



ALPHA RESEARCH

ESOMAR 37 Booklet

To help buyers of online sample.



ABOUT COMPANY

Clarity That Drives Decisions



At **Alpha Research**, we believe powerful insights are built through true collaboration.

Our agile methods and global reach empower forward-thinking businesses to transform market uncertainty into strategic clarity. From idea to execution, Alpha is your committed partner—delivering intelligence that drives results, every step of the way.

Powered by intelligent profiling and real-time first-party data, we deliver mission-critical insights across B2C, B2B, and healthcare ecosystems.

Beyond data collection, we design end-to-end insight journeys. From concept testing and customer experience measurement to market sizing and brand diagnostics, our tailored research frameworks are built to enable strategic clarity, innovation, and sustainable growth.

With a disciplined focus on data integrity, transparency, and agility, **ALPHA Research** partners with brands, agencies, and consultancies to elevate decision-making with confidence. Whether through robust survey methodologies or technology-enabled insight platforms, we ensure every data point delivers impact—faster, smarter, and with purpose.

**Data is the footprint
Insight is the destination** •



Company Profile

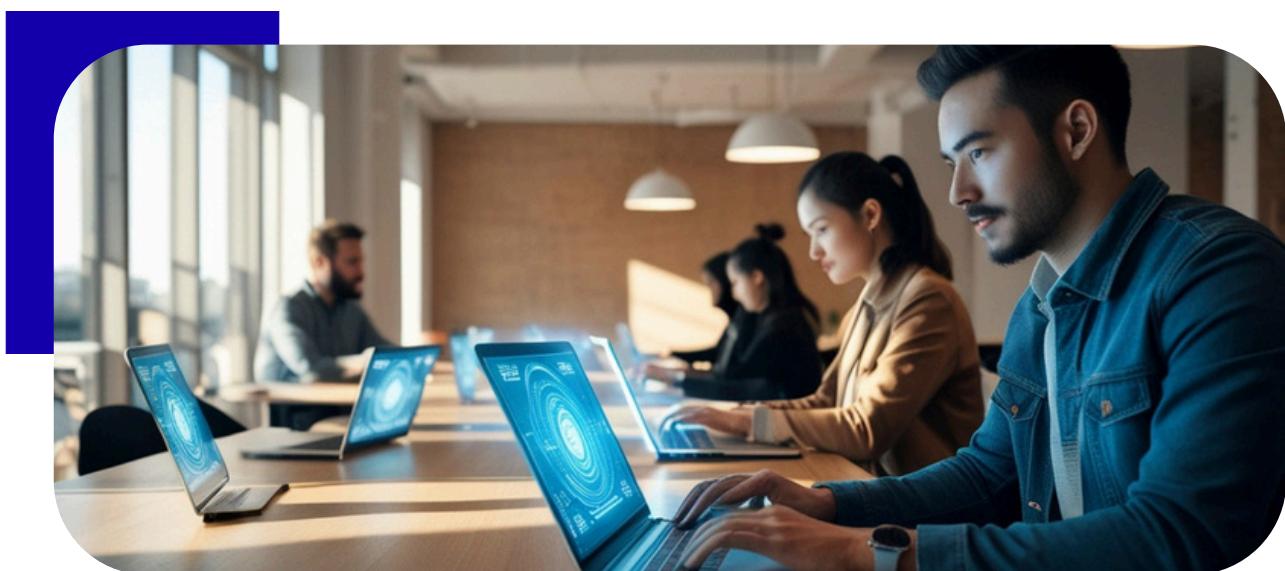
Powering organizations with clarity, speed, and actionable intelligence.

01

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 **ALPHA Research**, our focus is on delivering premium online participant samples tailored to meet the specific requirements of market intelligence and insight generation. With more than eight years of experience in the research industry, we have strengthened our ability to capture actionable insights through a carefully managed and continuously validated pool of survey respondents.

Our global reach spans over 25 countries and includes access to more than 6 million respondents, ensuring diverse, reliable, and high-quality data across multiple industry sectors. These include B2B, B2C, and healthcare research, enabling us to support a wide range of study objectives with precision and confidence. **ALPHA Research** has built a strong reputation within the market research community through its robust and efficient sample management processes. Each respondent is profiled using an in-depth questionnaire consisting of 50+ data points, allowing for accurate audience segmentation. This rigorous screening approach enables us to reach audiences ranging from the general population to highly specialized and hard-to-reach segments. While our core expertise lies in market research sampling, we also provide solutions that support direct marketing and customer engagement initiatives. However, the majority of our work is dedicated to market research, where we consistently deliver reliable, accurate, and actionable insights. Whether utilizing traditional survey methodologies or advanced, custom-designed sampling approaches, **ALPHA Research** remains committed to providing high-quality data that empowers organizations to make informed, strategic decisions.



02

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 **ALPHA Research**, we recognize the critical role that advanced sampling methodologies play in ensuring the reliability and accuracy of market research outcomes. To support this, we maintain a dedicated team responsible for the design, oversight, and continuous enhancement of our automated processes and sampling algorithms. This team combines deep technical expertise in data analytics and sampling techniques with practical experience in the market research industry, enabling the delivery of precise and effective sampling solutions.

Our operational teams receive ongoing support through targeted training programs designed to strengthen their capabilities in sampling strategies, data collection, and quality assurance. All new team members undergo a structured onboarding process that blends theoretical learning with hands-on application, ensuring they are fully equipped to meet diverse project requirements. This foundational training is reinforced through continuous professional development initiatives, including regular refresher sessions and practical workshops.

To stay aligned with evolving industry standards, we foster a culture of continuous learning by encouraging participation in industry forums, webinars, and internal knowledge-sharing initiatives. This commitment to ongoing skill development ensures our teams remain proficient in the latest best practices, allowing us to consistently meet client expectations and deliver exceptional service.



03

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 ALPHA Research, we deliver a wide array of services crafted to address the varied requirements of our clientele, extending considerably beyond just gathering samples. While our core strength is providing top-tier online samples, our comprehensive suite of data acquisition and analytical solutions ensures that every stage of the research journey is covered. Our key offerings include:

- **Market Insight Services:** From crafting bespoke research approaches to executing fieldwork, we deliver comprehensive market research support, covering in-depth data collection, analysis, and the generation of reports. Our personnel are equipped to manage a broad spectrum of research initiatives with accuracy and efficiency.
- **Data Acquisition:** We provide a range of data collection techniques customized to our clients' specifications, including web-based surveys, telephone interviews, in-person discussions, and group focus sessions (FGDs). This adaptability guarantees we capture the most pertinent data for every undertaking.
- **Tailored Panel Offerings:** Our expanding and diverse online participant pool allows us to supply targeted samples across different geographic areas and business sectors, ensuring we fulfill the specific needs of any research project.
- **Programming and Infrastructure:** We offer programming and hosting capabilities to facilitate optimized market research questionnaires. Our technology and skill ensure seamless execution for enhanced insights.

At ALPHA Research, we are dedicated to providing adaptable service structures, including complete support and customized options that align with the distinct requirements of our clients. Whether your need is solely for samples or a full research package, we guarantee high-quality, dependable outcomes.



04

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

At ALPHA Research, we acquire participants by drawing from both our exclusive panel and tactical intercept approaches, ensuring premium, varied samples that align with the precise requirements of our clientele.

- **Panel Origins:** Our primary source is our proprietary online panel, comprising over 6 million individuals across more than 25 nations. These panellists join willingly via a multi-stage opt-in procedure that involves email verification and a quality assessment survey to confirm their suitability. This rigorous recruitment strategy helps us maintain a highly active and dependable pool of contributors representing diverse demographic and psychological profiles. We recruit panellists through multiple avenues, including online promotions, email invitations, and collaborations with reputable third-party platforms.
- **Intercept Origins:** In addition to our main panel, we employ intercept techniques when there is a need to target particular audience segments or groups that might be less represented in our panel. These intercepted individuals are sourced from various online environments, such as affiliate networks and social media platforms, where we engage potential participants using targeted outreach. This adaptable methodology allows us to enhance the diversity of our sample base and ensure we can meet specific research objectives.

By integrating these two sources, we retain the flexibility to deliver high-quality, representative samples while adhering to the utmost standards of data integrity, privacy, and security.



05

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

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At **ALPHA Research**, we primarily obtain our samples from our exclusive online panel, which constitutes roughly 75% of the total sample volume delivered to clients.

This panel is entirely managed and owned internally, allowing for strict oversight regarding participant recruitment, data integrity, and confidentiality. Our panel consists of individuals who have willingly consented to take part in market research studies, thereby ensuring an engaged and dependable pool of respondents. For projects necessitating a more varied set of participants or targeting specific demographics not fully represented within our own panel, we utilize intercept techniques.

These external sources account for approximately 25% of the total sample. Intercepted participants are enlisted through reliable external platforms, such as affiliate networks and social channels, and we uphold the identical stringent standards for data quality and privacy with these respondents. While our main reliance is on our proprietary panel, we also offer the flexibility to combine our panel with other high-quality, vetted sample providers when necessary. This approach assists us in ensuring that we meet the unique requirements of each research initiative while upholding the integrity and trustworthiness of the data. We are dedicated to delivering transparent and high-quality sample provision, consistently disclosing to our clients the specific origins utilized for every project.



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?

At ALPHA Research, we employ a varied array of acquisition pathways designed to build and sustain a high-quality and representative pool of participants.

- **Recruitment for Proprietary Panel:** Our principal methods for attracting participants involve focused online promotions, social media initiatives, and incentive-based referral schemes. Individuals joining through these avenues undergo a comprehensive profiling process to confirm their suitability and commitment. For particular segments, we issue direct invitations to ensure we fulfill the unique needs of our clientele. **Specialized Acquisition for Specific Demographics:** For our business-to-business and niche panels, we utilize strategies such as
 - participating in industry gatherings, conferences, and forming alliances with sector-specific bodies. For example, our professional panels in areas like healthcare and technology were developed through direct engagement at relevant industry events and partnerships with reputable institutions. **Intercept-Based Acquisition:** When projects demand wider-ranging or difficult-to-access audiences, we leverage affiliate networks and targeted intercept efforts. These techniques are closely monitored and constitute a minor part of our recruitment
 - activity, ensuring they supplement, rather than compromise, the caliber and integrity of our primary panel.
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- **Regional Adaptations:** Our participant acquisition strategies are modified for different geographical areas based on internet availability and local cultural characteristics. In regions with high digital penetration, we prioritize online campaigns, whereas in others, we place greater reliance on direct outreach and referral programs.

While our participant acquisition relies mainly on invitations, we also maintain the capacity for selective open recruitment in specific scenarios to ensure we can address diverse project requirements. We do not employ probabilistic techniques; instead, our emphasis is on stringent profiling and quality assurance measures to ensure a balanced and geographically representative panel.

07

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

At ALPHA Research, guaranteeing the authenticity, uniqueness, and dependability of our participants forms a fundamental pillar of our recruitment and verification procedures. We deploy a thorough combination of cutting-edge technologies and careful manual assessments to maintain the most elevated standards for data integrity:

- **Email Confirmation:** All individuals participating are required to validate their registration through email verification. This step confirms the legitimacy of the email address and verifies access.
- **Geo-IP Authentication:** We utilize Geo-IP validation to confirm the geographical locations of participants, identifying and excluding proxy or blocked IP addresses to preserve data integrity.
- **Mobile Contact Verification:** Mobile authentication using a One-Time Password (OTP) is employed to validate participants' phone numbers. This process is occasionally repeated randomly for existing members to ensure continued authenticity.
- **Extensive Profiling Questionnaire:** Upon joining, participants complete a comprehensive profiling survey covering over 150 characteristics. This helps us accurately match respondents to suitable studies and detect potential inconsistencies.
- **CAPTCHA and Automated Threat Prevention:** CAPTCHA verification during the sign-up phase ensures that only human participants are permitted, preventing registrations generated by bots.
- **Digital Footprint Technology:** To deter duplication and fraudulent actions, we implement sophisticated digital fingerprinting. This technology tracks device and browser details to ensure each participant is distinct.
- **Activity and Conduct Monitoring:** Our team carries out continuous observation of participant conduct, including survey response patterns, completion durations, and data consistency. Anomalies are flagged and examined for corrective measures.
- **LinkedIn Confirmation for B2B Participants:** For our business-focused panels, additional steps involve cross-referencing details with LinkedIn and other professional networks to confirm the professional affiliations of respondents.

07

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

- **Manual Quality Inspections:** Our dedicated quality assurance personnel manually review new sign-ups and profiles that have been flagged to ensure adherence to our strict criteria. By integrating these multiple layers of authentication, ALPHA Research ensures that our participants are genuine, unique, and uphold the high standards expected by our clients. This robust methodology underlines our dedication to delivering accurate and trustworthy data for every undertaking.



At ALPHA Research, we leverage our exclusive online hub, accessible at <https://ALPHAREsearch.com/>, to connect with participants and facilitate their involvement in surveys. Our platform is built for effortless access and ease of navigation, ensuring individuals can participate smoothly whether they are utilizing a mobile phone, tablet, or desktop computer.

- **Mobile Participation:** Approximately 65% of our participants complete questionnaires using mobile devices, reflecting the current trend towards mobile-first interaction. The remaining 35% take part via desktop or laptop computers. This distribution provides flexibility for respondents while helping maintain strong completion rates across all device types.
- **Survey Alerts:** Opportunities to participate in surveys are primarily conveyed to individuals through email invitations. These messages contain direct hyperlinks to available studies, offering a convenient pathway for engagement. While the majority of respondents (around 70%) access surveys directly via these email links, the remainder visit our platform directly to find and complete available research projects.

We continuously track engagement metrics to refine our communication strategies and enhance the user experience. This approach ensures that ALPHA Research remains a dependable and user-friendly platform for delivering high-quality data to our clients.



09

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

At **ALPHA Research**, we are dedicated to adapting to the distinct preferences and requirements of those we serve: **Fully Managed Offering:** Our comprehensive managed service framework is ideally suited for clients seeking end-to-end support. It covers every stage of the research process—from sample planning and precise targeting to fieldwork management and final reporting. Our experienced project management team ensures seamless execution and the delivery of high-quality data. We also provide strategic guidance tailored to each project's unique objectives, enabling clients to focus on deriving meaningful insights while we handle all operational aspects.



10

If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (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 **ALPHA Research**, we are dedicated to offering openness and adaptability regarding sample makeup, ensuring our clients have confidence in the quality and diversity of the information they receive.

- **Openness:** We furnish comprehensive details about the structure of our samples, including the origins utilized and any external providers involved. For every project incorporating mixed sources, clients are informed about the specific contribution from each origin. This transparency fosters clarity and trust throughout the data gathering process.

- Client Authority:** Clients have the opportunity to provide feedback on sample sources
- during the initial project planning phase. While we uphold strict quality benchmarks for all external sources through a thorough vetting procedure, clients can request or exclude particular sources based on their project requirements. Our project managers work closely with clients to align sample selection with their research aims.

- Integration with External Sources:** When projects necessitate supplementary origins to fulfill specific or niche demands, our integration mechanisms facilitate seamless merging. All respondents from external providers undergo the same stringent quality control measures as our proprietary panel, including checks to eliminate redundancies and preserve data integrity.

- Sample Uniformity for Ongoing Projects:** For longitudinal studies or projects conducted in multiple phases, we establish a clear plan for sample composition from the outset. This ensures uniformity across all waves, maintaining the reliability and comparability of the data over time.

By offering both transparency and influence, alongside robust integration capabilities, ALPHA Research delivers customized, high-caliber samples that align with client objectives while safeguarding data integrity and reliability.

11 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 ALPHA Research, our participant sources are structured to accommodate a broad spectrum of research uses, providing adaptability and flexibility for the requirements of our clients:

- **Product Evaluation and Recall Studies:** Our proprietary panel enables the re-engagement of participants, making it particularly well-suited for product testing and situations involving recalls. Clients have the option to re-contact the same individuals for subsequent studies, allowing for longitudinal perspectives and detailed observation of participant conduct.
- **Survey Duration:** Members of our panel are accustomed to completing surveys of varying lengths. Whether the requirement is for brief, time-sensitive questionnaires or more extensive, longer studies, we ensure that participants remain engaged throughout the process.
- **Device Versatility:** All our questionnaires are accessible regardless of the device being used, ensuring participants can easily complete them on mobile phones, tablets, or desktop computers. For projects mandating a specific device type (e.g., exclusively mobile or desktop), our system can detect and limit access to ensure compliance with the study's specifications.
- **Participant Acquisition for Online Communities and Group Discussions:** We specialize in enlisting participants for online communities and focus groups. By utilizing detailed profiling and stated preferences, we ensure that invitations are extended only to respondents genuinely interested in such forms of engagement, thereby improving the caliber and relevance of the insights gathered.
- **Adaptable Research Categories:** Participants are given the choice to opt into or out of specific categories of research, facilitating targeted recruitment for specialized studies. This capability allows us to effectively address diverse qualitative and quantitative research demands, including in-depth interviews, recruitment for communities, and mixed-method studies.

Our dedication to tailoring participant sources to the specific needs of each research project ensures that ALPHA Research delivers dependable, high-quality information across various applications, thereby enhancing the value of the insights gained by our clients.

12

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

At ALPHA Research, our operational workflow is designed to ensure that each phase, from initial contact to survey completion, contributes to yielding a high-quality sample that accurately reflects the intended population:

- **Initiating the Project:** We commence by collaborating closely with clients to grasp their research objectives, target demographics, and any specific quotas required. This enables us to construct a precise sampling framework customized to the project's specifications.
- **Participant Selection:** Individuals are chosen from our thoroughly profiled database of proprietary panel members. Our selection methodology considers demographic characteristics and quotas such as age, gender, geographical area, and other essential attributes to align with the target group.
- **Distributing Survey Invites:** Invitations are dispatched directly to selected participants via electronic mail and mobile alerts. Each invitation contains comprehensive details about the survey, including its purpose, estimated time investment, and the offered incentive, promoting transparency and engagement.
- **Screening and Involvement:** Participants must initially successfully navigate a screening stage to confirm their eligibility based on the study's criteria. Once screened, they proceed to complete the questionnaire, with continuous real-time monitoring in place to detect issues like hurried responses or consistent answer patterns.
- **Quota Tracking:** Our system actively monitors quotas throughout the data collection period to preserve demographic equilibrium and ensure the sample mirrors the target population. We dynamically adjust recruitment efforts to fulfill quotas efficiently.
- **Quality Validation:** Following survey completion, we implement stringent data verification procedures, including analyzing response patterns, checking for data consistency, and verifying participant genuineness. Invalid submissions are flagged and removed to uphold data integrity.

12

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

- **Demographic Quota Management:** We advise on quotas that align with the research goals, such as nationally representative quotas for studies of the general populace or tailored quotas based on specific audience requirements (e.g., age brackets, income levels, or professional categories). By utilizing detailed participant profiles, we ensure accuracy in targeting and meeting quota requirements.

This systematic approach allows ALPHA Research to provide high-quality, representative samples customized to the distinct research needs of our clients.



13

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 ALPHA Research, we keep comprehensive profiling details for more than 80% of our panel members to ensure precise targeting and the collection of high-quality data. The primary profiling attributes we gather include:

Personal Information: Covering age, gender, location, ethnic background, marital status, educational attainment, and household income.

Lifestyle and Interests: Such as technology adoption, leisure pursuits, travel habits, and media consumption patterns.

Professional Details: Including occupation, sector, job position, and employment status.

Household Composition: Information on the number of people in the household, the quantity and ages of children, and homeownership status.

Product and Service Use: Data concerning product preferences, purchasing behaviors, and brand loyalties.

Data Collection and Refreshing: This profiling information is acquired directly from panel members during the initial sign-up process and through various brief surveys containing profiling questions. Panelists are encouraged to refresh their information at least twice a year. Certain dynamic data points, such as shopping activity or media engagement, are updated more frequently based on ongoing survey responses.

For participants acquired via intercept methods, we collect fundamental demographic data during the survey itself. If they transition to becoming regular panellists, additional profiling data is gathered over time to enhance their profiles.

Data Accuracy and Augmentation: We obtain all profiling data firsthand, guaranteeing its authenticity and correctness. We do not depend on outside sources for this information. Upon client request, we are able to attach this profiling information to datasets, providing valuable context for survey findings and increasing the depth of analysis. Our dedication to maintaining current and detailed participant profiles allows us to provide highly customized samples that align with the specific needs of each research initiative. This approach ensures dependable insights and supports robust decision-making for our clients.

14

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 ALPHA Research, delivering a dependable assessment of whether a project is achievable necessitates precise and comprehensive details concerning the following crucial elements:

- **Research Goals:** A clear grasp of the project's purpose and desired results helps us allocate our resources effectively and determine the most suitable methodology. **Intended Audience Characteristics:** Specifics such as age range, gender, geographical location, and other defining traits of the target group enable us to evaluate the availability and suitability of our panel members. **Required Completions:** The number of completed responses needed directly influences how feasible a project is, its timing, and the strategies for recruiting participants. **Survey Duration (LOI):** The length of the interview impacts how engaged respondents remain and their completion rates, which we factor into our analysis of feasibility. **Qualification Rate (IR):** Knowing the proportion of the population that meets the study's criteria is vital for gauging achievability and setting timelines. **Data Collection Period:** The timeframe allocated for gathering data influences resource allocation and might affect the feasibility for groups with low incidence or those that are difficult to access.
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- **Other Conditions:** Any specified quotas, screening qualifications, or particular client instructions are reviewed to ensure we can fulfill all expectations.

Establishing Parameters for Feasibility Projections: To provide both upper and lower limits around our feasibility estimates, we:
Analyze historical data from comparable projects to benchmark rates of response and completion. Consider current factors like seasonal variations or the intricacy of the project that could influence feasibility. Offer an estimate presented as a range (minimum and maximum anticipated outcomes) to give clients a realistic understanding of potential results. At ALPHA Research, we maintain consistent, open dialogue with our clients, ensuring all assessments of feasibility are clear, straightforward, and aligned with project requirements. This collaborative approach helps ensure successful project execution and the delivery of reliable insights.

15 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 ALPHA Research, we aim to successfully conclude every project efficiently and in line with the agreed-upon specifications. However, should a project encounter feasibility challenges due to unforeseen circumstances, we prioritize openness and quality assurance to secure the best possible outcome for those we serve.

- **Dialogue and Partnership:** If difficulties emerge—such as lower-than-anticipated qualification rates or extended schedules—we promptly notify the client. We provide detailed insights into the issues encountered and collaboratively explore potential remedies, including possible modifications to project parameters, such as quotas or timelines.
- **Incorporating External Contributors:** When supplementary resources become necessary, we enlist carefully assessed third-party providers to complement the project. While we do not automatically disclose the specific identities of these providers, we respect client preferences regarding approved or restricted sources.
- **Upholding Quality Criteria:** Any external sample providers are thoroughly evaluated to ensure their adherence to our quality benchmarks. We utilize robust assessment procedures, including checks on their compliance with industry norms, data protection protocols, and participant quality measures.
- **Continuous Oversight and Quality Control:** Irrespective of the source, all respondents undergo our comprehensive quality assurance procedures. These involve proprietary automated checks to identify and remove duplicate entries or fraudulent activity, digital fingerprinting, and geo-IP verification to safeguard data integrity.
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By maintaining clear communication and implementing consistent quality protocols, we ensure that any necessary project adjustments uphold the trustworthiness of the results while keeping clients fully informed and confident in the process.

16

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 ALPHA Research, we implement effective approaches to fine-tune sample distribution and guarantee the optimal alignment between participants and survey opportunities, while honoring participant preferences and the relevance of the research.

- **Survey Assignment:** We employ a dedicated survey routing system to efficiently direct panel members to the most suitable questionnaires. This system evaluates participant profiles, the specific requirements of the surveys, and past engagement patterns to ensure each individual is matched with studies that best fit their demographic traits and interests.
- **Panel Member Participation:** For individuals within our panel, the routing system presents a selection of available surveys based on their profile information, leading to a high rate of relevant matches. This contributes to improved engagement and higher quality responses.
- **Intercept Participant Handling:** In scenarios involving intercept-based sampling, potential participants are acquired through digital channels and subsequently guided to appropriate surveys based on real-time indicators such as geographical location, IP address, and device type.
- **Invitation Methodology:** Invitations are disseminated via various digital avenues, including electronic mail, mobile alerts, and prompts on our website. These invitations are designed to clearly communicate the survey topic, expected time commitment, and any incentives provided, ensuring participants understand the purpose of their involvement and are encouraged to participate.

We continually monitor and enhance these procedures to ensure both an excellent experience for participants and the delivery of high-quality, accurately targeted data for our clients.

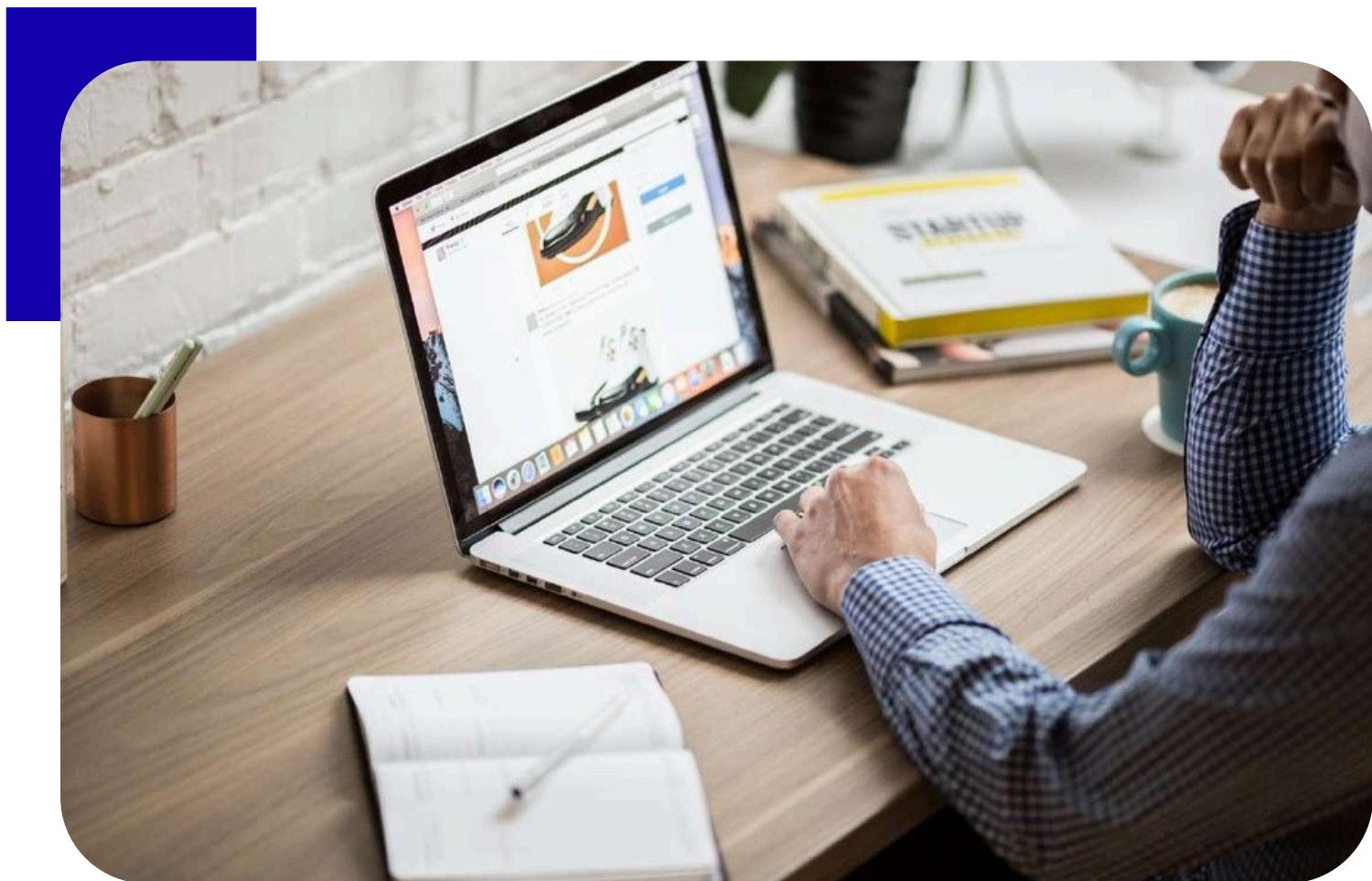
17

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

At **ALPHA Research**, we place a high value on the participant experience and strive to reduce any frustration associated with qualifying for surveys. If an individual is directed through a routing system:

- **Routing Duration Cap:** We enforce strict time limits to ensure participants are connected with relevant surveys quickly. Our system is engineered to minimize the time spent in the router, typically facilitating a match within just a few minutes. If a participant does not qualify within the designated timeframe, they are notified and presented with alternative opportunities or the option to be alerted about future surveys. **Participant Satisfaction:** Our goal is to avoid participant weariness by limiting waiting periods and ensuring each survey interaction is as smooth as possible. We continuously monitor and enhance our procedures to guarantee a positive and engaging experience.

For methods that do not involve a router, we send participants directly to surveys based on availability and their profiles, ensuring an efficient process and minimizing any hold-ups in participation.



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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 **ALPHA Research**, we ensure openness and provide clear information to prospective participants before they decide whether to undertake a survey. The details shared include:

Survey Subject: A concise summary of the survey helps individuals understand the topic and determine if it aligns with their interests.

Estimated Time (LOI): The approximate duration needed to complete the survey is communicated, allowing participants to make an informed choice about whether they can dedicate the necessary time.

Rewards: We plainly state the incentive or compensation for finishing the survey, so participants are aware of what they will receive in exchange for their time and effort. This information is consistently presented across all our sample origins—whether utilizing our proprietary panel or employing intercept methods—to ensure participants are well-informed. Whether we are sending email invitations to our panel members or displaying prompts for intercepted individuals, our goal is to cultivate a transparent and favorable experience for everyone participating.



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 **ALPHA Research**, we adopt a tailored strategy for survey involvement, customized to suit the requirements of each specific project. While we don't present a wide variety of surveys for individuals to select from, we ensure that every survey invitation is relevant to the participant's profile. Here is how we manage this:

- **Survey Appropriateness:** Participants receive invitations to surveys based on their demographic and behavioral data, ensuring the research topic is pertinent to them.
- **Survey Information:** Each invitation contains details regarding the survey's estimated duration and the offered incentive, enabling participants to make a well-informed choice about whether they wish to take part.

This methodology allows us to provide targeted, high-caliber responses while valuing participants' time. By selecting the optimal match for each project, we can guarantee both quality and efficiency in the process of gathering data.



20

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 **ALPHA Research**, we recognize the significance of fairly compensating participants while ensuring the ability to make necessary modifications to enhance participation levels and the quality of data. Our system for incentives offers the adaptability to increase rewards for

difficult-to-accept particularly when aiming to reach demographics or to boost response rates while a survey is live. We seldom reduce incentives, as our priority is to uphold trust and sustained engagement with our participants.

Adjustments to incentives can be tailored for specific sub-segments or quotas within a given survey, ensuring balanced participation across various demographic groups. We guarantee complete visibility by marking any changes to incentives at the individual participant level within the dataset, allowing for straightforward tracking during the analysis phase. This ensures that any modifications made over the course of the survey are accurately accounted for, preserving data integrity.

By providing adaptable incentives, ALPHA Research improves participant contentment, encourages greater involvement, and ensures the acquisition of dependable, high-quality data.



21 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)?

Yes, **ALPHA Research** actively assesses participant contentment at the level of each individual project. We gather valuable input from participants following each survey, evaluating aspects like the clarity of questions, the duration of the survey, and whether the incentives felt equitable. This feedback is crucial for improving participant engagement and satisfaction in subsequent projects. We also maintain a repository of comparative data derived from similar projects, categorized by survey length, research methodology, topic, and target group. This enables us to offer insights into typical satisfaction patterns, helping us refine our strategy and elevate participant experiences over time. By consistently monitoring and responding to participant satisfaction levels, ALPHA Research ensures that both our clients and our panel members benefit from a seamless, engaging, and effective survey interaction.



Yes, ALPHA Research furnishes a debriefing summary after each project concludes when such a report is requested. Our debrief document contains:

- **Project Summary:** A concise overview of the project's aims, methods, and main deliverables.
- **Respondent Characteristics:** Detailed data regarding the demographics of the individuals who participated.
- **Key Performance Indicators:** Metrics such as the volume of invitations dispatched, response percentages, and survey completion rates.
- **Analysis of Attrition:** Insights into points where respondents might have exited or faced difficulties during the survey.
- **Challenges and Solutions:** A summary of any issues encountered throughout the project and the resolutions that were implemented to address them.
- **Participant Commentary:** When available, we include feedback from participants about their survey experience, offering insights into engagement and satisfaction levels.

While we do not routinely share a debrief report for every project, we are readily available to provide one upon a client's request. Our objective is to ensure transparency and to deliver beneficial, practical insights that can improve future project planning and execution.



23

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 **ALPHA Research**, we oversee the frequency of survey involvement to uphold high data standards and minimize participant weariness. Typically, individuals can take part in surveys up to twice within a 24-hour period to ensure a balanced level of engagement and optimal response quality. We also keep track of the total duration each participant spends to prevent survey fatigue. Participants are generally restricted to around 45 minutes of survey engagement per day to avoid overwhelming them, which helps ensure they remain attentive and their responses are of high caliber. Participation limits can differ across various sample origins, with similar guidelines applied to both panel members and those acquired via intercept methods. However, modifications may be made based on project needs or participant feedback, allowing us to remain adaptable while preserving the integrity of the data.

To manage and monitor survey participation, we employ a real-time tracking system that records the survey history of each individual. This system aids us in preventing excessive invitations and ensures respondents are not fatigued or overexposed to surveys, contributing to a favorable experience and accurate data.



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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 ALPHA Research, we keep comprehensive and detailed records for each individual participant to ensure high data quality and optimize the management of surveys. This includes:

- **History of Involvement:** We track recent survey participation, noting the topics, durations, and the incentives earned by individuals.
- **Enrollment Date:** The date when a participant joined our panel, which assists us in observing panel engagement and behavior over time.
- **Origin/Method:** We document how participants were recruited, whether through our exclusive panel, partner panels, or other sources.
- **Platform Activity:** Dates of participants' last log in and when they last began a survey, providing insights into their interaction with the platform.
- **Incentive Log:** Records of the rewards and incentives individuals have been granted for their participation.
- **Profiling Information:** Demographic and behavioral data that helps us match surveys to the appropriate audience.
-

We are able to supply clients with an analysis of this individual-level data at the project level upon their request. This aids in comprehending the sample composition and making more informed choices during the research process. Furthermore, we can append these data points to participant records, ensuring all information is handled with discretion and in adherence to data protection regulations. All data shared is anonymized and presented in aggregate form to safeguard participant privacy.

25

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 ALPHA Research, we implement stringent protocols to verify participant identity at the project level, thus guaranteeing the integrity and trustworthiness of the data we gather. These measures are applied right when a participant attempts to access a survey or our routing system:

- **Access Authentication:** Participants are required to log in using a unique username and password to gain entry to surveys, providing a fundamental layer of security to prevent unauthorized access.
- **Digital Identification:** We employ advanced digital fingerprinting technologies to create distinct identifiers for each individual, based on their IP address, device ID, and browser details. This process helps detect and prevent duplicate or fraudulent accounts.
- **Mobile Verification (OTP Check):** To further confirm the identity of our participants, we dispatch a one-time passcode (OTP) to the participant's registered mobile number. Participants must input this code to proceed to the survey, ensuring each participant is linked to a confirmed and valid person.
- **Geo-IP Confirmation:** We utilize services such as MaxMind to validate participant IP addresses, filtering out proxy connections and blacklisted IPs. This assists us in upholding a high standard of data quality by excluding potentially fraudulent users.

By incorporating these multiple layers of identity confirmation, ALPHA Research ensures that participants are authentic, their data is precise, and our surveys uphold the most rigorous quality benchmarks.



26

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 ALPHA Research, we underscore the importance of managing source uniformity and blend at the project level to ensure data is reliable, valid, and comparable, particularly for ongoing tracking studies.

- **Handling Source Uniformity:** We monitor and maintain detailed records regarding the origin of each participant, including where they came from and their join date. For every project, we track and adjust the proportion of participants drawn from various origins to achieve the desired mix, guaranteeing consistency throughout the study.
- **Ensuring Uniformity Across Time:** To ensure that the origins of our samples remain consistent across different phases of a study, we implement standardized recruitment procedures. This involves employing the same selection criteria and recruitment channels for each phase, thereby preserving the composition of the sample for dependable longitudinal data.
- **Reporting and Disclosure:** ALPHA Research furnishes clients with comprehensive reports detailing sample blends and origins. These reports outline the percentage of participants from each source and any fluctuations across phases, allowing clients to fully comprehend the influence of the sample composition on the survey findings.
- **Adding Source Data:** We can append data about the source to participant records, enabling clients to conduct more in-depth analyses on how the origin might impact survey results. This transparency enhances the caliber of our data and reinforces our commitment to providing actionable insights.

By adhering to these practices, ALPHA Research guarantees the integrity, consistency, and transparency of our data, supplying clients with high-quality, dependable insights.

27

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 ALPHA Research, we take the quality of our participants and the integrity of the data we collect with utmost seriousness, employing a comprehensive framework to track the performance and overall health of individuals throughout their engagement with our platform. Our approach to monitoring participant quality involves a blend of health indicators and proactive steps to uphold rigorous standards for data excellence. **Metrics for Quality Tracking:**

- **Consistency in Responses:** We constantly monitor participants' answers for any anomalies or unusual trends, such as contradictions or overly uniform replies, which might suggest low-quality data.
- **Survey Completion Rates:** We track how often participants finish surveys and identify those who frequently exit prematurely or fail to fully engage with the questionnaire. This helps us manage respondent behavior and prevent biases in the data.
- **Response Patterns:** By analyzing how participants answer, such as straight-lining through options or providing identical responses, we can spot indications of respondents rushing through surveys without proper attention.
- **Behavioral Markers:** We use checks based on device usage and behavior to flag participants whose responses or activities show suspicious or inconsistent patterns.

Quality Management Procedures:

- **Quality Rating:** Each participant is assigned an ongoing quality score based on their history of participation and response behaviors. This score guides our decisions regarding sending future survey invitations.
- **Temporary Restriction Status:** If a participant exhibits signs of submitting poor-quality data, they may be placed in a "quarantine" status, limiting their ability to participate while we conduct a further assessment of their conduct.
- **Account Suspension:** Participants who consistently fail to meet our quality criteria are blocked from future participation, ensuring that only reliable respondents are included in our research.

27

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?

- **Data Cross-Verification and Authentication:** We compare the profile information provided by participants with their responses within surveys to detect inconsistencies. Any disparities between their known data and survey answers trigger further investigation, and participants who repeatedly show inconsistencies may be flagged or removed from future surveys.
- **Advanced Monitoring:** Utilizing real-time analytical tools, ALPHA Research continuously tracks participant behavior and the quality of the data. This forward-looking approach allows us to identify and address any potential issues before they can negatively impact the quality of our data.

By implementing these procedures, ALPHA Research ensures that our participants provide consistent, high-quality responses. This approach enables us to deliver accurate, actionable insights to our clients while maintaining a positive and productive experience for all individuals on our panel.



28

For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey 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 ALPHA Research, we employ a comprehensive suite of methods aimed at reducing or eliminating problematic survey conduct, thereby guaranteeing the collection of high-grade, trustworthy data. **Arbitrary Answering:** To identify instances of random or inattentive responses, we carefully integrate trap and red herring questions throughout the survey instrument. These questions are crafted to identify participants who may not be providing considered or thoughtful feedback. Respondents failing these validation points are marked for additional examination.

Incoherent or Contradictory Responses: We utilize internal cross-verification questions within the survey to confirm the coherence of participants' answers. Any contradictions observed between responses trigger a thorough investigation into that participant's data to pinpoint potential irregularities or errors. **Excessive Use of Unanswered Items (e.g., "Prefer Not Say"):** We actively track the frequency of unanswered items, such as "Don't Know" options, and establish limits to prevent their excessive use. When these limits are exceeded, responses undergo review for validity, and any anomalies stemming from overuse are highlighted for attention. **Inaccurate or Inconsistent Information Provided:** By comparing survey responses against participants' existing profile information, we can identify any inconsistencies or divergences. This procedure confirms the integrity of our data, verifying that survey feedback corresponds with the known attributes of the participant. **Unfinished Submissions:** Surveys left incomplete are marked automatically and subsequently removed from the final dataset. Furthermore, we monitor rates of abandonment and patterns in incomplete submissions to identify and address any potential flaws within the survey design that might lead to high numbers of unfinished surveys. **Overly Quick Completion:**

We track the time taken to complete surveys to ensure participants are giving thoughtful consideration to the questions. Surveys finished unusually quickly are flagged for review, as such hurried behavior often suggests insufficient focus or genuine engagement. These measures combine automated verification with human oversight, capitalizing on technological efficiency and the meticulous attention of our data team. By continuously monitoring participant behavior in real time, ALPHA Research is guaranteeing that the data we supply to our clients is accurate, trustworthy, and of the utmost quality.

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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.

Below is a summary of the key points covered in the policy:

Data Gathering: We specify the categories of personal and non-personal information collected from individuals, including survey submissions, demographic details, and technical specifics (such as IP addresses and device data).

Intended Data Usage: The information gathered is exclusively used for market research purposes, ensuring that all data contributes to the enhancement of our services and the provision of valuable insights to our clients.

Information Sharing Guidelines: We clarify the circumstances under which participant information might be shared with external parties, such as for collaborative research efforts or data analysis, while upholding stringent standards of confidentiality and privacy.

Security Measures: Our privacy policy outlines the security protocols in place to safeguard participant information, including methods like encryption, secure storage solutions, and protection against unauthorized access or data breaches.

Data Lifespan and Removal: The policy details the duration for which participant data is retained and the secure procedures followed for disposal once the information is no longer necessary.

Participant Entitlements: We inform individuals about their rights, including the ability to access, correct, or request the deletion of their personal information. The policy also explains the steps they can take to exercise these rights.

Policy Revisions: We notify participants of any modifications to the privacy policy and ensure they are informed about how these updates might affect their data.

Contact Details: Participants are provided with clear contact information for any inquiries or concerns they may have regarding their privacy or the handling of their information. Our privacy policy is crafted to ensure adherence to applicable data protection regulations and to foster transparency, trust, and control over the management of participant data.

30

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 ALPHA Research, we are dedicated to ensuring complete adherence to all applicable data protection laws and regulations relevant to the regions where we operate. We take a comprehensive approach to data privacy, as detailed below:

- **Lawful Basis for Processing Personal Information:** Our primary lawful grounds for handling personal data is explicit consent. Before collecting any information, individuals are fully informed about the reason for the data collection, how their information will be utilized, and who will have access to it. We ensure this consent is obtained in a clear and easily understandable manner.
- **Response to Data Incidents:** We have a robust plan in place for responding to data breaches, ensuring that any potential incidents are quickly identified, mitigated, and reported to the appropriate authorities and affected individuals, in compliance with applicable legislation. Regular training is provided to all team members to ensure readiness in the event of a data breach.
- **International Data Transfers:** For the transfer of data across borders, we implement necessary safeguards such as standard contractual clauses to guarantee an adequate level of protection for the transferred information. We partner with third-party data processors who are required to abide by the relevant data protection laws and ensure that the standard of data protection is maintained throughout the transfer process.
- **Data Retention Policy:** Our policy on data retention ensures that personal information is kept only for the period necessary for the purposes for which it was collected. We comply with legal requirements for retaining data and securely dispose of personal information once it is no longer needed. Participants can also request the deletion of their data in accordance with our retention schedules.
- **Data Protection Officer (DPO):** We have appointed a Data Protection Officer (DPO) responsible for overseeing our data protection strategy and ensuring compliance with all relevant laws and regulations. The DPO is available to address any data protection-related questions or concerns. To get in touch, please use [email address].

We continuously monitor and review our data protection practices, ensuring they are current with legal requirements and industry best practices. This proactive approach helps us maintain the trust of our participants and ensures the integrity of our market research activities.

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

At ALPHA Research, we emphasize transparency and give participants control over their personal information. Our procedures for granting, managing, and modifying consent are designed to align with relevant data protection regulations, ensuring that individuals have full authority over their personal data, regardless of whether the sample sources are owned by us or if we collaborate with them.

- **Granting Permission:** During the registration process or before any participation in a survey, participants are clearly informed about the reason for data collection, how their information will be used, and who will have access to it. Explicit permission is obtained before any processing of personal data commences.
- **Managing and Updating Permissions:** Participants can easily handle and update their consent preferences through their user account portal. If they wish to retract their consent for any current or future data processing, they have the ability to do so at any point. We respect their decision and will immediately cease processing their data for the activities they have specified.
- **Access, Rectification, and Removal:** Participants are provided with the capability to access, correct, or request the deletion of their personal data via the user account portal. These requests are handled promptly, ensuring full compliance with applicable data protection laws.
- **Assistance Channels:** We offer various channels for support to assist participants with managing their consent and addressing other privacy-related concerns. This includes email communication, a dedicated support phone line, and the submission of support tickets through our portal. Our support personnel are committed to responding within 72 hours to resolve any participant inquiries concerning personal data, privacy policies, or consent preferences.
- **External Sample Providers:** When utilizing sample sources that we do not fully own, we ensure that our collaborators adhere to similarly high standards for obtaining and managing participant consent. We exclusively work with trusted partners who respect participant rights and are committed to maintaining data privacy.

By maintaining these processes, ALPHA Research ensures participants can easily manage their consent preferences, reinforcing our dedication to privacy and compliance with data protection legislation.

At ALPHA Research, we adopt a forward-thinking approach to ensure adherence to all relevant laws and regulations, including those that govern how participants are compensated. Our commitment to legal compliance and ethical benchmarks extends to the following measures:

- **Dedicated Compliance Unit:** We have a specialized team focused on regularly monitoring updates to laws and regulations across the various jurisdictions where we operate. This ensures that our practices concerning incentives align with all pertinent legal mandates.
- **Frequent Legal Assessments:** Our internal guidelines are reviewed and updated routinely in light of any changes in legislation, particularly those impacting participant incentives. This helps us maintain alignment with evolving legal standards.
- **Personnel Development:** We provide ongoing educational programs for relevant staff members, ensuring that everyone involved in managing participant incentives understands the legal framework and adheres to the latest compliance standards.
- **External Legal Expertise:** When necessary, we consult with outside legal professionals to ensure we accurately interpret and apply any complex legal requirements pertaining to participant incentives and other aspects of our operations.
- **Communication with Participants:** We prioritize transparency by clearly communicating to participants any legal or regulatory modifications that could affect their involvement or the incentives they are due. This openness helps foster trust and ensures our participants are fully informed.
- **Affiliations with Industry Bodies:** ALPHA Research holds memberships in recognized industry associations, which offer valuable resources and updates to assist us in staying informed about legal developments specific to our sector.

By adhering to these practices, ALPHA Research ensures compliance with applicable laws and regulations, protecting the interests of participants while maintaining the integrity of our research processes.

33

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 ALPHA Research, we place a strong emphasis on adhering to ethical and legal benchmarks, especially when carrying out research that includes children or younger individuals. Our methodology aligns with the directives established by leading industry bodies such as ESOMAR and complies with all pertinent data protection legislation. **Core Procedures:**

- **Age Confirmation:** During the registration phase, we ask participants to provide their date of birth. All individuals joining our panel must be 18 years of age or older to register and participate in our surveys.
- **Authorization from Parents:** For any survey involving participants under the age of 18, these individuals will be recruited through their parents and will only be permitted to take the survey with the express permission of a parent or guardian.

Commitment to Ethical Principles: By adhering to these practices, ALPHA Research ensures the rights and privacy of children and younger individuals are safeguarded throughout the research process. We are dedicated to upholding the most elevated ethical standards and ensuring legal compliance in all facets of data collection involving this group.



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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 ALPHA Research, we prioritize "data protection by design" across all facets of our operations to guarantee the privacy and security of our participants' information from the very outset of each project. This signifies that data protection is woven into the conceptualization, development, and execution of all our systems and workflows. **Implementation Steps:**

- **Initial Planning and Structure:** Privacy and data protection are central considerations during the initial planning and design phases of all our research projects. We conduct assessments of privacy risks to identify and address potential concerns early in the project's lifecycle, thereby minimizing privacy risks. **Minimizing Data:** We adhere to the principle of collecting only the data that is essential for the specific research objectives. This reduces the exposure of sensitive information and aligns with best practices for privacy. **Encryption:** All personal data is encrypted both while being transmitted and when stored. This ensures that even in the instance of unauthorized access, the data remains safeguarded and unreadable. **Controlling Access:** We enforce stringent controls on access based on assigned roles and responsibilities.
- Only authorized personnel are permitted to access sensitive data, ensuring that participants' personal information is kept secure and confidential. **Anonymization:** We render participant data anonymous whenever feasible. Participants are identified by unique numerical codes, which are used in place of personal identifiers in survey responses. This ensures that survey feedback cannot be directly traced back to individual participants. **Ongoing Monitoring:** We implement continuous monitoring to detect any potential security vulnerabilities. Our systems are built to promptly identify and react to any suspicious activities, ensuring the protection of data in real time.
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Do you implement “data protection by design” (sometimes referred to as “privacy by design”) in your systems and processes? If so, please describe how.

- **Staff Education:** Our employees undergo regular training on privacy and data protection to ensure they grasp the importance of data security and how to handle personal information responsibly.
- **Periodic Reviews and Checks:** Our data protection measures are subjected to regular reviews and audits. Any necessary updates or improvements are promptly implemented based on findings from these audits, ensuring we remain compliant with the most recent regulations.

By integrating privacy into the fundamental design of our systems and processes, ALPHA Research ensures that data protection is a core component of all our activities, safeguarding both the personal data of our participants and the trust placed in us by our clients.



35

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 ALPHA Research, we have developed a comprehensive program for information security compliance designed to safeguard the data and systems under our management. This program aligns with industry best practices and adheres to key security frameworks to guarantee the confidentiality, integrity, and availability of the data we handle. **Core Components of Our Information Security Compliance Program:**

- **Framework Adherence:** We follow internationally recognized standards, such as ISO 9001:2015, to guide our information security management efforts. Our policies, procedures, and controls are aligned with these standards to offer a strong foundation for managing data security. **Risk Evaluation Based on Assets:** ALPHA Research conducts regular assessments of risks based on our assets to identify and evaluate potential threats to our physical and digital resources. By assessing the likelihood and impact of these risks, we implement appropriate strategies to mitigate them and protect both tangible and intangible assets.
- **Internal Examinations:** We have an internal audit process in place to ensure that our security controls are effective and in line with internal policies, regulatory obligations, and industry benchmarks. These audits help us pinpoint areas for enhancement and maintain ongoing compliance with data protection and security regulations. **Incident Management Plan:** Our plan for responding to incidents outlines the actions we take in the event of a security breach. The plan includes procedures for identifying, isolating, and addressing security threats, along with protocols for promptly notifying affected parties and regulatory authorities, as legally required. **Access Management:** ALPHA Research enforces strict controls over access to ensure that only authorized personnel can reach sensitive information. We employ strong authentication methods and role-based access controls to minimize the risk of unauthorized data access. **Data Encryption:** To protect sensitive data, we utilize robust encryption methods for information both when it is stored and while it is being transmitted. This ensures that even if data is intercepted, it remains unreadable without the correct decryption key, preserving its confidentiality.

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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?

Education and Awareness: Our employees receive continuous training in the best practices of information security. This training ensures that staff members understand the importance of secure data handling and are equipped to recognize and respond to potential security threats.

Compliance Monitoring: We constantly monitor and evaluate our security measures to ensure compliance with industry standards and relevant regulations. This helps us maintain a strong security posture and remain current with the latest security threats and compliance requirements.

Additional Measures:

- Regular system updates and maintenance are performed to address potential vulnerabilities and improve overall security. We engage with external experts for security reviews and to stay informed about evolving compliance standards.
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By implementing these elements, ALPHA Research ensures that we have a robust information security compliance program in place that protects both our data and the trust of our clients and participants. We are committed to upholding the highest standards of information security and privacy.



At ALPHA Research, we are proud to be ISO 20252:2019 certified—an assurance of our commitment to delivering research services that meet the highest international standards. This certification underscores our focus on consistency, transparency, and methodological rigor in every aspect of our work. **Key Pillars of Our ISO 20252:2019 Certification:**

- **Structured Process Excellence:** Our research operations follow a clearly defined framework with standardized procedures, responsibilities, and quality benchmarks that ensure consistency and excellence across every project.
- **Data Privacy and Security:** We uphold strict data protection protocols to safeguard respondent information, fully aligning with global data privacy regulations. Trust and confidentiality are at the core of our data practices.
- **Relentless Quality Assurance:** From recruitment to reporting, we implement detailed quality checks to guarantee the validity and reliability of insights. Every stage of our process is built on precision and accountability.
- **Culture of Continuous Improvement:** We are driven by innovation and adaptability. Our teams consistently refine methodologies, integrate industry best practices, and adopt emerging technologies to stay ahead of the curve.

By aligning with ISO 20252:2019 standards, ALPHA Research guarantees not only compliance, but a level of research integrity and quality that clients can trust—project after project.



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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 ALPHA Research, we provide comprehensive reporting on essential metrics, including demographic specifics, profiles, the rate of survey completion, and the timeline of panelist engagement. The following represent some of the primary reports available:

- **Participant Demographics:** We offer detailed insights into the demographic makeup of our panel members, encompassing age, gender, location, and other pertinent factors to aid in understanding the participant pool.
- **Member Profiles:** We monitor and report on the profiles of our members, ensuring they are accurately recorded and kept current, reflecting the varied backgrounds of those who participate.
- **Survey Completion Rate:** We track the ratio of completed surveys, providing insights into how many questionnaires are successfully finished compared to those started, broken down by country and source.
- **Panelist Engagement Over Time:** We offer insights into the engagement timeline of our panel members, monitoring their activity over time to ensure consistent and valuable participation in surveys.

For examples of reports related to each of these metrics, ALPHA Research can produce customized reports upon request. Please get in touch with our team for additional information and to ask for specific reports tailored to your requirements.



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