zephyr
ONLINE SAMPLING

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

Since its inception in 2021, Zephyr Sample has been at the forefront of online sample provision for market research. However, our company's roots in online research can be traced back over a decade through the experience of our visionary founders. With a wealth of knowledge gained from conducting tens of thousands of online surveys, we have honed our understanding of sample acquisition unlike any other provider in the industry.

At Zephyr Sample, we don't simply deliver sample; we genuinely comprehend it. We possess a deep understanding of respondents' preferences, aversions, likes, dislikes, behavioral patterns, and motivating factors. Our approach goes beyond merely providing results for our market research partners; we prioritize nurturing our sample and ensuring an exceptional member experience.

One of our core values is placing immense importance on the quality of our sample. We take great pride in maintaining high standards and strive to create a positive user experience for our panelists. To achieve this, we extensively profile our panelists, ensuring they are invited only to studies for which they qualify. By doing so, we respect their time and effort, sparing them from participating in studies that are not relevant to them.

Unlike many others, we focus on the quality of targeting and sample flow rather than indiscriminately flooding studies with massive volumes of random sample in the hope of converting a certain subset. Our commitment to a superior respondent experience, coupled with our dedication to providing high-quality data to our clients, has resulted in an all-around better quality of sample.

Beyond our unwavering commitment to panelist experience and data quality, Zephyr Sample stands out from the crowd with its exceptional sampling techniques and unique internal routing technology. These cutting-edge capabilities enable us to achieve unmatched precision in selecting the right participants for each study. Furthermore, our ability to provide unique sample sets us apart, giving our clients access to diverse and exclusive insights.

In summary, Zephyr Sample is revolutionizing the market research landscape. With our deep understanding of sample, focus on quality, and advanced technology, we provide unparalleled insights that drive meaningful decisions for our esteemed client partners. Experience the Zephyr difference and unlock a new level of market research excellence.

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

Zephyr Sample proprietary market research panel has been developed as a function of Zephyr Programmatic Panel Management Platform. Point Terra LLC our parent company founded in 2021, is the panelist-facing rewards entity through which we invite our panelists into studies. Zephyr online portal and corresponding mobile applications support a thriving community of panelists who are able to obtain earnings for successful offer completion and then exchange those earnings through a number of redemption options made available to our members across the world. The panelists are engaged in an active community that features member forums, games and contests (in addition to great earnings opportunities). We recruit into our panel systems to generate additional volume or to achieve census-balancing. We pull from a wide variety of vetted sample sources (social networks, advertisement campaigns, affiliate marketing and other panels) by inviting the right sample at the right time. All sample is 100% opted-in from quality sample sources and maintains high quality standards – including, but not limited to, browser/device fingerprinting, account duplication detection and email addresses linked to each unique user account. This allows us to run a wide variety of projects like re-contacts, diaries, iHUTs and wave studies with our full sample supply and leading to fairly strong response rates for projects of these types.

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

Zephyr Sample strongly believes the ability to provide survey content in a mobile-accepting environment is necessary to deliver a fully representative sample blend in younger age demos (as well as other hard to reach target groups associated with US national census representation. We very much encourage our survey-providing partners and their end clients to include as much mobile-intentional or mobile-optimized content as they can in order to properly yield various census-balanced target audiences that are not as engaged with the Internet as they have previously been.

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

Points Terra members have a very small handful of non-market research offers available to them, mainly as options when they have no market research opportunities available to them that are a match for their demographic profile. Presently, market research projects constitute 98% of our average monthly revenue. Market research projects and surveys, in particular, are differentiated from all other offers available to our membership. The remaining 2% of our revenue typically corresponds to members in underserved countries/target groups where market research opportunities are few and far between; thus other earning opportunities (videos, games, affiliate offers, etc.) are offered to them as engagement offers to keep them active within our community until a market research survey matching their demographic profiles does become available. Earning opportunities that do not correspond to market research offers are presented and maintained in distinct areas of our member portal and apps and are promoted separately from each other. Market research offers are clearly identified as market research offers and other offers are clearly presented in the category to which they pertain; other offers are never imbedded in or disguised as market research offers.

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

We have found that our Points Terra panel and its more than ten million members constitute a strong cross section of all standard target groups within the primary American consumer-based market research marketplace. Further, many US target audiences traditionally hard to reach on the internet (non-acculturated Hispanics, Hispanics in general, young males, e.g.) are more engaged within our mobile applications than they are with our traditional online portals and therefore we are more often than not able to deliver full or census-balanced volumes to our client partners on almost all studies.

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

All our respondents are specifically profiled, measured and maintain individual accounts at the respondent level. Each respondent is held to the same standards of fingerprinting, quality scores and security. We take a microscopic view of quality measurement at the per-respondent level with respect to outside sources in order to evaluate those sources as a whole at a macro level. Therefore if a supplemental source is providing lesser quality respondents into our systems, we will eliminate use of its sample from future use and identify other, better quality oriented sources for supplemental sample (when needed).

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

Our unique systems enable us to achieve precise quota balancing for various target groups. This includes balancing quotas based on national or census data, as well as specific quotas within targeted groups. Additionally, we can effectively manage quotas for ongoing studies, ensuring that only qualified panelists are included while preventing those who do not fit the criteria from participating. This approach minimizes instances of exceeding quotas or disqualifications.

For projects involving general population representation, our quota management systems cover our top forty geographies. In other regions, we strive to obtain and maintain representative online samples for the requested target groups as specified by our clients. As mentioned in ESOMAR response #5, we actively encourage our survey-providing partners to utilize our sample for mobile-intentional survey content whenever possible. This collaborative effort ensures that we achieve the most representative sample available across the majority of geographies and target populations.

8. **Do you employ a survey router?**

Zephyr’s systems include internal routing technology used for all our respondents. Our promotional algorithms and advanced targeting systems identify best fit surveys for a particular respondent at the particular time that they enter our systems. This “best match” technology emphasizes both respondent experience and minimizes over-quotas, disqualifications and other general terminating factors within specific survey projects. We believe quite strongly in not sending “useless” clicks into studies for volume purposes, as that approach hurts both the overall respondent experience and the data quality of the particular survey. Our panelist dashboards present the best qualified survey for each respondent according to his/her established profile; once an identified survey project has been completed or termed by the particular panelist, our system them identifies the next best identified survey opportunity for that panelist. Therefore we route panelists in that manner, but do so with qualified targeting in each instance.

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

This question does not specifically correspond to our business model as we do not employ a traditional router product. Our user accounts are unique and matched with specific market research projects. Within our internal routing features, we maximize user experience by finding the best match per respondent and taking into account any identified quotas, set allocations or other limiting factors dictating how much sample our systems should send into all survey project combined. Our systems rank best-matched surveys for individual survey-taker characteristics rather than targeting one demographic target over another. Respondents, therefore, only receive surveys that meet the particular needs identified for a survey.

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

This query doesn't precisely align with our business model, as we don't utilize a standard router product. In our internal routing process, we mitigate or entirely remove user bias by preventing specific users from selecting their desired surveys based on the scarce information that may be available about a certain survey project. Rather, we tailor a routing pathway specifically for each individual and target prior to initiating the internal routing. This ensures that only the most suitable sample is fed into each survey project. Our system mitigates potential bias commonly seen in traditional routers, as we don't prioritize or favor any demographic profiler or qualification over others.

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

As outlined in the above ESOMAR response #10, our systems operate using a set of pre-determined algorithms and metrics that facilitate the internal routing of all survey projects to our entire panel of participants. As such, our project managers initiate projects within this system's boundaries and do not directly influence how a project is routed to our panelists. The only exceptions are when they set the targeting, quotas, or allocation per project, thereby determining which audiences are targeted within that framework. This approach enables our systems to reduce bias at the project management level and optimize quality across all projects.

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

Our systems maintain comprehensive profiles for each of our panelists, starting from their initial registration with our community and continuously updated as they stay active. These profiles include thousands of targetable qualifications, which can be categorized into three types: static values that do not change (such as gender or birthdate), dynamic values that may fluctuate over time (like pregnancy status, drinking habits in the last thirty days, recent cinema attendance, etc.), and those that are infrequently changed but still have the potential to vary over time (like household income or employment status). For the dynamic profiler qualifications, a refresh period is set, prompting users to update the information once its validity period has expired (be it ten days, thirty days, three months, and so forth).

Panelists are urged to answer randomly presented profile questions that they haven't previously responded to as pre-screens for our available studies before they can participate fully. We then store this data as part of their user profiles. This practice allows us to focus on those who specifically meet the demographic criteria for a given study, while also targeting additional panelists who may not be fully profiled within that specific target group but may partially fit some of the study's demographics prior to its initiation. Some of our profiling questions pertain to permanent demographics (such as gender and birthdate), whereas others have predetermined expiration periods, at the end of which the panelist is prompted to update their profile responses.

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

You should note that not all invitations to participate take the form of emails. Once a project is entered into our systems, those same systems present it and other relevant surveys to our panelists based on identified targeting within their membership profiles (for example, surveys designed solely for females are not sent to male panelists). Those members that are a fit for the target demographics of a particular study (or whose profiles cannot rule them out as a potential fit for the study) receive the survey invitation via display on their member dashboards within our panel portal and/or mobile apps. That panelist's dashboard is only viewable upon successful account log-in and contains a customized view of study invites available to his/her demographics. Additionally, some (but not all) panelists have also opted in for the receipt of email invitations, push notifications and in-mail notifications for studies that may be a fit for them (which we limit to a maximum quantity per panelist per day/week to avoid sample overuse). The panelists receive very limited information in the survey invitation (regardless of the manner in which they receive that invitation); the information that is presented includes a notation that a market research project has been made available to them, the average length of interview by our panelists to that point, and the pay-out to the panelist for successful completion of that study. Our systems also indicate the number of respondents within our panel who have already completed the study to indicate to the invited panelist that others have already taken the study. Imbedded within each invite is also a link into the study, should the respondent chose to enter. Additionally, there are also options for the panelist to decline the invitation, visit the study later or let our team know if something appears wrong with the survey offered. The panelist is shown no information about study targeting or content within the invitation itself unless project requirements dictate (device requirements, face-to-face qualitative session, e.g.). Lastly, email invitations contain an opt-out option, should the respondent seek to change his/her settings for receipt of survey invites.

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

Our panelists receive incentives for successful market research survey/project offer completion. Each offer's incentive pay-outs are issued in the form of points-based virtual currency (or cash equivalent) within the constructs of our panel. We very much believe in properly encouraging our respondents for their efforts and proportionally to the work involved in successful completion and the CPI paid to Zephyr Sample by the survey-providing partner. As an example, higher LOI/lower IR studies usually pay out higher than lower LOI/higher IR studies. As another example, diary studies, clinical trials and other participatory projects pay out higher than the average online survey project. Each panelist maintains his/her own points account and can amass points over time; when the panelist desires, he/she can exchange those points for Amazon.com purchases, gift cards, Paypal payments and other options for redemption that apply within the particular geography of residence.

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

Our team specializing in bids is highly skilled in gauging the feasibility from our panel, utilizing whatever degree of detail our client partners are able to provide ahead of project kick-off from our end. Occasionally, we are requested to adjust feasibility estimates even during the project. A standard bid request typically contains the following details:• Survey Name/Partner Project Number

• Target demographic information (age, geo, gender, languages, etc)

• Non-demographic targeting (shopping habits, movie-going frequency, etc)

• Estimated "N" needed (number of completed interviews required)

• Relevant sub-quota details within the overall target group (if applicable)

• Nature of project (if distinct from a traditional online questionnaire)

• Criteria required for completion (if project requirements require more than traditional successful questionnaire completion)

• Estimated Length of Interview (LOI)

• Estimated Incidence (IR), indicating if that incidence is applied to national gen pop for a particular geo or after target demographics are applied

• Estimated Time Remaining in Field, including whether this is an initial launch of the project or close-out of final quotas remaining

• Device Platform Settings for Mobile-Enabled, Mobile-Only or Desktop/PC-Only Content

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

We take immense satisfaction in refining our panel, its survey content, and partner relations to expand and enhance the range of projects we present to our member panel. A fundamental gauge for us is the experience of our members, and we strive to stimulate their involvement and ensure their return to our panel. We implement internal measures of respondent satisfaction, such as the relative ranking of completed surveys by panelists. Although this metric is primarily used for internal purposes, we can possibly offer this user feedback, specifically related to those projects, in an accessible format to our partners and their final clients.

We urge survey providers and end clients to incorporate satisfaction feedback queries in their questionnaires for raw, specific feedback to suit their requirements. Our panelists also interact with various non-survey specific points within our panel community, such as member forums, community "shout box," in-mail, blogs/social media, and help desk ticket systems. These avenues yield a significant amount of panelist feedback about overall survey satisfaction and available offers in our community. Our membership team's administrators and site moderators oversee these systems.

There are instances when we are examining, in conjunction with our client partner, the reasons why a certain project might not be performing well within our panel. During these times, we provide general feedback from a select group of respondents. A prime example of this feedback might be, "video wouldn't work on my mobile device," where we pinpoint particular issues with a project as it is fielded and work towards enhancing the study itself.

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

Our project management staff utilizes our systems to monitor the full project lifecycle (from initial bid feasibility through to close-out and invoicing of a project). With that said, each survey-providing partner's requirements for project close-out are unique and we work with the particular partner to work with their specific systems for project close-out. In cases where gross sample, drop-out rate and other metrics are required, we have the ability to pull that data and provide to the requesting partner for each project in our systems. Additionally, we can also isolate relative performance per targeting group/quota, and relative performance via device (including desktop and mobile platforms). From our side, we typically request that client partners confirm completion IDs upon project close-out (and/or respondent IDs of any reversals) so that we can properly close-out projects from our side as well.

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

At Zephyr Sample, we are particularly vigilant with respect to data quality and elimination/minimization of fraudulent user behaviors. Zephyr Sample works with an advanced pattern-based security system, using billions of data records to identify respondents and flag fraudulent activity. For the third party identity verification Zephyr Sample is using RelevantID®, and other validation options to high data quality and prevent potentially fraudulent behaviors. Various departments and levels of our organization (our technical, project management/operations and management staffs in particular) are all attuned to issues of data quality and putting forth the highest quality sample to our market research partners and respective end clients. We make a concerted effort to programmatically identify potential instances of fraudulent panelist behavior before they are ever problematic or noticeable to the client. As such, our systems will block, ban or hold back earnings from any panelist whom we deem to be of lesser quality both within an establish market research project and with respect to all projects for which that person might other have entered. Each panelist is tracked via an updated quality score within our systems; should a particular panelist fall beneath a certain quality tier, he/she will no longer be able to participate in market research studies of any kind (with the ability to improve upon said score with a series of properly improved behaviors). We also make heavy use of trap, red herring and other questions/studies to proactively identify panelists who might otherwise denigrate overall survey quality (intentionally or unintentionally). In cases where specific instances of fraud are identified by our partners, our membership team automatically blocks or bans panelists, including a freezing of that panelist's earnings until the matter can be resolved. The process is then escalated to our panel administrators, who review on an account by account basis and determine final resolution with respect to that panelist's behavior.

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

Our members typically access market research surveys through their personalized membership dashboards within our panel portal (and/or mobile-modified version of said dashboard within our mobile apps). The dashboard features live studies that fit the particular member's defined demographic profile, removing any studies that have no additional allocation or that are not a fit for that member's defined profile. We also feature invites via e-mail, in-mail within our member portal, push notification within our mobile apps and pop-up layer within our member portal. The email invitations are limited to one best-fit invite per member per day, unless the panelist has opted in for less frequent email invites in his/her member settings. With respect to an individual survey invitation, a panelist will only receive a singular invite (across all invite methods) in addition to the study's appearance on that member's dashboard. Once the member has clicked into the study on his/her dashboard or via invite, the study is re-moved from his/her dashboard. We try to minimize over-solicitation as much as possible while still maintaining a strong effective response rate.

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

Our systems will only allow a panelist to access a particular survey one time and one time only. In the case of re-use in trackers, re-contact studies, journal/bulletin board projects and other market research projects where additional activities are required after an initial survey completion, we set up unique links and/ or distinct project instances to allow that individual panelist to complete the successive activities required – but at no point can he/she re-enter the project initially entered without specific override by a project manager. Specifically with trackers and other wave-oriented studies we are able to override this limitation when exclusion and re-use rules have been specifically defined with the client/partner. Our active users typically average one survey completion per session.

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

We maintain our panelist data on an ongoing, cumulative basis over the lifecycle of their account, inclusive of and beyond the point of account termination. This data is inclusive of lifetime participation history, date of entry and all other relevant details related to that member's profile. We are often called upon (within the context of specific partner projects) to present group data analysis, individual data analysis of a particular member and/or to deliver specific personally identifiable information (PII) details within the context of a particular project. We are able to supply that data in all cases once we have a signed PII submission agreement in place with that partner; in the case of PII requests and in accordance with our membership terms and conditions, we only transmit data for members who specifically opt-in to PII submissions of that type and specific to certain projects requiring PII submission (clinical trial invitations, iHUTs, e.g.)

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

Our panelists undergo a multi-step process with respect to account identity approval within Points Terra (our member-facing community). Our "opt-in" process is preliminarily intertwined with our respondent identity validation procedures. Every member is opted-in before accessing market research content through our panel. They generate a unique member account, establish a lifetime history, begin quality score tracking by our systems and initialize device fingerprinting. Member addresses are verified through public databases (such as that provided by the US Postal Service, e.g.). We undergo a further identity verification process with a third-party, independent service that confirms identity established in the member's profile when his/ her account is created. This multi-level opt-in process allows us additional levels of quality to ensure that only high quality sample reaches our client surveys and that only those members fully opted into market research survey offers enter client projects. Zephyr Sample is particularly diligent and proactive with respect to fraud and/or behavioral detection (speeding, e.g.) beyond initial account set-up as well. Our systems assign each member an internal quality score based on survey response quality and other user behavioral data built up over time. With cumulative data and our assigned score system we can better assess whether a panelist should be able to take further surveys. We also maintain a number of red herring and "trap" questions within pre-screens and internal survey tests to monitor and detect any fraudulent behavior by specific panelists or groups of panelists within active studies. We take every effort to detect and minimize fraud wherever possible; when fraud is detected (on our end and/or a client's) we quickly lock down accounts and ban/block respondents from all market research survey activity and/or rewards redemption until an internal review can be completed by one of our membership account administrators. Among other profiled demographics, we also have very tight geo IP/proxy detection restrictions and device fingerprinting that detect user's actual locations or device type used for a survey as opposed to what that same user might input into a survey questionnaire.

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

Within the context of our registration and identity verification processes outlined in Question #22 above, a panel member must both be granted access to and thereby specifically opt-in to receiving market research survey offers. They must then complete an initial profile of ten basic demographic points in order to participate in preliminary market research offers.

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

All Zephyr Sample panel members must comply with our standard privacy policy. They review this page upon creation of their accounts, which is also posted prominently within our member portal. Notifications are submitted to our full membership when significant modifications are made to the privacy policy as well. Therefore a panelist must have agreed to follow our privacy policy (as well as our standard terms and conditions for members) in advance of completing any client surveys within our panel. Our privacy policy is available at: http://www.zephyrsample.com/privacy_policy. In specific cases where surveys require submission of personally identifiable information (PII), whether via append or within the survey questionnaire itself, we require specific "opt-in" from the panelist for submission of any data into those studies and in keeping with our membership privacy policy.

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

Our members and their relevant data are essential components to Zephyr Sample's business model, as is the data associated directly with our partners and their clients; therefore and simply put, data protection and security are of highest importance to our organization. Further, the servers containing our users are stored off-site in secured and firewalled data centers; no one without SSH authentication is granted access to those systems and any outside access attempts will lock all users out until cleared for access by the approved SSH key. Our member data on particular is protected behind several levels of firewall and using 2048-bit encryption. Those servers are heavily restricted by IP address with only three IP addresses allowed access to any servers containing membership data. Director-level approval is required for access to any personally identifiable information (PII) or other member data and only specified directors can actually obtain such access, should a need for such data be specifically requested for a specified project. Our internal administrator accounts (used to assist members with everything from help desk requests/tickets to rewards redemption), are also severely restricted, with specific limitations put in place for further protection of member data – as an example, if an admin logs in more than 25 miles away from his/her designated information on file or tries to access any more than a finite number of user profiles, that admin's access is instantly restricted and requires corporate override to be reactivated.

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

While the content of survey projects run by Zephyr Sample is ultimately defined and managed by our survey-providing partners and their clients, we make every effort to protect client data/materials and prevent usage or redistribution by panelists (whether intentional or unintentional). We encourage our clients partners to clearly state in any survey projects made available to us if any material is specifically business confidential or proprietary; in many cases and upon this suggestion, the client will screen out any users who are not willing to accept terms and conditions associated with privacy requests within a specific study. Within the context of our panel, our membership terms and conditions and privacy policies require panelists to maintain confidentiality with respect to overall content presented to them within survey projects – whether contextual or content-specific. Any members violating any of our standard terms and conditions or privacy policies are subject to immediate reversal of rewards earned, ban/block from our panel and/or potential criminal prosecution (should it prove necessary). From the technical side, we maintain only single-use interview links, so that panelists cannot revisit a survey's content after an initial visit into a survey. We also disable copying and screen grabs, including blocking such options with mobile-oriented surveys available through our panel's iOS and Android apps.

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

While we are not formally certified to any specific, named quality systems, Zephyr Sample is committed to maintaining the highest quality requirements and project methodology whenever possible. We have developed and maintained our own proprietary systems to ensure member privacy, detect fraudulent/negligent/bot-based behaviors and manage survey quality and data collection throughout the process from member recruitment all the way to survey completion. We comply with standards set by CASRO wherever possible and also regularly submit to quality checks/tests by external parties for confirmation or improvement of our quality systems (often scoring within the highest ranges of all suppliers for quality measurement). Further, for those of our market research partners that are indeed formally certified, we are accustomed to working within their processes and parameters to follow their certification program requirements (including various ISO certifications, ESOMAR codes/ guidelines and CASRO standards).

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

Our panel follows all applicable privacy laws and regulations established for conducting surveys with children, including the Children's Online Privacy Protection Act (COPPA) in the United States and Canada, general CASRO and ESOMAR standards and any applicable laws for sample collection within most major market research defining geographies. Zephyr Sample maintains a minimum age of thirteen for panel membership; children age twelve and below are not permitted to join our panel. Additionally, potential panelists between the ages of thirteen and seventeen must obtain parental consent to obtain full membership into the panel (and in advance of any recruitment into any survey projects). Therefore we only participate in and recruit for online surveys targeted for ages thirteen or above and age-appropriate content for all those under eighteen and/or twenty-one years of age (in the case of alcohol oriented surveys). We define specific audiences with our market research partners in advance of the set-up and launch of each survey project to determine appropriateness for the various audiences within our panel; for that reason, we assume all surveys will only allow sample ages eighteen and older unless specific content requires respondents under the age of eighteen. Any and all surveys oriented towards children ages twelve and below are open solely to parents or guardians of children in that age range. Those parent panelists either complete those surveys from a parent's perspective or, in certain cases, in a multi-user questionnaire with their children present; we do not collect or maintain any personally identifiable information regarding the child in the members' profiles with the exception of date-of-birth and gender of the child.