



Responses to

ESOMAR28 Questions 2021

Connecting Brands to Targeted Consumers
Through Technology

ABOUT US

dataSpring is Asia's Leading Panel Provider. We offer all-inclusive solutions to ensure the success of market researchers.

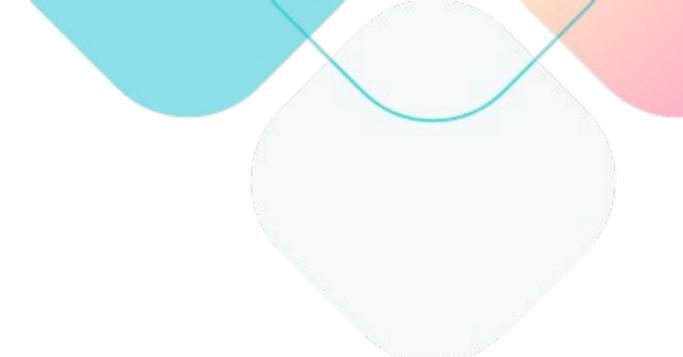
We provide high-quality online and mobile panel in Asia, survey software services, and 24/7 data collection and project management operations.

ABOUT ESOMAR

ESOMAR (European Society for Opinion and Market Research) is the essential organisation for encouraging, advancing and elevating market research worldwide. Since 1947 ESOMAR's aim has been to promote the value of market and opinion research in effective decision-making.

Members of the society agree to abide by the ICC/ESOMAR International Code on Market and Social Research, which has been jointly drafted by ESOMAR and the International Chamber of Commerce and is endorsed by the major national and international professional bodies around the world.

ESOMAR^{'21}
corporate



COMPANY PROFILE



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

In our 10+ years in the industry, we have built 11 (and counting) proprietary research panels comprising millions of active users, with 125+ variables in profile, with specialist panels in B2C, B2B, and Healthcare. Each panel is managed by a multi-lingual local teams responsible for maintaining panel quality and providing clients with local insights.

Also, we augment our panels and reach global respondents through our API Integration Platform, called surveyon Partners, and fully-vetted 3rd Party Vendors.

Our panels are used in all different kinds of online methodologies, including IHUT, mobile-app downloading, ad-tracking, long term trackers, and communities.



SAMPLE SOURCES AND RECRUITMENT



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?

70% of dataSpring's panelists come from organic results. And our organic panelists are collected over time from authentic, non-paid sources by strong brand awareness.

Also as a tech-driven market research company, our ever-growing proprietary panels are recruited locally through SNS, search engines, and online advertising.

This recruitment process has enabled us to maintain a representative online population and to strengthen our specialist panels.

Our surveyon Partners is comprised of various media companies, including shopping and mobile apps, as well as other verified panel suppliers.



If you provide samples from more than one source: How are the different sample sources blended together 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?

Although our panelists may become a member of other panels, we have strict registration methods to ensure that respondents are unique. This includes our in-house digital fingerprint technology which is automatically embedded on respondents' browsers to prevent them from joining the same survey.

Additionally, conversion of incentive points is limited to bank accounts or partner websites – both of which require proof of identification (validated ID or physical address) so that points cannot be converted if the panel-registered information does not match the name of the account holder.



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

dataSpring panels are used solely for market research purposes.



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

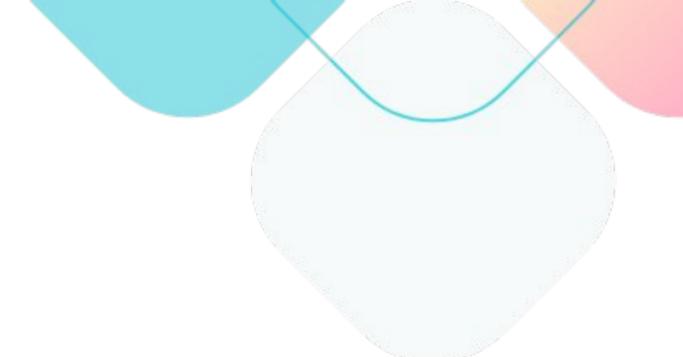
We have extensive coverage of both market and audience through our sourcing pool of Proprietary Panels, surveyon Partners (an API integration with verified partner panels), and 3rd Party Vendors. These enable us to provide panels that are typically difficult to reach.

Our detailed panel profiles also include hard-to-reach audiences such as teens/kids (and their parents), the elderly, the affluent, healthcare-related, and a variety of B2B audiences.



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?

When we need to supplement particular projects, we use our dedicated network of partner panels. Before officially partnering, we have a vetting process in place and will run test projects to validate their panel. We always inform our clients when we use panels beyond our proprietary base. We accept any client's desire to apply a de-duplication system when multiple sources are used.



SAMPLING AND PROJECT MANAGEMENT



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

Sampling is based on client-provided criteria, so each project is unique. When possible, we recommend targeting a pre-profiled panel which reduces screenouts and helps improve the panelist experience. Our sampling procedures not only allow us to filter panelists according to past survey participation but also deliver surveys to targeted panelists randomly (eliminating biases) by the appropriate time zone and geography.



Do you employ a survey router?

dataSpring does not use a survey router. As we do not employ a survey router, questions 9 to 11 are NOT APPLICABLE.



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?

To become a member of dataSpring's proprietary panels, members must provide basic demographic information: age, gender, region, occupation, etc. The majority of our panel members also volunteer further information by answering any of 125+ profiling variables, including Healthcare-related and a variety of B2B. Our extensive profiling also allows us to populate our Specialist Panels (Automotive, ITDM, Infant & Baby Care, Teenagers, and Gamers) and identify niche audiences for low incidence projects.

To keep data fresh, our panelists must update their profile information (except age and gender) at least once every 6 months. When necessary, we also implement pre-screeners or individual profiling surveys to identify specific target audiences.



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.

Survey invitations are delivered via email, app push notification and are featured in the panelist's "My Page" section on our website and application. The invitations clearly state the survey period, privacy policy, survey length, incentive details, and panelist/customer support contact. Panelists also have the option to unsubscribe.



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?

dataSpring panel members are rewarded by online points which they may accumulate and exchange for cash or various other country-specific gifts. To redeem their points, we inform them that they must abide by our Member Terms. We also detail the process of how they may best use their “Point Exchange” section of our website and application which is tailored locally for their country.

Once the panel has responded properly to the questionnaire and their responses are confirmed to be valid, all responding members are provided with points as a reward. Points are set for each survey to reflect the length and difficulty level of the questionnaire. We also reward those who are screened out to help maintain response rates going forward.



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

To assess the feasibility of our panel for a project, we typically require the following information:

- Target audience requirements (gender, age, geography, income, occupation, family, etc.)
- Estimated incidence rate among target
- Number of completes required
- Length/nature of the interview



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

One of our goals is to continually provide a high level of satisfaction to our panelists. We believe a big part of this is providing the right level of incentives (typically more than our competitors provide) and delivering top-notch customer service.

Every inquiry from our members is responded to by our Panel Support Operations. Those who share their opinions, questions and/or complaints with us are given customer service contact points. We also monitor the trends of these inquiries and regularly conduct user satisfaction studies. From this, we analyze the data and take appropriate actions to resolve any problems.

We are happy to provide this information to clients upon request.

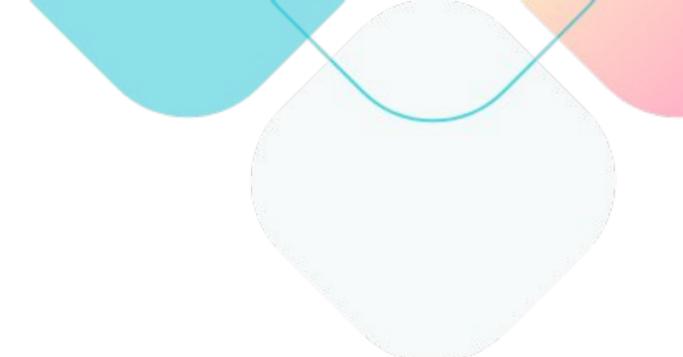


What information do you provide to debrief your client after the project has finished?

We can provide a debrief of the project with the following information we see from our system:

- Panel count
- Start rate
- Participation rate
- Drop-out rate
- Invitation mail content
- Number/types of inquiries received for the project
- Questionnaire implementation period.

Other information may be provided as requested by the client as long as it meets our terms and policies.



DATA QUALITY AND VALIDATION



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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.

First, we conduct Tutorial Surveys regularly to encourage genuine answers from our panelists. Second, dataSpring's Project Management and Product Teams work closely together to implement a robust quality control process. We run internal surveys to detect fraudulent respondents. If they have been flagged 3 times, we remove them from our panel. Third, we request our clients to provide the IDs of any fraudulent panelist after every project. This includes straight liners, speeders, and/or those who provide incomprehensible answers to open-ended questions and/or contradictory responses.



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?

We do not set restrictions on how often we may contact each panelist, except for the frequency of reminder emails which we limit to no more than three in a 24-hour period. To randomize the solicitation frequency among our panelists, we apply our random sampling algorithm for all surveys we deliver. We also send out profiling surveys once every six months based on the date each panelist joined our panel.



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?

While we do not set restrictions on how often each panelist may take a survey, we can exclude panelists based on past participation for specific projects and targets. Overall, our active panelists complete 10 to 15 activities monthly, including full-length client surveys and quick “engagement” surveys.



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?

dataSpring stores survey participation history and member attribute data for each project. Clients may have this information upon request. Although, personally identifiable information cannot be disclosed.

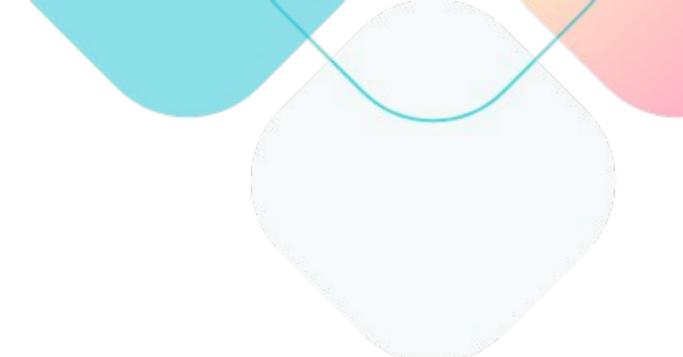


Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures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

To prevent duplication and impersonation at the registration stage, we automatically block registrations of duplicate email addresses or specific sets of duplicate personal information (postcode, name, and date of birth). And for certain countries like South Korea, through the self-authentication service, it is impossible to register as a member unless each user authenticates themselves. Moreover, We apply the CAPTCHATM system and any registered with a duplicate set of personal information will be added to our blacklist where they will be strictly blocked from registering with the same email address again.

We run trap surveys periodically to identify fraudulent respondents and exclude them from our verified panelists. We also apply Digital Fingerprinting technology to all projects, which blocks any duplicate access to our surveys.

Finally, conversion of incentive points is limited to bank accounts or partner websites – both of which require proof of identification so that points cannot be converted if the panel-registered information does not match the name of the account holder.



POLICIES AND COMPLIANCE



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

All dataSpring panelists undergo a double opt-in process. First, upon clicking on an advertising link or having been invited to join, potential panelists complete pre-registration by agreeing to Member Terms and completing the basic profile information. Next, we send confirmation emails or confirmation code via SMS to potential new panelists to have them access the final registration URL or input generated code. Here, we collect more detailed profiling information and block out all invalid addresses. For certain countries like South Korea, we also validate by requiring their Resident Basic Number.



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

We have been a certified company under the Privacy Mark System operated by the Japan Information Processing Development Corporation (JIPDEC) under the direction of the Ministry of Economy, Trade and Industry. Based on JIPDEC Terms and Conditions, the personal information we acquire is safely stored and is never rented, sold, or revealed to any third parties without the approval of the respondent. We have very similar policies in China and South Korea to meet all legal conditions in the markets where we do business. Of course, we also comply with the standards of ESOMAR, CASRO, and MRA.

Our Privacy Policy is provided to our respondents in the panel recruitment process and whenever we have projects that require respondents to provide their personal information.

You can view our Privacy Policy [here](#).



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

dataSpring has several key data protection and security measures in place, including:

- Access rights to our databases are granted only to System Administrator Team which consists solely of dataSpring's direct employees. This access is logged and monitored at all times.
- All databases have redundancy at all scales (web servers, database servers, communications lines, etc.) to guard against system failures.
- All database servers are placed behind secured firewalls.
- We never provide clients or partners with information that may be used to uniquely identify our panelists. Our panelists' privacy protection always comes first.



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

Our ability to provide deep local market insight and advice to our clients helps immensely in this area. If we deem certain data or materials to be inappropriate or ineffective for online surveying, we consult with our clients to determine the best alternative solution. Additionally, we have many security protections on all of our panelist websites, ensuring the utmost security possible for all client materials at all times.



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

While we are currently not certified with any external quality system, our project managers and product team use a robust quality control process that requests our clients to provide the IDs of any fraudulent panelist, including straight liners, speedsters, and/or those who provide incomprehensible answers to open-ended questions and/or contradictory responses. We also run internal surveys to detect fraudulent respondents whom we flag (after three flags, we eliminate them from our panel).



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?

Yes, and we do fully comply with all standards that ESOMAR provides. This includes those guidelines associated with conducting research among children and young people. dataSpring panel members must meet the legal minimum age in their respective countries before they can participate in our surveys. As for children younger than those ages, we invite parents to supervise as their children take the surveys.



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