

# ESOMAR-37 Booklet 2025





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# About Us



At Insightcents, we bridge the gap between data and decisions with cutting-edge online research solutions. With a year of expertise in market intelligence, we deliver accurate, efficient, and globally scalable insights tailored to your needs.

Our extensive panel spans 40 diverse countries, connecting businesses with a highly engaged community of 1 million members. Whether in B2B, B2C, or healthcare sectors, we provide reliable data powered by advanced methodologies and rigorous validation processes.

At Insightcents, we don't just collect data—we deliver clarity, helping businesses navigate a complex world with confidence.



# Understanding your Target Audience

## OUR MISSION

At Insightcents, we empower businesses with precise, ethical, and data-driven insights that fuel smarter decisions. By leveraging innovative technology and rigorous validation processes, we ensure businesses receive trusted, high-quality research solutions that drive growth and success across dynamic industries worldwide.

# 01

# 02

## OUR VISION

To redefine the future of market research by setting new benchmarks in data integrity, innovation, and transparency. We aim to make reliable, actionable insights accessible to businesses globally, enabling them to adapt, evolve, and thrive in an ever-changing marketplace.

# Unmatched Global Insights

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## **COMMITMENT TO QUALITY**

At Insightcents, exceptional research starts with uncompromising data quality. Our panels are carefully curated and continuously monitored, ensuring that every response upholds the highest standards of accuracy, reliability, and integrity. Through a multi-layered validation process, we eliminate fraudulent data, providing businesses with trustworthy, actionable insights that drive confident decision-making.



## **GLOBAL REACH, LOCAL EXPERTISE**

With a presence in 40 diverse countries across North America, Europe, Asia, and beyond, Insightcents adapts research methodologies to regional market dynamics. Whether it's consumer insights, B2B intelligence, or healthcare research, our industry expertise ensures meaningful, data-driven solutions tailored to your business needs.

# Our Global Reach

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**1M+**

## MEMBERS

Panelists contributing valuable insights

**15K+**

## SURVEYS

Daily Survey Completes by our members.

**40+**

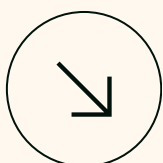
## GLOBAL PRESENCE

Countries represented for a truly global perspective

**98%**

## CLIENT SATISFACTION

Our commitment to quality and service



At Insightcents, we go beyond collecting data—we deliver clarity, accuracy, and actionable insights that empower businesses to make informed decisions. With a commitment to quality, innovation, and global reach, we help you navigate the complexities of today's dynamic market with confidence. Partner with us and turn insights into impact.



# Data Quality

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## DATA YOU CAN TRUST, INSIGHTS THAT DRIVE SUCCESS

At Insightcents, we go beyond just collecting data—we refine, validate, and transform it into reliable, actionable intelligence that empowers businesses to make smarter decisions.



## HOW WE ENSURE DATA INTEGRITY?

At Insightcents, we uphold the highest standards of data integrity through a multi-layered approach. Our Advanced fraud detection and manual quality checks ensure that every panelist is authentic, engaged, and well-profiled, delivering trustworthy insights. Using adaptive sampling techniques, we optimize sample representation to eliminate bias and enhance data accuracy and reliability. With a global presence across 40+ countries, we tailor research methodologies to regional market dynamics, providing culturally relevant and high-quality insights.

**INSIGHTCENTS :  
PRECISION.  
INTEGRITY.  
IMPACT.**

# Company Profile





**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?**

At Insightcents, we excel in delivering high-quality online samples tailored to the evolving demands of market research. With over 1 years of expertise in the research industry, we have built a strong reputation for extracting valuable insights through a vast network of more than 1 million respondents. Our reach spans across 45+ countries, ensuring access to diverse and reliable data across industries such as B2B, B2C, and healthcare.

Insightcents stands out in the market research domain with a refined sample management system that incorporates an advanced 60+ point respondent profiling mechanism. This detailed approach enables us to connect with a wide range of audiences, from general consumers to highly specific, hard-to-reach demographics.

While our core strength lies in market research, we also provide services that support direct marketing and customer engagement strategies. However, our primary mission remains delivering high-quality samples that offer precise, actionable, and trustworthy insights. Whether through traditional surveys or innovative, customized methodologies, Insightcents is dedicated to equipping businesses with the critical data needed to drive informed and strategic decisions.



**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?**

At Insightcents, we understand that advanced sampling techniques are essential for ensuring the accuracy and reliability of market research data. To uphold this standard, we have built a team of senior members dedicated to developing, monitoring, and refining our sampling algorithms and automated processes. Combining deep expertise in data analytics and sampling methodologies with hands-on experience in the market research industry, our team ensures the delivery of precise, efficient, and scalable sampling solutions.

Our specialists receive extensive training to enhance their proficiency in sampling strategies, data collection, and quality assurance. Every new team member undergoes a comprehensive onboarding process that integrates theoretical learning with practical applications, equipping them to handle diverse project demands with accuracy. This foundational knowledge is further reinforced through continuous professional development, including regular refresher courses and hands-on workshops.

To stay ahead of industry advancements, Insightcents fosters a culture of continuous learning by encouraging participation in industry conferences, webinars, and internal knowledge-sharing initiatives. Our commitment to ongoing education ensures our team remains at the forefront of best practices, enabling us to consistently exceed client expectations and deliver exceptional service.



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

At Insightcents, we go beyond delivering high-quality samples—we offer a full spectrum of research solutions designed to meet the diverse needs of our clients. While we continue to lead in providing exceptional online samples, our services extend to data collection, analysis, and reporting, supporting every phase of the research process.

### **Market Research Solutions**

Insightcents specializes in developing customized research methodologies and executing comprehensive fieldwork. From meticulous data collection to in-depth analysis and insightful reporting, we manage end-to-end research projects with precision and efficiency.

### **Data Collection**

We employ a variety of data collection techniques tailored to each client's unique requirements. Our methods include online surveys, telephone interviews, in-person interviews, and focus group discussions (FGDs), ensuring we capture the most relevant insights for every research initiative.

### **Custom Panel Services**

With a diverse panel of over 12 million respondents across multiple industries, regions, and demographics, Insightcents delivers highly targeted samples to match the specific needs of any research project, no matter its complexity.

### **Survey Programming and Hosting**

Our expert team provides advanced survey programming and hosting services to streamline market research projects. Using cutting-edge tools, we optimize survey execution to generate deeper, more actionable insights that drive strategic decision-making.

At Insightcents, we are committed to offering flexible service models, including full-service research and customized solutions tailored to each client's objectives. Whether you require sample-only services or a comprehensive research package, we ensure accuracy, reliability, and high-quality results every time.



# Sample Sources and Recruitment



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

At Insightcents, we take a strategic and adaptive approach to participant sourcing, blending our proprietary panel with targeted intercept methods to provide high-quality, diverse samples tailored to our clients' specific research needs.

### Panel Sources

Our primary resource is our extensive proprietary online panel, encompassing over 1 million respondents across 45+ countries. Every panelist voluntarily opts in through a rigorous multi-step recruitment process, which includes email verification and a comprehensive quality assessment survey to confirm eligibility. This strict selection process ensures a highly engaged and reliable participant base, spanning a broad spectrum of demographic and psychographic profiles. To recruit panelists, we leverage multiple channels, including online advertising, targeted email outreach, and collaborations with trusted third-party platforms.

### Intercept Sources

To complement our core panel, we also utilize intercept techniques to reach niche or underrepresented audience segments. These participants are sourced through carefully curated invitations across various online platforms, including affiliate networks and social media channels. This approach allows us to enhance sample diversity and meet specialized research demands with precision.

By integrating these two sourcing strategies, Insightcents consistently delivers high-quality, representative samples while maintaining the highest standards of data integrity, privacy, and security.





## Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?

At Insightcents, the majority of our samples—approximately 85%—are sourced from our proprietary online panel, which we fully own and manage. This level of control allows us to oversee participant recruitment, ensure data integrity, and uphold strict privacy standards. Our panel consists of individuals who have voluntarily opted in to participate in market research studies, creating a highly engaged and dependable respondent base.

For research projects that require a wider or more specialized participant pool, we supplement our core panel with targeted intercept methods, accounting for around 15% of the total sample. These participants are recruited from trusted third-party sources, such as affiliate networks and social media platforms, where we enforce the same stringent data quality and privacy standards as we do for our proprietary panel.

While our primary focus remains on our own panel, Insightcents also offers the flexibility to integrate carefully vetted external sample providers when needed. This adaptive approach ensures we meet the unique requirements of every research project while maintaining the highest levels of data reliability.

At Insightcents, transparency is a cornerstone of our sample sourcing process. We keep our clients fully informed about the origins of their data, ensuring they can trust the quality and credibility of every sample we provide.



**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?**

### **Proprietary Panel Recruitment**

Our primary recruitment strategies include targeted digital advertising, social media outreach, and referral-based programs. Individuals joining through these channels undergo a thorough profiling process to assess their eligibility and engagement. Additionally, for specialized audience segments, we deploy direct invitations to ensure we meet our clients' unique research requirements.

### **Specialized Recruitment for Niche Audiences**

For our B2B and industry-specific panels, we leverage specialized recruitment approaches, including participation in sector-focused events, professional conferences, and collaborations with key industry organizations. For example, our expert panels in healthcare, technology, and finance are built through direct outreach at relevant industry gatherings and partnerships with trusted institutions, ensuring we engage only the most qualified respondents.

### **Intercept Recruitment**

When research demands access to broader or hard-to-reach demographics, we complement our proprietary panel with intercept recruitment strategies. These involve sourcing respondents through affiliate networks and targeted digital campaigns. Though a smaller component of our overall recruitment efforts, these methods are rigorously monitored to maintain data integrity and panel quality.

### **Geographical Adaptation**

Our recruitment strategies are tailored to different regions, taking into account factors such as internet penetration rates and cultural nuances. In digitally advanced markets, we emphasize online campaigns, whereas in regions with lower digital access, we rely more on direct outreach and referral-based recruitment.

While Insightcents primarily follows an invitation-based recruitment model, we maintain the flexibility to incorporate selective open recruitment when needed. Rather than probabilistic sampling, we focus on in-depth profiling and stringent quality control to ensure a well-balanced, representative panel across all regions and demographics.

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

At Insightcents, maintaining the authenticity, uniqueness, and reliability of our participants is a top priority. We leverage advanced technology alongside meticulous manual reviews to uphold the highest standards of data quality and integrity.

### Email Verification

Every participant must verify their registration via email confirmation, ensuring the authenticity of their email address and access credentials.

### Geo-IP Validation

Insightcents employs Geo-IP validation to confirm participants' geographic locations, filtering out proxy users and blacklisted IPs to prevent fraudulent activity and maintain data accuracy.

### Mobile Number Verification

We implement One-Time Password (OTP) authentication for mobile number validation. This process is periodically repeated for existing panelists to reinforce authenticity and prevent duplicate entries.

### Comprehensive Profiling Questionnaire

Upon joining, participants complete an extensive profiling questionnaire covering 200+ attributes. This enables precise respondent matching for surveys and helps identify inconsistencies in responses.

### CAPTCHA and Anti-Bot Security

To prevent automated sign-ups, our registration process includes CAPTCHA verification, ensuring that only real individuals can join our panel.

### Digital Fingerprinting Technology

To detect and prevent duplicate or fraudulent registrations, we use digital fingerprinting technology that tracks device and browser characteristics, ensuring each participant is unique.

### Behavioral and Activity Monitoring

Our system continuously tracks participant behavior, including survey completion patterns, response times, and consistency. Any anomalies are flagged for review, allowing us to maintain high-quality responses.

### LinkedIn Verification for B2B Panels

For our business research panels, we incorporate additional verification steps, such as cross-referencing professional details on LinkedIn to confirm employment status and industry affiliation.

### Manual Quality Audits

Our dedicated quality assurance team conducts manual reviews of new registrations and flagged profiles, ensuring adherence to Insightcents' stringent participant validation standards.

By implementing these rigorous multi-layered verification processes, Insightcents guarantees that every participant is real, unique, and qualified. This commitment to data integrity ensures that our clients receive precise, reliable, and trustworthy insights for their research projects.



## What brand (domain) and/or app are you using with proprietary sources?

Insightcents connects with participants through our dedicated platform, <https://app.insightcents.com/>. Designed for ease of use, our platform ensures seamless survey participation across mobile devices, tablets, and desktops.

### Mobile Accessibility

Around 70% of our respondents prefer engaging via mobile devices, while the remaining 30% participate through desktops or laptops. Our platform's cross-device compatibility enhances accessibility and maximizes survey completion rates.

### Survey Notifications

Survey invitations are primarily sent via email, providing participants with direct access to studies. Approximately 75% of users engage through these email links, while others log in directly to browse and participate in available surveys.

We continuously analyze user engagement to enhance the platform experience, ensuring that Insightcents remains a trusted and efficient solution for high-quality data collection.





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

At Insightcents, we prioritize flexibility and customization to meet the unique needs of our clients:

### Managed Service

For clients seeking full-service research support, our managed service model offers end-to-end project execution. From sample design and targeted respondent selection to fieldwork coordination and final reporting, our expert project management team ensures a seamless and high-quality data collection process. We provide strategic insights tailored to each project's objectives, allowing clients to focus on analyzing results while we handle the operational complexities.

### API Integration

For organizations looking to automate and scale their research processes, we offer seamless API integration. Our APIs enable real-time respondent targeting, automated sample ordering, and streamlined data collection, allowing businesses to integrate our sampling solutions directly into their existing systems for greater efficiency.

By offering these two models, Insightcents ensures that clients can choose the approach best suited to their research goals, technical requirements, and operational needs. Regardless of the chosen model, our dedicated team remains available to provide expert guidance and support at every stage.



**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?**

At Insightcents, we are dedicated to offering transparency and flexibility in sample composition, allowing our clients to have full confidence in the quality and diversity of their data.

### **Transparency**

We provide clients with detailed insights into the composition of their samples, including the sources used and any third-party providers involved. In cases where multiple sources are blended, clients are informed about each source's specific contribution. This commitment to transparency fosters trust and ensures clarity throughout the data collection process.

### **Client Control**

During the project planning phase, clients have the flexibility to influence the sample sources. While we uphold stringent quality standards for all external sources through a rigorous vetting process, clients can request or exclude particular sources based on their research requirements. Our project management team works closely with clients to ensure the sample selection meets their specific project goals.

### **Integration with Third-Party Sources**

When additional sources are necessary to meet niche or specialized needs, we seamlessly integrate third-party respondents. All external respondents undergo the same strict quality checks as our proprietary panel, including measures to avoid duplication and ensure data consistency.

### **Sample Consistency for Longitudinal Studies**

For multi-wave studies or longitudinal research, we establish a clear sample composition plan at the start of the project. This ensures sample consistency across all waves, maintaining the reliability and comparability of data over time.

By combining transparency, client control, and seamless integration, Insightcents delivers customized, high-quality samples that meet client objectives while ensuring data integrity and reliability.



**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?**

At Insightcents, our sample sources are designed to be versatile and adaptable, catering to a broad spectrum of research applications and ensuring that we meet the distinct needs of each client.

### **Product Testing and Recall Studies**

Our proprietary panel enables the re-engagement of participants, making it particularly suitable for product testing and recall studies. Clients can reconnect with the same respondents for follow-up surveys, providing longitudinal insights and enabling detailed tracking of participant behavior over time.

### **Survey Lengths**

Insightcents' panelists are well-versed in surveys of all lengths, from short, time-sensitive questionnaires to in-depth, detailed surveys. We ensure participants remain engaged and provide thoughtful responses throughout the survey process, regardless of duration.

### **Device Compatibility**

All of our surveys are device-agnostic, allowing seamless participation across mobile devices, tablets, and desktops. For studies that require responses from specific devices (e.g., mobile-only or desktop-only), our system can automatically detect and restrict access to meet the study's requirements.

### **Recruitment for Online Communities and Focus Groups**

We specialize in recruiting participants for online communities and focus groups, ensuring that only respondents who genuinely wish to engage in these studies are invited. This approach guarantees the relevance and quality of the insights we collect.

### Customizable Research Types

Participants have the option to opt in or out of specific types of research, allowing us to target recruitment efforts for specialized studies. This flexibility supports a wide range of qualitative and quantitative research needs, including in-depth interviews, community recruitment, and hybrid studies.

Our commitment to customizing sample sources for each research project ensures that Insightcents consistently delivers reliable, high-quality data across various applications, enhancing the value of the insights we provide to our clients.



# Sampling & Project Management





**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?**

At Insightcents, our process is meticulously crafted to ensure that every stage, from initial invitation to survey completion, results in high-quality samples that accurately reflect the target population.

### **Project Planning**

We begin by collaborating closely with clients to understand their research goals, target audience, and specific quotas. This partnership enables us to design a precise sampling framework that aligns with the unique requirements of each project.

### **Sample Selection**

Participants are carefully chosen from our extensive, well-profiled proprietary panel, which spans millions of respondents across various global markets. Our selection process considers a range of factors, including demographic attributes, industry, job role, and purchasing behavior, ensuring the sample is closely aligned with the target population.

### **Survey Invitations**

Invitations are sent directly to selected participants through email, SMS, and mobile notifications. Each invitation clearly outlines the survey's purpose, estimated time commitment, and incentive offered. This level of transparency helps participants understand the value of their involvement, promoting higher response rates.

### **Screening and Participation**

Participants undergo a screening process to confirm eligibility based on the study's criteria. Once eligible, they are invited to complete the survey. We use real-time monitoring to detect issues like rushed responses or straight-lining, ensuring data integrity and completeness.

### **Quota Monitoring**

Throughout the fieldwork process, our system actively monitors quotas to maintain demographic balance and ensure the sample accurately represents the target population. Recruitment efforts are dynamically adjusted to meet quotas efficiently while upholding sample integrity.

### Quality Assurance

Once surveys are completed, we implement a robust data validation process. This includes analyzing response patterns, performing consistency checks, and verifying participant authenticity. Invalid responses are flagged and excluded, ensuring that only reliable data is included in the final results.

### Demographic Quota Controls

Insightcents recommends and applies quotas that align with the research objectives, whether they are nationally representative for general population studies or tailored to specific demographic or behavioral characteristics, such as age groups, income levels, or industry sectors. By leveraging detailed participant profiles, we ensure accurate targeting and quota fulfillment.

This systematic and hands-on approach allows Insightcents to consistently provide high-quality, representative samples that meet our clients' specific research needs, delivering actionable insights that support informed decision-making.



**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?**

At Insightcents, we place great emphasis on comprehensive participant profiling to ensure precise targeting and the highest quality data collection. More than 80% of our global panel members have in-depth profiles, enabling us to deliver highly customized, representative samples. The key profiling attributes we gather include:

#### **Demographics**

- Age, gender, location, ethnicity, marital status, education level, and household income.

#### **Lifestyle and Interests**

- Technology usage, hobbies, travel preferences, media consumption habits, and purchasing behaviors.

#### **Employment Details**

- Occupation, industry, job title, job function, employment status, and company size.

#### **Household Information**

- Household size, number and ages of children, homeownership status, and household purchasing power.

#### **Product and Service Usage**

- Information regarding product preferences, brand loyalty, shopping habits, and service usage.

#### **Collection and Updates**

This profiling data is collected directly from panel members during the registration process via detailed questionnaires and is updated through periodic surveys designed to gather key information. Panelists are encouraged to review and refresh their profiles at least semi-annually, with more dynamic data points (such as shopping habits or media consumption) updated more frequently based on survey responses.

For intercept participants, we initially collect basic demographic data, and if they transition to active panelists, we collect additional profile details and update them over time to further enrich their profile.

### Data Accuracy and Appending

At Insightcents, we gather all profiling data directly from participants, ensuring authenticity and accuracy without relying on third-party sources. This commitment to data integrity helps us maintain a current and reliable database of panel members. Additionally, upon request, we can append these detailed profiles to survey datasets, providing valuable context that enhances the depth and analysis of the research results.

Our commitment to precise, accurate, and regularly updated profiling allows us to provide targeted, high-quality samples tailored to each project's specific needs. This comprehensive profiling framework ensures dependable, actionable insights that support our clients in making informed, data-driven decisions.



## **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?**

At Insightcents, we prioritize delivering accurate and reliable project feasibility estimates by evaluating key factors and maintaining transparent communication with our clients. To ensure a solid feasibility assessment, we focus on the following essential elements:

### **Project Objectives**

A thorough understanding of the research goals and desired outcomes enables us to allocate the appropriate resources and design the most effective approach to meet client expectations.

### **Target Demographics**

Clear demographic details—such as age, gender, geography, and other key audience characteristics—help us assess panel availability and suitability for the research, ensuring the best fit for the project.

### **Sample Size**

The required number of completed responses directly impacts the feasibility of the project. Larger sample sizes may demand more complex recruitment strategies or longer timelines, which are accounted for in our feasibility analysis.

### **Length of Interview (LOI)**

Survey duration is a crucial factor in respondent engagement and completion rates. We incorporate the expected LOI into our feasibility evaluation to set realistic timelines and optimize response rates.

### **Incidence Rate (IR)**

Understanding the qualification rate helps us anticipate recruitment challenges, particularly when targeting niche or specialized populations. This insight allows us to fine-tune the recruitment strategy and timeline.

### **Fieldwork Timeline**

The allocated time for data collection impacts planning and scheduling. Tight timelines may pose challenges in reaching specific or low-incidence groups, while extended timelines offer greater flexibility in recruitment.



### Additional Requirements

Any specific client needs—such as quotas, screening criteria, or unique instructions—are reviewed in detail to ensure we can meet these expectations without compromising data quality.

### Boundary Setting for Feasibility Estimates

To provide clients with reliable feasibility estimates, we take the following approach:

- **Analyze Historical Data:** Leveraging data from similar past projects allows us to set realistic benchmarks for response and completion rates.
- **Account for Real-Time Variables:** Seasonal trends, project complexity, and other real-time factors are considered to refine our estimates.
- **Provide a Range of Estimates:** We offer both minimum and maximum expectations, providing clients with a transparent view of potential outcomes for more informed planning.

At Insightcents, we ensure open and collaborative communication with our clients throughout the feasibility process. This helps to set clear, realistic expectations and ensures the smooth execution of projects, ultimately leading to valuable, actionable insights.



**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?**

At Insightcents, we are committed to delivering exceptional efficiency and adhering strictly to the specifications of each project. When unforeseen challenges arise that may affect project feasibility, we prioritize transparency and implement comprehensive quality assurance measures to ensure the best possible results for our clients.

**Clear Communication and Collaboration**

In the event of unexpected issues, such as lower-than-expected response rates or delays, we immediately inform our clients. We provide a thorough explanation of the challenges and work closely with them to determine appropriate solutions. This may involve adjusting project parameters, such as quotas or timelines, to align with the new circumstances.

**Leveraging Third-Party Expertise**

When additional expertise or resources are needed, Insightcents partners with trusted third-party vendors to enhance project delivery. We always prioritize client preferences and obtain explicit consent before engaging with any third-party sources, ensuring all collaborations are in line with their approved or restricted sources.

**Maintaining Premium Quality Standards**

Each third-party provider we engage undergoes a rigorous evaluation process to ensure they meet our high-quality standards. Our vetting criteria focus on industry compliance, robust data protection protocols, and respondent quality metrics, ensuring the integrity of the data remains intact.

**Ongoing Monitoring and Quality Assurance**

Regardless of the source, all respondents undergo our stringent quality assurance checks. This includes the use of advanced proprietary scripts to detect and eliminate duplicate or fraudulent entries, as well as digital fingerprinting and geo-IP validation to maintain data integrity.

By maintaining transparent communication and strict quality control measures, Insightcents ensures that any necessary adjustments are made without compromising data reliability, keeping our clients well-informed and confident throughout the entire process.

**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.**

At Insightcents, we implement advanced strategies to optimize sample allocation, ensuring a precise match between participants and surveys while considering their preferences and the relevance of the survey content.

### **Survey Allocation**

Insightcents uses a sophisticated survey routing system to assign panel members to the most relevant surveys. The system evaluates participant profiles, survey requirements, and past engagement to connect individuals with surveys that best match their demographics and interests, maximizing engagement and data quality.

### **Panel Participants**

For our panel members, the router curates a personalized list of available surveys based on their detailed profile data. This tailored approach enhances participant engagement, leading to higher-quality responses and better insights.

### **Intercept Participants**

In intercept sampling projects, participants are recruited through digital channels and matched with suitable surveys using real-time data, such as geolocation, IP address, and device information. This ensures a seamless connection with the right surveys at the right time, increasing survey relevance and engagement.

### **Invitation Process**

Survey invitations are sent through multiple digital platforms, including email, mobile notifications, and website prompts. Each invitation clearly outlines the survey topic, estimated completion time, and available incentives, ensuring participants are well-informed and motivated to participate.

Insightcents continuously monitors and refines these processes to provide an optimal participant experience while delivering high-quality, precise data for our clients. By using advanced systems and methodologies, we uphold the highest standards in survey research and data collection.

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

At Insightcents, we prioritize delivering an exceptional participant experience by minimizing frustrations and ensuring a smooth, efficient survey qualification process.

### Time Limit for Routing

We implement strict time constraints to ensure participants are quickly matched with relevant surveys. Our advanced system reduces routing time, typically securing a match within minutes. If a participant does not qualify within the set time frame, they are promptly notified and provided with alternative options or the opportunity to be alerted about upcoming surveys that may better suit their profile.

### Enhancing Participant Experience

To minimize participant fatigue, we optimize waiting times and streamline each survey interaction for maximum efficiency. Our continuous monitoring and refinement of these processes guarantee a seamless and engaging experience for every participant.

### Non-Router Methods

For non-router methods, participants are directly assigned to surveys based on their profiles and availability. This further reduces delays in participation and ensures that the experience remains swift and hassle-free.

Insightcents is committed to providing a user-friendly, effortless experience for all participants, while ensuring the highest standards of data quality for our clients.

## 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?

At Insightcents, we prioritize transparency, ensuring that potential participants are fully informed before engaging in any survey.

### Survey Topic

Participants receive a clear and concise description of the survey, allowing them to understand the subject matter and assess its relevance to their interests.

### Length of Interview (LOI)

The estimated time required to complete the survey is clearly communicated upfront. This helps participants evaluate whether they can commit to the survey and manage their time effectively.

### Incentives

We outline the rewards or incentives available for completing the survey, ensuring participants understand the value of their time and effort.

This information is consistently communicated across all sampling methods—whether through our extensive panel or intercept sampling channels. From email invitations to panel members to real-time prompts for intercept participants, Insightcents fosters a transparent, user-friendly experience that ensures participants feel well-informed and confident in their involvement.





## 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?

At Insightcents, we take a customized approach to survey participation, tailoring each invitation to meet the unique needs of every project. While we don't offer participants a wide range of survey options, we ensure that every invitation is thoughtfully aligned with their specific profile.

### Survey Relevance

Invitations are carefully tailored based on participants' demographic and behavioral data. This ensures that the surveys are both relevant and engaging for each individual.

### Survey Details

Each invitation clearly outlines the estimated time to complete the survey and the incentive offered, allowing participants to make an informed decision about their involvement.

This targeted approach allows us to collect high-quality responses while respecting participants' time. By ensuring an optimal match for each project, we deliver both efficiency and reliability in data collection, meeting the highest standards for our clients.



## 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?

At Insightcents, we understand the importance of providing fair incentives to participants while maintaining the flexibility to adjust rewards as needed to enhance participation rates and data quality. Our incentive system is designed to allow for increased rewards, particularly when targeting hard-to-reach demographics or boosting response rates during a survey. Reductions in incentives are rare, as we focus on preserving trust and fostering long-term engagement with our participants.

### Customized Adjustments

Incentive adjustments are tailored to specific sub-groups or quotas within the survey, ensuring balanced representation across diverse demographic segments and maintaining fairness.

### Transparency and Accountability

Any changes to incentives are clearly flagged at the participant level within the dataset, enabling precise tracking during analysis. This transparency ensures that all adjustments made throughout the survey process are accurately accounted for, upholding data integrity.

By offering flexible and transparent incentive structures, Insightcents fosters participant satisfaction, encourages higher engagement, and ensures the collection of reliable, high-quality data. This approach supports the delivery of impactful insights for our clients.



## 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)?

Insightcents actively evaluates participant satisfaction on a project-by-project basis. We collect valuable feedback from participants on a regular basis, focusing on key aspects such as question clarity, survey length, and the perceived fairness of incentives. This feedback is essential for enhancing participant engagement and improving satisfaction in future projects.

### Normative Data Insights

We maintain an extensive database of normative data from similar projects, segmented by survey length, research type, subject matter, and target audience. This allows us to identify common satisfaction trends and refine our approach to continually enhance participant experiences.

By consistently monitoring and integrating participant feedback, Insightcents ensures a smooth, engaging, and productive survey experience that benefits both our clients and panelists. This commitment to feedback-driven improvement helps us deliver high-quality, reliable data while fostering long-term participant loyalty.



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

Yes, Insightcents provides a comprehensive debrief report for all full-service projects as part of our standard process. For online projects, debrief reports are available upon client request. Our debrief report typically includes:

### **Project Overview:**

A summary of the project's objectives, methodologies, and key deliverables, ensuring clarity on the project's scope and outcomes.

### **Demographic Information:**

Detailed insights into respondent demographics, providing a clear understanding of the sample composition.

### **Key Metrics:**

Performance data such as invitations sent, response rates, and survey completion rates, offering a view into survey effectiveness.

### **Dropout Analysis:**

Identification of points where respondents disengaged, helping optimize future research.

### **Issues and Resolutions:**

A summary of challenges encountered and the measures taken to address them, ensuring process transparency.

For clients requiring a debrief report for online projects, we are happy to provide one upon request. Our focus is on delivering clear, actionable insights that support informed decision-making for future studies.

# Data Quality & Validation





**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?**

At Insightcents, we carefully manage survey participation frequency to maintain high-quality data and minimize participant fatigue. Participants are typically allowed to take part in up to two surveys within a 24-hour period, ensuring balanced engagement while maintaining the quality of responses.

We closely monitor the total time each participant spends on surveys to avoid fatigue. Participation is generally capped at approximately 45 minutes per day, allowing for sustained engagement and high-quality responses without overburdening respondents.

These participation limits are consistently applied across all sample sources, with the same guidelines for both panel members and intercept participants. However, we remain flexible, making adjustments based on project needs or participant feedback, ensuring that we balance flexibility with data integrity.

To efficiently manage and track survey participation, Insightcents utilizes a real-time tracking system that logs each participant's survey history. This system helps prevent over-invitation, ensuring that respondents are not fatigued or exposed to too many surveys, contributing to both a positive participant experience and the accuracy of collected data.



**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?**

At Insightcents, we maintain detailed and robust records for each participant to ensure top-tier data quality and optimize survey management. Our comprehensive participant tracking includes:

**Participation History:** We monitor recent survey participation, documenting topics, durations, and the incentives earned by participants, allowing us to track engagement.

**Date of Entry:** The date a participant joins our panel is recorded, helping us assess panel engagement and behavior over time for better project planning.

**Source/Channel:** We track how participants are recruited, whether through our proprietary panel, partner panels, or other sources, providing insight into the effectiveness of our recruitment channels.

**Login Activity:** We log participants' last login and survey start dates, giving us a clearer picture of their engagement levels with the platform.

**Incentive History:** Detailed records of the rewards and incentives participants have received for their participation, helping us tailor future offers and track participation motivations.

**Profiling Information:** We capture essential demographic and behavioral data that enables us to align the right surveys with the appropriate audience for more relevant insights.

Insightcents is capable of providing clients with in-depth project-level analyses of this individual-level data upon request. This enables clients to gain a deeper understanding of the sample composition, supporting better decision-making throughout the research process.

Additionally, we ensure that all participant data is handled securely, in full compliance with data protection regulations. Any shared data is anonymized and aggregated to safeguard participant privacy, maintaining the integrity and confidentiality of all information.

**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.**

At Insightcents, we apply rigorous identity verification procedures at the project level to ensure the integrity and reliability of the data we collect. These measures are implemented as participants enter a survey or routing process:

**Login Authentication:** Participants are required to log in using a unique username and password to access surveys, providing a foundational layer of security that prevents unauthorized access.

**Digital Fingerprinting:** Insightcents uses advanced digital fingerprinting technologies to create unique identifiers for each participant, based on their IP address, device ID, and browser information. This helps detect and prevent duplicate or fraudulent accounts, ensuring the authenticity of respondents.

**Mobile Authentication (OTP Verification):** To further verify participant identity, we send a one-time passcode (OTP) to the participant's registered mobile number. Participants must enter this code to access the survey, confirming they are associated with a valid, verified individual.

**Geo-IP Validation:** We utilize services such as MaxMind to validate participant IP addresses, filtering out proxies and blacklisted IPs. This process helps maintain the integrity of our data by excluding potentially fraudulent users.

By integrating these multiple layers of identity verification, Insightcents ensures that participants are genuine, the data collected is accurate, and our surveys meet the highest standards of quality and security.

**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 Insightcents, we prioritize maintaining source consistency and blending at the project level to ensure the reliability, validity, and comparability of our data, particularly for tracking studies.

**Source Consistency Management:** Insightcents carefully monitors and maintains comprehensive records of each participant's origin, including their source and entry date. For every project, we track and adjust the distribution of participants from various sources to achieve the desired blend, ensuring consistency throughout the study.

**Ensuring Consistency Over Time:** To ensure sample consistency across study waves, we implement standardized recruitment practices. This involves using the same selection criteria and recruitment channels for each wave, preserving the sample composition for accurate longitudinal data analysis.

**Reporting and Transparency:** Insightcents provides clients with detailed reports outlining sample blends and sources. These reports include the proportion of participants from each source and any variations across waves, helping clients understand how sample composition influences survey outcomes.

**Appending Source Information:** We can append source data to participant records, allowing clients to conduct deeper analyses on how source variations may impact survey results. This level of transparency enhances the quality of our data and supports our commitment to providing actionable insights.

By adhering to these practices, Insightcents ensures the integrity, consistency, and transparency of our data, delivering high-quality, reliable insights that empower clients with accurate and actionable information.

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?

At Insightcents, we place a strong emphasis on participant quality and data integrity, employing a comprehensive system to track participant performance and engagement throughout their interaction with our platform. Our participant quality tracking system integrates health metrics and proactive measures to uphold high data quality standards across all projects.

#### Quality Tracking Metrics:

- **Response Consistency:** We continuously monitor participant responses for inconsistencies or unusual patterns, such as contradictions or excessively repetitive answers, which may indicate low-quality data.
- **Completion Rates:** We track survey completion rates and identify participants who frequently drop out or fail to fully engage with the survey. This helps us manage respondent behavior and prevent data bias.
- **Response Patterns:** By analyzing response patterns like straight-lining or identical answers, we can detect signs of participants speeding through surveys without genuine engagement.
- **Behavioral Flags:** We utilize device and behavioral checks to flag participants whose responses or activities display suspicious or inconsistent patterns.

#### Quality Management Processes:

- **Quality Score:** Each participant is assigned a dynamic quality score based on their participation history and response behavior. This score guides our decisions regarding future survey invitations and ensures only high-quality respondents are invited.
- **Quarantine Status:** If a participant exhibits signs of providing poor-quality data, they may be placed on "quarantine" status, limiting their participation while their behavior is assessed further.
- **Blocking:** Participants who repeatedly fail to meet quality standards are blocked from further participation, ensuring that only reliable respondents are included in our studies.



- **Data Comparison and Validation:** We compare participant profile data with in-survey responses to identify discrepancies. Any inconsistencies between their known data and survey answers trigger further investigation, and participants with persistent discrepancies may be flagged or excluded from future surveys.
- **Advanced Monitoring:** Using real-time analytics, Insightcents continuously monitors participant behavior and data quality. This proactive approach allows us to detect and address potential issues before they affect the quality of our data.

By implementing these rigorous procedures, Insightcents ensures that participants provide consistent, high-quality responses, enabling us to deliver accurate, actionable insights to our clients while maintaining a positive and productive experience for all panel members.



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

At Insightcents, we implement a comprehensive set of procedures to minimize or eliminate undesirable in-survey behaviors, ensuring the collection of high-quality and reliable data. These strategies are specifically designed to address issues such as random responding, inconsistent answers, and rapid survey completion, safeguarding the integrity of our data.

**Random Responding:** To detect random responses, we strategically place trap and red herring questions throughout the survey. These questions help identify participants who may not be providing thoughtful or engaged answers. Respondents who fail these checks are flagged for further review.

**Illogical or Inconsistent Responding:** Insightcents uses cross-check questions to ensure response consistency within the survey. Any discrepancies between answers trigger a deeper investigation into the participant's data to uncover potential inconsistencies or errors.

**Overuse of Item Non-Response (e.g., “Don’t Know”):** We monitor the frequency of non-responses, such as “Don’t Know” answers, and establish a threshold to prevent excessive use. When the threshold is surpassed, responses are reviewed for validity, and any issues arising from overuse are flagged.

**Inaccurate or Inconsistent Responding:** By comparing survey answers with each participant's profile data, we can identify discrepancies or significant deviations. This ensures data integrity and confirms that responses align with known participant details.

**Incomplete Responding:** Incomplete surveys are automatically flagged and excluded from the final dataset. We also track dropout rates and patterns of incomplete responses to identify any survey design issues that may be contributing to high abandonment rates.

**Too Rapid Survey Completion:** We monitor survey completion times to ensure participants engage thoughtfully with the questions. Participants who finish surveys unusually quickly are flagged for review, as this often indicates a lack of attention or genuine engagement.

These procedures combine automated checks and manual oversight, blending the efficiency of technology with the careful scrutiny of our data team. By continuously monitoring participant behavior in real time, Insightcents can take immediate action if any undesirable behaviors are detected, ensuring the accuracy and quality of the data we provide to our clients.



# Policies & Compliance





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.

You can find our participant privacy notice at the following link: [Privacy Notice](#). Below is a summary of the key points addressed in the policy:

- **Information Collection:** We outline the types of personal and non-personal data collected from participants, including survey responses, demographic information, and technical data (e.g., IP addresses, device details).
- **Purpose of Data Use:** The data we collect is used solely for market research purposes, helping us enhance our services and deliver valuable insights to our clients.
- **Data Sharing Policies:** We explain the circumstances under which participant data may be shared with third parties, such as for research collaborations or data analysis, all while adhering to strict confidentiality and privacy standards.
- **Security Practices:** Our privacy policy outlines robust security measures in place to protect participant data, including encryption, secure storage, and safeguards against unauthorized access or data breaches.
- **Data Retention and Disposal:** The policy specifies the duration for which participant data is retained and the secure disposal processes implemented once the data is no longer required.
- **Participant Rights:** We inform participants of their rights, including the ability to access, correct, or delete their personal data. The policy also details how participants can exercise these rights.
- **Policy Updates:** We notify participants about any updates to the privacy policy and ensure they understand how these changes may impact the handling of their data.
- **Contact Information:** Clear contact details are provided for any questions or concerns related to privacy or data handling.

Our privacy policy is designed to ensure compliance with relevant data protection regulations, ensuring transparency, trust, and control over how participant data is managed.





**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?**

At Insightcents, we are fully committed to complying with all relevant data protection laws and regulations in the jurisdictions where we operate. Our approach to data privacy is thorough, proactive, and designed to maintain the highest standards, as outlined below:

- **Legal Basis for Processing Personal Data:** The primary legal basis for processing personal data at Insightcents is explicit consent. We ensure that participants are fully informed about the purpose of data collection, how their data will be used, and who will have access to it before we collect any data. This consent is obtained transparently and in an easily understandable way.
- **Data Breach Response:** Insightcents has implemented a comprehensive data breach response plan to quickly identify, mitigate, and report any potential data breaches to the relevant authorities and affected individuals in accordance with applicable laws. Our team members undergo regular training to ensure preparedness in the event of a data breach.
- **Cross-Border Data Transfer:** For cross-border data transfers, Insightcents ensures that necessary safeguards, such as standard contractual clauses, are in place to protect data during transfer. We work exclusively with third-party data processors who are contractually required to comply with applicable data protection laws and ensure that data protection standards are maintained throughout the transfer process.
- **Data Retention:** Our data retention policy ensures that personal data is only kept for the period necessary to fulfill the purpose for which it was collected. We adhere to legal retention requirements and securely dispose of data once it is no longer needed. Participants also have the option to request the deletion of their data in alignment with our retention schedules.

- **Data Protection Officer (DPO):** Insightcents has appointed a Data Protection Officer (DPO) to oversee our data protection strategies and ensure compliance with all relevant laws and regulations. The DPO is available for any data protection-related inquiries or concerns. Please reach out to us via [Contact Us](#).

We continuously monitor and review our data protection practices to ensure they remain aligned with legal requirements and industry standards. This proactive approach helps us maintain the trust of our participants and ensures the integrity of our market research.



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

At Insightcents, we place a strong emphasis on transparency and ensuring participants retain full control over their personal data. Our processes for providing, managing, and updating consent are designed to comply with relevant data protection regulations, guaranteeing that participants have complete control over their data, whether sourced from our proprietary panel or external collaborators.

- **Providing Consent:** At the time of registration or prior to participating in any survey, participants are thoroughly informed about the purpose of data collection, how their data will be used, and who will have access to it. Explicit consent is obtained before any personal data is processed.
- **Managing and Revising Consent:** Participants can easily manage and revise their consent preferences through their personalized user portal. Should they wish to withdraw consent for any ongoing or future data processing, they have the option to do so at any time. We respect their decisions and immediately cease processing their data for the specified activities.
- **Access, Correction, and Deletion:** Participants are granted access to view, correct, or delete their personal data through the user portal. All requests are handled promptly, ensuring full compliance with applicable data protection laws and regulations.
- **Support Channels:** Insightcents provides multiple support channels to assist participants in managing their consent preferences and addressing any privacy-related concerns. This includes email support, a dedicated hotline, and a ticketing system within the portal. Our support team is committed to resolving inquiries related to personal data, privacy policies, or consent preferences within 72 hours.
- **Third-Party Sample Sources:** When utilizing third-party sample sources, we ensure that our partners adhere to the same high standards for obtaining and managing participant consent. We work exclusively with trusted partners who prioritize participant rights and maintain strict data privacy standards.

By maintaining these procedures, Insightcents guarantees participants the flexibility to manage their consent preferences, reinforcing our dedication to privacy and ensuring compliance with data protection laws.



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

At Insightcents, we take a proactive stance to ensure full compliance with all relevant laws and regulations, particularly those governing participant incentives. Our commitment to legal adherence and ethical practices is reflected in the following measures:

- **Dedicated Compliance Team:** Insightcents maintains a specialized compliance team that continuously monitors updates to laws and regulations across the global jurisdictions in which we operate. This ensures that our incentive practices remain in strict alignment with all applicable legal requirements.
- **Regular Legal Reviews:** We conduct regular internal reviews of our policies to ensure they are updated in accordance with any changes in legislation, especially those pertaining to participant incentives. This ongoing process helps us stay aligned with evolving legal standards.
- **Staff Training:** We offer continuous training for staff members involved in managing participant incentives, ensuring they are well-versed in the legal framework and are equipped to comply with the latest regulations.
- **External Legal Counsel:** In complex legal matters, we consult with external legal experts to ensure the accurate interpretation and application of legal requirements concerning participant incentives and other operational aspects.
- **Participant Communication:** Transparency is a key priority. We clearly inform participants of any legal or regulatory changes that could impact their participation or the incentives they receive. This open communication fosters trust and ensures participants are fully informed.
- **Industry Association Memberships:** Insightcents is an active member of prominent industry associations, providing us with valuable resources and updates to stay informed about industry-specific legal developments and best practices.

By adhering to these practices, Insightcents ensures full compliance with applicable laws and regulations, protecting participant rights and maintaining the integrity of our research processes.

**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?**

At Insightcents, we are unwavering in our commitment to maintaining the highest ethical and legal standards, particularly when conducting research involving children or young individuals. Our practices align with the guidelines established by industry-leading organizations such as ESOMAR and ensure full compliance with all applicable data protection laws.

**Key Practices:**

- **Age Verification:** As part of the registration process, participants are required to submit their date of birth. To be eligible to join our panel and participate in surveys, all participants must be 18 years of age or older.
- **Parental Consent:** For research involving minors under the age of 18, we implement a robust parental consent process. Minors are only recruited after obtaining explicit consent from their parents or legal guardians. Parental consent is mandatory before any minor can participate in any survey.
- **Commitment to Ethical Standards:** By adhering to these protocols, Insightcents ensures that the rights and privacy of children and young individuals are rigorously protected throughout the research process. Our dedication to ethical standards and legal compliance is fundamental to every stage of data collection.

Insightcents is committed to safeguarding the interests of all participants, including young individuals, and upholding the integrity of the research process.



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

At Insightcents, we prioritize "data protection by design" in all aspects of our operations, ensuring that the privacy and security of participant data are integral to every stage of our projects. This commitment guarantees that data protection is embedded into the design, development, and execution of all systems and processes.

**Implementation Steps:**

- **Initial Design and Planning:** Privacy and data protection are central considerations from the outset of every research project. Insightcents conducts comprehensive privacy risk assessments to identify potential privacy concerns early and address them proactively, ensuring minimal exposure of sensitive data throughout the project lifecycle.
- **Data Minimization:** Insightcents adheres to the principle of data minimization, collecting only the data that is essential for achieving specific research objectives. This practice reduces the collection of unnecessary personal data and aligns with industry-leading privacy standards.
- **Encryption:** All personal data is encrypted both during transmission and at rest. This robust encryption ensures that, even in the event of unauthorized access, data remains protected and unreadable.
- **Access Controls:** Strict access controls are implemented based on roles and responsibilities. Sensitive data is only accessible to authorized personnel, ensuring that personal information remains confidential and secure.
- **Anonymization:** Where feasible, Insightcents anonymizes participant data by using unique identifiers in place of personal details. This ensures that survey responses cannot be traced back to any individual participant, enhancing privacy protection.
- **Continuous Monitoring:** Insightcents employs continuous monitoring to identify potential security risks. Our systems are designed to promptly detect and respond to any suspicious activity, ensuring real-time protection of participant data.

- **Employee Training:** All Insightcents staff undergo regular privacy and data protection training, ensuring they are equipped to handle personal information securely and understand the importance of maintaining data security.
- **Regular Reviews and Audits:** Insightcents conducts periodic reviews and audits of its data protection measures. Findings from these reviews drive continuous improvements to ensure ongoing compliance with evolving privacy regulations.

By embedding data protection into the foundation of all our processes and systems, Insightcents ensures that privacy and security remain central to our operations, protecting the personal data of our participants and maintaining the trust our clients place in us.



**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?**

At Insightcents, we have established a robust information security compliance program to ensure the protection of the data and systems we manage. This program is based on industry-leading best practices and aligns with the most respected security frameworks, safeguarding the confidentiality, integrity, and availability of all data we handle.

**Key Elements of Our Information Security Compliance Program:**

- **Framework Compliance:** Insightcents adheres to globally recognized standards, including ISO 20252:2019, to guide our information security management. Our policies, procedures, and controls are aligned with these standards, providing a solid framework for managing data security efficiently.
- **Asset-Based Risk Assessment:** Insightcents regularly conducts asset-based risk assessments to identify potential threats to both physical and digital assets. We evaluate the likelihood and impact of these risks and implement tailored mitigation strategies to safeguard all tangible and intangible assets.
- **Internal Audits:** Our internal audit process ensures that our security controls are effective and that we comply with internal policies, regulatory requirements, and industry standards. These audits help us identify areas for improvement, ensuring continuous compliance with data protection and security regulations.
- **Incident Response Plan:** Insightcents has a detailed incident response plan outlining the procedures for addressing security breaches. This plan includes protocols for identifying, isolating, and responding to threats, and establishes timelines for notifying affected parties and regulatory authorities, in line with legal requirements.
- **Access Control:** Insightcents enforces stringent access controls, ensuring that only authorized personnel can access sensitive data. We implement robust authentication methods and role-based access controls to reduce the risk of unauthorized access to critical information.

- **Data Encryption:** We protect sensitive data through advanced encryption techniques for both data at rest and in transit. This ensures that even if data is intercepted, it remains encrypted and unreadable without the proper decryption key, maintaining confidentiality.
- **Training and Awareness:** All Insightcents employees undergo ongoing training on information security best practices. This ensures that they are equipped to handle data securely and can identify and respond to potential security threats effectively.
- **Compliance Monitoring:** We continuously monitor and assess our security measures to ensure compliance with industry standards and relevant regulations. This helps maintain a strong security posture and ensures we stay informed about emerging threats and evolving regulatory requirements.

**Additional Measures:**

- Regular system updates and maintenance to address vulnerabilities and enhance security.
- Collaboration with external experts for security reviews to stay updated on the latest compliance standards.

By implementing these comprehensive measures, Insightcents ensures the highest level of information security, protecting the data we manage and preserving the trust that our clients and participants place in us. We are committed to maintaining the highest standards of data security and privacy.



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

At Insightcents, we are proud to be ISO 20252:2019 certified, reflecting our unwavering commitment to maintaining the highest standards in market research practices. This certification ensures that we operate under a rigorous framework designed to enhance the consistency, quality, and reliability of our research services.

### Key Elements of Our ISO 20252 Certification:

- **Systematic Process Management:** We follow structured research processes, with well-defined roles, responsibilities, and standardized procedures, ensuring consistency and quality across all phases of our projects.
- **Data Protection and Information Security:** Our commitment to safeguarding participant data is paramount. We have implemented robust policies that protect personal information, ensuring compliance with global data protection standards.
- **Continuous Improvement:** Our dedication to excellence drives us to regularly evaluate and refine our methods. We embrace emerging trends and industry best practices to ensure that we deliver actionable, high-quality insights to our clients.
- **Quality Control:** We have comprehensive quality control measures in place throughout the entire research process—from participant recruitment to data analysis—to maintain the accuracy and integrity of the data we collect.

By adhering to ISO 20252 standards, Insightcents ensures that all research is conducted with the highest level of professionalism and quality, providing our clients with reliable and insightful results.



# Metrics & Data Health



**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.**

At Insightcents, we provide comprehensive reporting on key metrics such as participant demographics, panel member profiles, survey completion rates, and panel engagement over time. Below are some of the essential reports we offer:

**Demographic Data:**

We offer detailed reports on the demographic makeup of our panel, including age, gender, location, and other relevant characteristics, giving you a clear understanding of the composition of our participant pool.

**Profiles:**

We ensure participant profiles are consistently updated to accurately reflect the diversity and background of our respondents, enabling targeted and relevant survey participation.

**Survey Completion Rates:**

We monitor and report the success rate of survey completions, comparing those completed versus started, and provide segmentation by country and sample source for a deeper understanding.

**Panel Engagement Timeline:**

We track panel member engagement over time, offering insights into participation patterns to ensure consistent and meaningful engagement in surveys.

Insightcents also offers customized reporting options. If you need sample reports or specific data tailored to your project, please don't hesitate to contact our team for further assistance and to request reports that align with your unique requirements.

# Contact Information

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**INSIGHTCENTS LLC**

