants in the last 30 days (#10)
- Maximum feasibility (#11)
- Percent of quotas that reached full quota at time of delivery, trended by month (#12)

We CANNOT provide the other metrics -- we don't release the information externally as it is proprietary to SGA's business

8 Glossary

For the purpose of this document these terms have the following specific meanings:

Affiliate partner (or Affiliate network) means   a network of communities with which a   sample provider has a relationship to direct intercept traffic to their surveys.

API (application programming interface) means a set of definitions and protocols for building software applications capable of accessing and exchanging data.

Blending means the practice of combining multiple, heterogeneous sample sources with the aim of achieving a more consistent or more representative sample.

Children means individuals for whom permission to participate in research must be obtained from a parent, legal guardian, or responsible adult. Definitions of the age of a child vary substantially and are set by national laws and self-regulatory codes. In the absence of a national definition, a child is defined as being 12 and under and a "young person" as aged 13 to 17.

Completion rate means the number of participants who fully complete the survey divided by the number of participants who start the survey.

Consent means freely given and informed indication of agreement by a person to the collection and processing of his/her personal data. Note that the specific requirements for consent will vary by jurisdiction.

Exclusion means excluding a potential participant from a research project based on their previous participation in a research project involving the same or similar product/ service category and/or methodology.

Fraudulent participant means a participant who deliberately misrepresents their identity, profiling information, or responses, including organisations that use bots to impersonate participants.

Health metrics means measures of quantitative assessment commonly used for comparing and tracking performance or production over time. In this context, health metrics refers to quantitative data used to track stability or changes in the sample a provider offers, and the metrics suggested are based on data that has been previously known to impact quality over time.

Loyalty programme means an arrangement in which customers of a company (or group of companies) are rewarded for purchases made with these companies. Rewards are normally given in a currency that can be spent at those companies (or their chosen partners).

Paid completes means interviews/surveys   that are delivered and accepted by a client,   are included in the final dataset, and for which the sample provider receives payment.

Panel member (or simply member) means an individual recruited from a documented source who has provided profile data and appropriate information for validation of identity, given explicit consent to participate   in research according to the terms and conditions of panel membership, and has not opted out.

Participant (sometimes called a participant or data subject) means a person or organisation from whom or about whom data is collected for research.

Personal data (sometimes referred to as personally identifiable information or PII) means any information relating to a natural living person that can be used to identify an individual, for example by reference to direct identifiers (such as a name, specific geographic location, telephone number, picture, sound, or video recording) or indirectly by reference to an individual's physical, physiological, mental, economic, cultural or social characteristics.

Profiling information means descriptive characteristics of a panel member.

Quarantined members means individuals who have broken some set of quality assessment protocols that result in them being either temporarily or permanently suspended from participating in future research activities with the company that quarantines them.

Referral program means a process whereby a panel offers its existing panellists the opportunity to gain rewards by referring family, friends and colleagues (or visitors of their site) to join the panel.

Representativeness means the degree to which a sample reflects the target population being studied. A representative sample is one in which the distribution of important characteristics is approximately the same as in the target population.

Rewards community (within Get Paid To (or GPT) sites) means databases or panels of individuals who may undertake non-research activities (watch ads, download an app, complete marketing offers etc) usually in exchange for a reward, but who also agree to take part in research projects.
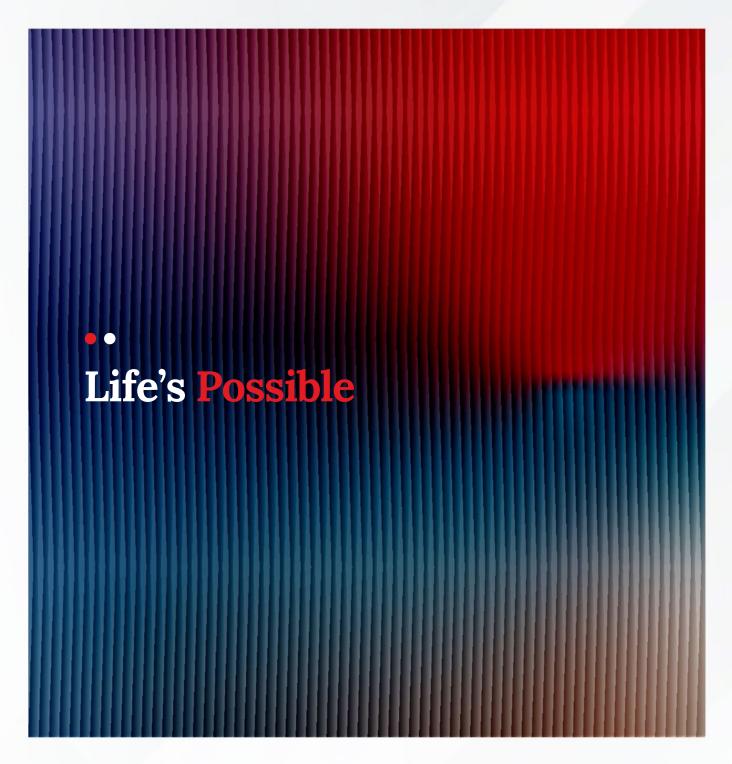
Router means an online software application that screens incoming research participants and then uses those results to assign participants to one of multiple available research projects. A router can also offer participants additional screeners and surveys after screener qualification failure or survey completion.

Sample provider means a service provider responsible for the provision and management of online samples from relevant sources including panels, intercepts, email lists, etc.

Survey attempts means the number of times the same individual clicked a link or entered into a survey environment in an attempt to complete a survey.

Third Party Sources means sources that the sample provider does not directly run or control.

Yield management means a variable allocation strategy through which outcomes are maximised by matching supply with demand.

Life's Possible

About SGA ———

SG Analytics (SGA), a Straive company, is a leading global data and AI consulting firm delivering solutions across AI, Data, Technology, and Research. With deep expertise in BFSI, Capital Markets, TMT (Technology, Media & Telecom), and other emerging industries, SGA empowers clients with Ins(AI)ghts for Business Success through data-driven transformation.

A Great Place to Work® certified company, SGA has a team of over 1,600 professionals across the U.S.A, U.K, Poland, and India. Recognized by Gartner, Everest Group, ISG, and featured in the Deloitte Technology Fast 50 India 2024 and Financial Times & Statista APAC 2025 High Growth Companies, SGA delivers lasting impact at the intersection of data and innovation.

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