



Data quality management procedures



### Respondents recruitment / registrations in the panel

We recruit panel members through a network of affiliates, ads in social networks and ads in search engines.

The panels are open to all, but there is a double opt-in email verification included in all. Panelists won't be able to register more than once with the same credentials.

During their lifetime in the panel respondents would experience multiple data quality surveys. Those surveys aim to review their engagement and quality. If they fail the quality check controls – they are being removed from the panel.



### Participation in surveys / limitations

Participation in surveys is strictly limited to one occurrence per individual.

We have internal invitation rule aiming to maintain a reasonable time gap between different survey engagements, aiming to minimize any potential survey fatigue and maintaining the quality and reliability of their responses.

We do record and store all individual participant data. All the activity of the respondents in surveys is captured and stored in our system. These insights allow us to better understand the behavior of our respondents, to improve the services that we provide. Data is stored in an anonymized way in order to ensure GDPR requirements/regulations are met.

Before respondents enter a certain survey - they are made aware of the potential incentive that they can win if the survey is completed successfully, along with the length of the interview in minutes.



### Health metrics / quality controls

We employ controls to ensure the authenticity and identity verification of panelists when accessing surveys: duplicate controls, reCAPTCHA controls, demographic controls.

At the beginning of every survey - the participants are required to answer quality check questions. In a random set of surveys - we also ask respondents about their birthdate. If their birthdate is different from what they have selected in their profile - their participation gets flagged as potentially fraudulent.

If respondents have not participated in any surveys within a 6-month period - their panel registration automatically gets deleted. They will no longer be able to log in with their account and will no longer be able to receive invites for future surveys.



### Quality controls before the surveys

In order to maintain the high-quality data on our side - we have implemented multiple data quality checks in our survey templates. These checks help us ensure that respondents would provide accurate responses, they pay attention to the survey questions, they are engaged. The quality checks include:

**Over-reporting questions** - through a set of questions (respondents would only see 1 from that set, randomly) - we determine if respondents are trying to over-qualify for the surveys

**Under-reporting questions** - through a set of questions (respondents would only see 1 from that set, randomly) - we determine if participants are trying to under-report in surveys

**Knowledge check** - we ask respondents a question about basic knowledge, a math question, or to select the color of a known object that we share - if they fail - they will disqualify and will not enter the survey

**Attention in surveys** - respondents are being asked to select a specific answer from a list of answers

If respondents fail any of the above controls – they will get flagged and potentially removed from the panel if they fail them once more.





Thank you