ESOMAR 36/37

PARK
RESEARCH SOLUTIONS

www www.parkresearchsolutions.com

INTRODUCTION

We **“Park Research Solutions”** are dedicated to delivering actionable insights that help businesses and organizations make informed, data- driven decisions.

As a full-service market research company, we offer a wide range of research services that span both qualitative and quantitative methodologies,enablingourclientstogainadeepunderstandingofconsumer behavior, market trends and competitive landscapes.

As an ESOMAR-compliant organization, we adhere to the highest ethical standards in research. This includes safeguarding participant privacy, ensuring data integrity, and following global best practices for market research.

We integrate the principles of transparency, honesty, and accuracy into every phase of our work—from initial consultation through to final reporting.

Through a blend of industry expertise ,advanced technology, and a commitment to best practices, we empower our clients with the tools and insights needed to succeed in an increasingly dynamic business environment.

Question-1

1. 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?

Park Research have extensive experience in providing online samples for market research, with over a decade of expertise in the field. Our dedicated team has successfully managed thousands of research projects, delivering high-quality samples across various demographics and regions.

We offer our sampling services for other applications, including direct marketing. However, the majority of our work—approximately 80%—is focused on market research. This allows us to refine our processes and ensure that our samples are both relevant and reliable for researchers, while still accommodating the specific needs of direct marketing when required.

Our commitment to quality and client satisfaction has enabled us to build strong partnerships with a diverse range of organizations, helping the main valuable insights through our tailored sampling solutions.

Question-2

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2. 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?

Yes, we have a dedicated team responsible for developing and monitoring the performance of our sampling algorithms and related automated functions. Their expertise ensures that our sampling processes are not only efficient but also optimized for accuracy and representativeness. To support our frontline staff, we provide comprehensive training in sampling techniques.

We also conduct regular workshops and update sessions to keep our team informed about the latest trends and best practices in market research and sampling. This ongoing education empowers our staff to apply the most effective techniques in their work, ensuring high-quality outcomes for our clients. Our focus on continuous improvement and staff development is central to our mission of delivering reliable and insightful data for market research.

Question-3

3. What other services do you offer? Do you cover sample-only, or do you offer abroad range of data collection and analysis services?

In addition to our robust online sampling services, we offer a comprehensive range of data collection and analysis solutions tailored to meet the diverse needs of our clients. While we do provide sample-only services for those who require specific participant demographics, our expertise extends far beyond sampling.

Our services also includes:

Data Collection: We employ various methodologies, including online surveys, telephone interviews, focus groups, and mobile data collection, ensuring we can reach participants through their preferred channels.

Survey Design: Our team collaborates closely with clients to craft effective survey instruments that are tailored to their objectives, enhancing engagement and data quality.

Data Analysis: We provide in-depth data analysis services, utilizing advanced statistical techniques to derive meaningful insights and actionable recommendations from the collected data.

Question-3

Continued...

Reporting and Visualization: We deliver comprehensive reports that not only summarize findings but also include visually engaging data visualizations, making the insights accessible and impactful.

Consulting Services: Our experienced consultants offer strategic advice throughout the research process, helping clients define their objectives, select appropriate methodologies, and interpret results.

By integrating these services, we ensure a seamless research experience, empowering our clients with the insights they need to make informed decisions. Whether you're looking for sample-only services or a complete research solution, we are equipped to support you every step of the way.

Question-4

4. From what sources of online sample do you derive participants?

At Park Research, we utilize a comprehensive and diverse range of online sample sources to ensure the highest quality and most representative participants for our market research studies. We partner with leading global and regional panel providers who maintain large, diverse, and regularly updated pools of respondents. These panels are segmented by demographics psycho graphics, and behaviors, ensuring we can target specific audiences based on the study's requirements.

To engage with specific segments or hard-to-reach audiences, we leverage social media platforms like Facebook, LinkedIn, Twitter, and Instagram. These platforms allow us to target respondents based on detailed demographic data, interests, and online behavior. In addition to external sources, we also draw from proprietary databases built from past studies and projects. These databases consist of pre-screened participants who have shown an interest in specific market research activities and are vetted for quality and reliability.

For some projects, we utilize open web panels, where respondents are recruited via targeted online advertisements across various websites. This allows us to access amor generalized, diverse set of participants from different online environments. We collaborate with industry-specific networks and organizations to recruit participants with specialized knowledge or experience in certain sectors, ensuring we can meet the precise needs of our clients.

By sourcing participants from a variety of channels, we ensure that the sample is not only broad and diverse but also of high quality and relevance to each unique research project. Additionally, all participants are carefully screened for the specific qualifications and characteristics required by each study, ensuring data accuracy andr eliability.

Question-5

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

We are committed to offering high-quality, diverse, and representative samples for market research studies. We utilize a blend of proprietary, exclusive, and third-party sources to provide participants. Here's a breakdown of the sources we use, along with the approximate share of each in the total sample we provide to a buyer:

Proprietary Panels Databases (70-80%) – Our Panel represent one of our most significant sources of sample. These panels consist of individuals who have opted into our system through various channels and are carefully segmented based on demographics, psychographics, and behaviors. We have built these databases over time, and they allow us to provide highly targeted samples for specialized studies, from consumer preferences to B2B insights. Proprietary panels are exclusive to us and offer a high level of quality control, ensuring that participants are pre-screened, regularly refreshed, and qualified for ongoing research.

Partner Panels, External Networks, Third-Party Sample, Open Web Recruitment and Social Media, Online communities (10-20%) -We also leverage exclusive partnerships with select global and regional panel providers, many of which are specifically aligned with our core market research areas. For broader research requirements or when access to a specific audience is needed, we occasionally work with third-party samples. We collaborate with trusted third party sample partners who share our commitment to quality and ensure that all respondents meet the study's criteria. Although these samples are not proprietary, we ensure that the quality is tightly controlled through strict vetting and quality assurance procedures.

Question-5

Continued...

In certain instances, we employ open web recruitment, where we reach out to potential respondents through targeted digital ads across various websites, social media platforms, and content networks. However, open web recruitment represents a smaller portion of our sample pool, contributing approximately 5-10% of the total sample.

For some projects, particularly those requiring engagement with specific interest groups, social media and online communities are used to source participants. These participants are recruited based on their interests, behaviors, or connections to certain brands or services.

By combining proprietary panels, exclusive partnerships, third-party samples, and open web sources, we create a balanced and flexible approach to sample sourcing that aligns with the unique needs of each client. This multi-source strategy allows us to ensure that our clients receive a comprehensive, diverse, and representative sample for their research, ensuring robust and actionable insights.

Question-6

6. 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?

We utilize a range of recruitment channels to source participants for our market research studies, tailored to meet the specific needs of each project. Our recruitment methods vary depending on the sample source, the target audience, and the geographic focus of the study.

Proprietary Panels Databases - Participants are primarily recruited through targeted online advertisements, social media promotions, and email invitations. We also invite qualified respondents based on prior interactions or participation in earlier studies. Our panel recruitment is invitation-only to ensure we attract individuals who meet specific criteria, such as demographic profiles, industry expertise, or consumer behavior. No probabilistic methods are used for panel recruitment, as it is not random. We do not typically rely on affiliate networks or referral programs for proprietary panel recruitment. Instead, our efforts focus on high-quality, pre-screened individuals recruited through our own targeted marketing efforts.

Geography Variation: It influences how we recruit for proprietary panels. For instance, in emerging markets, where digital penetration may be lower, we might employ more traditional recruitment methods (e.g., SMS campaigns, local advertising). In developed markets, we rely more heavily on digital recruitment through social media and online ads.

Question-6

Continued...

Partner Panels, External Networks, Third-Party Sample, Open Web Recruitment and Social Media, Online Communities: We collaborate with a variety of trusted external sample providers who source participants via their own channels, such as email invitations, website sign-ups, and mobile app opt-ins. Panel providers also use social media advertising and digital content to recruit respondents from their extended networks, ensuring a diverse range of participants. Probabilistic Methods may be used or may not by the sample partners as it varies from case to case basis. They also utilize affiliate networks and referral programs to expand or enhance their sample pools.

Geographic Variation plays a role in how we source participants through partner panels. For example, in North America, Europe, they may rely heavily on online advertising, email invite, social media campaigns and web- based recruitment. In Asia, Africa, Latin America they may employ more direct recruitment through mobile apps or SMS-based opt-ins to accommodate regional digital habits.

In North America and Europe they focus more on professional networks like LinkedIn or interest-based communities on Facebook. In Asia, South America, recruitment might focus on region-specific platforms like WeChat, WhatsApp, Telegram, where communities are often highly engaged. The recruitment channels we use vary significantly based on the source, geographic region, and target audience. We employ a variety of methods to ensure the highest quality participants for each study.

Question-7

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7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organization and the technologies you are using. Please try to be as specific and quantify as much as you can.

We take participant validation very seriously to ensure that the individuals we recruit for market research studies are real, unique, and accurately represent the target demographic. To maintain high-quality data and protect the integrity of our research, we employ a combination of robust practical steps and advanced technological solutions throughout the recruitment process.

Our recruitment process is designed to ensure that only qualified participants, who meet the specific criteria for each study, are included. We start by verifying the information provided by participants through multiple touchpoints - Screening Surveys, Data Cross-Verification, Use of Anti-Fraud and Anti-Bot Technology, We incorporate CAPTCHA tests to verify that responses are being submitted by humans rather than bots. We use an internal validation process to cross-check responses against known benchmarks and historical data to ensure consistency and reliability.

Digital Fingerprinting: This technology tracks participants' digital fingerprints (e.g., browser details, device IDs, and IP addresses) to prevent multiple accounts or fraudulent activity from the same source.

Behavioral and Response Consistency Checks: In addition to technical validation, we also monitor participants' behavior during the survey or interview: Response Time Monitoring, Consistency Logic, Red-Flag Questions.

Question-7

Continued...

Third-Party Validation Tools: We also use trusted third-party technologies for additional validation layers: Panel Verification Services and Blockchain-Based Verification

Quality Assurance Team: Our in-house quality assurance (QA) team plays a crucial role in manually validating the recruitment process. The team monitors recruitment data and survey responses, identifying patterns that suggest potential fraud or misrepresentation. They also regularly audit participant data to ensure compliance with all validation protocols.

By using these practical steps and advanced technologies, we can confidently ensure that the participants in our research studies are legitimate, unique, and truly representative of the target population. This commitment to data integrity allows us to deliver accurate, reliable, and actionable insights to our clients.

Question- 8

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

Park Research Solutions leverages a custom-developed web application to streamline and enhance its recruitment and data collection processes. We utilize a combination of proprietary sources to reach our target audience. The primary methods of survey delivery include:

1. Web App: Our custom-built app, PARK PANEL, is used by 80% of our sample. This app offers a seamless user experience, enabling respondents to complete surveys on their mobile devices at their convenience.

URL: https://surveys.parkresearchsolutions.com
Website: https://parkresearchsolutions.com

2. Email: 15% of our sample receives survey invitations via email. Our email templates are designed to be clear, concise, and visually appealing, encouraging high response rates.

3. Other: A small percentage of our sample (5%) accesses surveys through direct web links via online advertisements or other specified channels.

We prioritize data privacy and security by cookies, privacy policy consents, disclaimers and unsubscribe links wherever they are necessary. We follow encryption, secure servers, data anonymization for secured data transfer.

Our goal is to provide a positive and efficient survey experience for all respondents.

Question- 9

9.Which models do you offer to deliver sample? Managed service, self-serve, API integration?

Our client has unique needs when it comes to sample delivery, and we offer a range of flexible models to ensure that we can meet these needs efficiently. Depending on the specific requirements of the project, we provide three core models: Managed Service and API Integration.

Managed Service Model - We take full responsibility for the entire research process—from sample sourcing and participant recruitment to data collection and reporting. This model is ideal for clients who prefer a hands-off approach or need expert guidance throughout the project. Key Features: End-to-End Management, Custom Sampling Plans, Full Support and Consultation and Quality Assurance.

API Integration Model - Our API Integration Model offers a seamless, automated connection to our sample management system, allowing you to integrate our sample services directly into your internal systems or research platforms. This model is designed for clients who need high volumes of data on a continuous basis or who require full automation in their workflow. Key Features: Automated Data Delivery, Customizable Workflow, Seamless System Integration and Real-Time Response.

Question-10

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?

We prioritize transparency, quality and flexibility in every phase of the sample sourcing process, ensuring that clients are fully informed and in control of their research. Whether you're using intercepts, accessing multiple sample sources, or blending different panels, we offer a clear and detailed overview of the sample composition and give you the flexibility to manage how your sample is sourced and blended. Transparency is a cornerstone of our approach to sample management. We provide clients with a clear and comprehensive breakdown of the sample composition. If multiple sample providers are involved in a project, we disclose the names of the third-party providers, and we provide insights into their methodology, recruitment process, and target audience. This ensures that clients can assess the quality and appropriateness of the sample providers based on their specific needs.

Integration with Third-Party Sources: To ensure that we can provide the best possible sample mix, we offer integration mechanisms with multiple third-party data providers and platforms. This allows us to access a wide range of additional sample sources, providing clients with a broader spectrum of participants for their research needs. We maintain seamless integration with leading third-party panel providers such as Dynata, Toluna, YouGov, and others.

Question-10

Continued...

Real-Time Dashboard: For clients using our API integration, we provide a real-time dashboard where you can monitor the sample's status, see the exact sources contributing to the sample, and view the quota fill progress. This helps ensure that your sample is meeting your expectations throughout the collection phase.

We believe in providing maximum transparency and flexibility when it comes to sample sourcing. Whether you're conducting research using multiple sample sources, intercepts, or blending different panels, we ensure you have full visibility into the composition of your sample.

Question-11

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11. Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, Is there a 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?

We work with a diverse range of sample sources, each carefully selected for its ability to meet the specific needs of various research applications. The suitability of these sources can vary depending on the nature of the study, target audience, and required data quality. Here is the breakdown of the sample sources we use and their fit for different research applications:

Product Testing & Recruitment/Recall Situations - For product testing and other recall-based studies, we typically leverage highly targeted panels, ensuring that the participants are both representative of the target market and available for follow-up.

Shorter/Longer Questionnaires - We utilize mobile-optimized samples or pre-screened opt-in panels that are ideal for quick surveys, such as pulse surveys or market sentiment tracking. For more detailed, complex surveys we select panels or respondents with demonstrated interest in detailed surveys. Desktop panels or those recruited from specialized sources, such as professional research communities.

Mobile-Only Surveys - Mobile-optimized samples are ideal for mobile-first questionnaires, particularly for consumers who are on-the-go and more likely to engage with shorter, on-demand surveys.

Question-11

Continued...

Desktop-Only Surveys - These respondents typically have better access to a larger screen and are more comfortable with answering longer, more intricate questionnaires. Desktop panels can also be targeted based on professional or niche interests, which is crucial for high-level B2B or specialized research.

Recruiting for Communities - For recruiting participants for online communities, we primarily use our database of high-quality, loyal panelists who are eager to engage in ongoing discussions and feedback loops. These individuals are typically incentivized for ongoing participation and are highly engaged with the research process, making them perfect for studies requiring deeper insights over extended periods.

Online Focus Groups - When recruiting for online focus groups, we choose participants who not only match the demographic profile required by the client but also have the necessary expertise or experience to participate in discussions.

Question-12

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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?

Our process is designed to ensure that we recruit high-quality, representative samples that meet the precise needs of each research project. We follow a carefully structured, end-to-end approach from the initial invitation to survey completion, with a strong focus on data quality, precision in targeting, and ensuring our sample "looks like" the target population.

The process begins by thoroughly understanding the research objectives and target audience. We collaborate closely with clients to define key demographic, psychographic, and behavioral characteristics of the desired respondent group. This allows us to establish clear parameters for recruitment, ensuring the sample is as representative as possible of the broader population or specific customer segment under study.

Question-13

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?

We are having robust profiling data for our panel members, which allows us to conduct highly targeted, accurate, and relevant research. The profiling information we collect helps ensure that we can deliver samples that align with our clients' specific research needs. We continually update and refine our data to maintain a high level of data quality and to reflect the evolving behaviors, preferences, and demographics of our panelists. For at least 80% of our panel members, we hold a rich set of profiling data across several key dimensions. These typically include – Age, Gender, Location, HHI, Marital Status, Education level, Occupation, Job Title etc…We have in total 40-45 parameters with the detailed profiling information. These data points enable us to create highly granular, targeted samples that align with specific research objectives. In addition, we capture intercepts based on prior interactions with panelists, which can include responses to initial screenings, engagement in previous surveys, or participation in specific research programs.

The profiling data we collect can differ slightly depending on the source from which the panel is recruited. We typically offer multiple recruitment channels to reach a broad spectrum of participants. Proprietary panels tend to have the most comprehensive and accurate profiling data, as we collect this information directly from respondents during initial sign-up or via ongoing interactions. Third-Party panels sourced from third-party providers may have slightly less granular profiling data, depending on the partner. However, we ensure that these third-party panels meet our strict data quality standards and that profiling is as detailed as possible.

Question-14

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?

To provide an accurate and realistic estimate of feasibility is a critical part of our project planning process. To ensure we deliver reliable estimates, we work closely with our clients to gather comprehensive details about the project. Here are the key information we need to assess feasibility - Research Objectives and Scope, Target Audience, Sample size, Survey Length, Complexity and Fieldwork Timeline.

We do need some additional information if available at client end. We ask for Mode of Data Collection, Geographical Scope, Budget Constraints and Quality Expectations.

This response clearly outlines the key factors involved in assessing project feasibility and how we manage expectations with flexible boundaries, helping clients understand the process and feel confident in the planning phase of their research.

Question-15

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?

We understand that sometimes challenges may arise during fieldwork that could make it difficult or impossible to complete a project as originally planned. In such cases, we take a transparent, proactive approach to resolving the issue and keeping the sample buyer fully informed. Here are some of the steps we take when these challenges occur and how we manage third-party sources and subcontractors to ensure a seamless process.

We identifying challenges early by closely monitor key milestones such as respondent recruitment, survey completion rates, data quality checks, and any logistical issues. If we foresee any challenges in completing the project—whether due to low respondent incidence, difficulties in reaching specific subgroups, or unforeseen issues such as sample quality concerns—we work quickly to address them.

By identifying potential roadblocks early, we can mitigate delays and, in some cases, proactively make adjustments to the sample, timeline, or methodology. We provide a clear explanation of the issue, the steps we are taking to address it, and potential alternatives. This includes informing the buyer about the possibility of collaborating with third-party sources or subcontractors to complete the project, if applicable.

Question-16

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.

We employ advanced survey routing and yield management techniques to ensure optimal participant allocation, maintain sample quality, and enhance overall efficiency. Our goal is to ensure that respondents are selected and directed to the most relevant surveys based on their profile, preferences, and availability, while optimizing the response rates and ensuring data quality.

Here's how we approach this process: A survey router is a system that directs respondents to surveys based on specific eligibility criteria, demographics, and prior responses. When a respondent enters our panel system or clicks on an invitation, the router evaluates their profile against predefined screening questions and available studies to determine if they qualify for a particular survey. The router takes into account criteria such as demographic details, product usage, purchase behavior, or specific professional qualifications (e.g., healthcare professionals, IT specialists, etc.).

Once a participant qualifies for a survey, the router assigns them to the appropriate survey. This is done in real-time to ensure the right person is selected, avoiding over-sampling in any given segment while ensuring the study reaches its target sample size. Yield management refers to techniques used to maximize the efficiency and effectiveness of survey fieldwork.

Question- 17 & 18

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

Yes, we do set time limits for participants in the router before they qualify for a survey. These time limits are part of our rigorous quality control measures, ensuring that we provide accurate, efficient, and relevant responses. Our routing system is designed too quickly assess whether a participant meets the eligibility criteria for a survey. To prevent excessive wait times, we establish time thresholds that balance participant experience and data integrity. Typically, participants are directed to surveys within a few minutes of entering the router, reducing frustration while maintaining survey quality.

18. 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?

Transparency and Clarity are key when engaging participants in a survey. Before participants decide whether to take part in a project, we ensure they are provided with all the relevant details they need to make an informed choice. The information shared with potential participants typically includes: Project Overview, Time Commitment, Incentives/Compensations, Eligibility Criteria, Confidentiality and Data use. Our goal is to ensure that potential participants know exactly what they are committing to, while respecting their time, privacy, and preferences.

Question- 19 & 20

19. 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?

Yes, we do provide participants with the opportunity to choose from a selection of available surveys. We believe that offering participants the autonomy to select surveys they feel are most relevant to their interests or expertise not only enhances their engagement but also leads to more meaningful and high-quality responses. We provide the following information to our respondents that will support their decision-making–Survey overview and Key information, Survey topic, Industry focus, Survey objective, Survey duration and Incentive information.

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?

We understand the importance of incentives in motivating participants and ensuring a high level of engagement throughout the survey process. We have the flexibility to adjust incentives during the course of a survey, either to increase or decrease the reward offered to participants or specific sub-groups, based on several factors. This ability allows us to optimize participant engagement and ensure that we achieve high-quality, timely responses.

All adjustments to incentives are handled with fairness and transparency. We ensure that any changes made during the survey are in line with the ethical standards of the industry and are consistently communicated to participants. We avoid creating any bias or undue influence by maintaining clear boundaries on how and when incentives are modified.

Question-21

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, we do measure participant satisfaction at the individual project level. We understand that participant feedback is crucial to ensuring the quality and success of our market research studies, as it provides valuable insights into their experience and highlights areas for improvement. We routinely collect participant satisfaction data through post-study surveys, which include both quantitative and qualitative questions. These surveys focus on various aspects such as - Ease of participation, Relevance of the topic, Clarity of instructions, Overall satisfaction and Likelihood to participate in future studies.

As for normative data, we aggregate participant satisfaction scores across different project types, lengths, and target groups, and use these benchmarks to evaluate each study's performance. The data is segmented based on various factors, including: Study Type, Project Length, Subject Matter and Target Group.

Question-22

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

Yes, we absolutely provide debrief reports after each project has been completed. A debrief report is a vital part of our process, ensuring that all stakeholders have a comprehensive understanding of the project's outcomes, insights, and any actionable recommendations. Our debrief reports are tailored to the specific needs of each client and are designed to communicate the findings in a clear, concise, and impactful way. Generally these reports include Executive summary, Methodology, Key findings, Data Analysis and Insights, Recommendations and Limitations.

Our debrief reports serve as both a summary of findings and a strategic tool for clients, providing the foundation for informed decision-making and future action.

Question-23

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?

We place a strong emphasis on ensuring that participant data is both fresh and reliable, which includes carefully managing how frequently individuals can participate in surveys. Our approach to participant engagement is designed to balance between obtaining high-quality responses and maintaining the integrity of our sample sources.

We typically set limits on how often the same individual can participate in surveys within a specified period. For example, we may allow a participant to take part in one survey every week. This helps prevent survey fatigue and ensures the diversity and representativeness of responses.

Variation Across Sample Sources - The frequency of participation may vary slightly depending on the specific sample source. For participants in our online panels, we typically have a system in place that tracks participation and limits how frequently they can take surveys, ensuring they aren't over-sampled or repeatedly engaged in surveys. If we are sourcing samples from external providers the frequency may vary depending on their platform rules and how they manage their own panelists.

Question-24

24. 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?

As a market research company, we take data privacy, transparency, and data integrity very seriously. To provide our clients with the most reliable, high-quality data while ensuring compliance with privacy regulations, we maintain a robust and secure system for tracking and managing participant information.

We maintain several key data points on individual participants to track their engagement, ensure the quality of responses, and manage their participation across different studies. This includes - Recent Participation History, Survey Participation Dates, Survey Frequency, Response Quality, Date(s) of Entry, Initial Entry Date, Last Participation Date, Origin of Recruitment, Demographics & Profile Information, Profile Data, Targeted Segments, Completion Rate, Incentive Tracking and Participation History Reports.

Our data management system is designed to ensure that we uphold strict standards of data privacy and confidentiality. We adhere to all relevant regulations and ensure that participants' personal information is protected.

Question-25

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.

Participant identity verification is a critical part of maintaining the integrity and reliability of our market research projects. We use a variety of procedures to ensure that only qualified and legitimate participants are entering our surveys, thereby reducing the risk of fraud, ensuring data quality, and protecting the confidentiality of our clients. Detailed procedures for confirming participant identity at the project level, especially during entry to a survey or router - Pre-Survey Participant Verification, Email Verification, Spam protection, Profile validation, Point of Entry to Survey or Router.

Once participants are confirmed through the initial validation steps, we implement additional identity confirmation methods to ensure they are legitimate and qualified to participate in the survey.

CAPTCHA/ReCAPTCHA - Bot Protection, Time-Stamped IP tracking, IP Address Verification, Device Fingerprinting, Unique Identifiers (UID) and Panelist Profiles.

Our procedures for confirming participant identity are designed to prevent fraud, ensure data integrity, and maintain the highest standards of quality control. From the initial email verification and profile matching at the entry point to advanced measures such as CAPTCHA, device fingerprinting, and real-time qualification checks, we implement a multi-layered approach to ensure that each participant is legitimate, qualified, and engaged.

Question-26

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?

Ensuring source consistency and maintaining a balanced blend of sample sources are vital to delivering reliable and actionable insights in any market research project. We focus on balancing the sources of data to ensure that findings are representative, valid, and comparable across different waves of research. Breakdown of how we manage source consistency, handle sample blends, and provide clients with transparent, actionable reports - Managing Source Consistency at the Project Level, Pre-Defined Source Criteria, Regular Source Auditing and Monitoring, Source Alignment Across Waves, Blending Sources for Balanced Representation and Dynamic Source Blending.

By maintaining strict controls over source consistency and blending strategies, we ensure that our research findings are reliable, representative, and actionable. We provide full transparency to our clients through detailed reports on source composition and blending.

Question-27

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?

We ensure the quality of participants and the integrity of data is a cornerstone of our market research services. We understand that the reliability of survey results hinges not only on the composition of the sample but also on maintaining high standards of participant quality throughout the entire process.

We track participant quality, maintain health metrics, and enforce controls to ensure the quality of responses, as well as how we compare profiled data to in-survey responses to maintain accuracy. By maintaining stringent participant quality controls, monitoring engagement, and employing advanced data analysis techniques, we ensure that only valid, reliable responses are included in our studies, leading to accurate, actionable insights for our clients.

Question-28

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 behaviors, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non- response (e.g., "Don't Know") (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

We ensure the integrity and quality of survey data is essential. When we program, host, and deliver surveys, we employ a comprehensive suite of data validation and behavioral control measures to minimize undesired in-survey behaviors, such as random responding, illogical or inconsistent answers, overuse of "Don't Know" responses, and other forms of low-quality or incomplete data. These processes are built into the survey design and delivery phases to proactively reduce or eliminate these issues, ensuring that only high-quality, reliable data is captured.

Random responding is one of the biggest challenges in survey research, as it can seriously distort the quality of data and make results unreliable. We include attention check questions throughout the survey, which are designed to ensure that respondents are paying attention. If someone completes the survey too quickly they may be removed from the dataset and their responses discarded. Participants sometimes provide responses that are internally contradictory or illogical, which can undermine the quality of the data.

By integrating these mechanisms into our survey design and programming, we ensure that data quality remains high and that our research results are both reliable and actionable for our clients.

Question-29

29. 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.

We take participant privacy and data protection very seriously. We understand that trust is essential when it comes to gathering market research insights, which is why we are committed to safeguarding the personal information of all individuals who participate in our surveys. Our privacy notice outlines our approach to handling participant data, ensuring full transparency and compliance with global privacy laws.

Link to Our Privacy Policy – https://parkresearchsolutions.com/privacy-policy

Question-30

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 personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

We prioritize compliance with data protection laws and regulations across all the jurisdictions where we operate. We recognize the legal and ethical responsibilities involved in handling participant data, and we are committed to maintaining the highest standards of data privacy and security. We operate in full compliance with global data protection laws, including but not limited to the General Data Protection Regulation (GDPR) in the European Union, the California Consumer Privacy Act (CCPA) in the United States, and other relevant national and international privacy laws that govern the collection, processing, and storage of personal data. We continuously monitor and review our processes to ensure that we are up-to-date with evolving privacy legislation.

We are committed to data protection and comply with all relevant laws and regulations, such as GDPR, CCPA, and others, across the jurisdictions in which we operate. For further information on how we handle personal data, please refer to our Privacy Notice, which provides detailed information on our practices, rights, and procedures.

Question-31

31. How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants? In your response, please address the sample sources you wholly own, as well as those owned by other parties to whom you provide access.

We take the privacy and rights of participants seriously and ensure that they have complete control over their personal data at every stage of their engagement with our market research activities. Below is an overview of how participants can provide, manage, and revise consent for the processing of their personal data, as well as the support channels available to them. Before any personal data is collected or processed, participants are fully informed about the nature of the research and the specific data that will be used. Participants are invited to provide consent through our own survey platforms and online panel portal. We ensure that privacy notices are accessible at the point of consent, outlining the purpose of data collection, processing, retention periods, and any third parties involved.

For sample sources owned by third parties, we ensure that the data sources are fully compliant with relevant data protection regulations (e.g., GDPR, CCPA). Any data shared with us is done under strict confidentiality agreements and privacy safeguards.

Question-32

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

Compliance with applicable laws and regulations is a top priority, especially when it comes to managing the incentives paid to participants in our market research studies. We recognize that the payment of incentives is governed by a variety of legal frameworks, including tax laws, anti-bribery regulations, and data protection requirements, and we take proactive measures to ensure full compliance with these laws across all markets in which we operate.

We have established a comprehensive compliance framework to ensure that all incentive payments adhere to relevant local, national, and international regulations. We monitor and stay up-to-date with the specific laws in each jurisdiction where our research is conducted. We adhere to anti-bribery and anti-corruption laws that may affect how we structure and administer participant incentives. Incentives must be provided in a manner that is ethical, transparent, and does not influence participant responses. We comply with tax laws in all relevant regions to ensure that participant incentives are handled correctly for tax purposes.

Additionally, we engage third-party legal experts to review our practices and provide recommendations on improving compliance. By carefully tracking, monitoring, and adapting our incentive practices to comply with all applicable laws and regulations, we ensure that both our participants and our research operations are protected, transparent, and in full compliance with the legal frameworks governing market research incentives.

Question-33

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?

We are deeply committed to protecting the privacy and rights of children and young people involved in market research. We recognize that this group is particularly vulnerable and requires special safeguards to ensure their data is handled responsibly, ethically, and in full compliance with the law. Our approach to collecting and processing personal data from children and young people adheres to the highest standards and is fully aligned with industry best practices, including those outlined by ESOMAR, GRBN, and applicable data protection laws such as the GDPR and COPPA.

We ensure that the collection of personal data from children under the age of 18 is only done with the express, informed consent of a parent or guardian. Children aged 13-17 may also provide their own consent, depending on local regulations, but we still require parental or guardian consent for data processing. We make sure that both children and their guardians clearly understand the purpose of the research, how their data will be used, and the type of data we will collect. All personal data collected from children and young people is stored securely, with restricted access to ensure confidentiality. We apply stringent technical and organizational measures to protect the data from unauthorized access, alteration, or disclosure.

We take a robust approach to ensuring compliance with all applicable data protection laws and regulations governing the processing of personal data from children and young people. We prioritize the protection of children and young people's personal data by adhering to a comprehensive set of ethical, legal, and regulatory standards. By following ESOMAR and GRBN guidelines, complying with data protection laws like GDPR and COPPA, and implementing age-appropriate safeguards, we ensure that our market research practices are ethical, transparent, and respectful of young participants' rights.

Question-34

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

Yes, at Park Research, we fully embrace the concept of data protection by design (or "privacy by design") as an integral part of our operations and systems. This proactive approach is embedded into our market research processes from the outset, ensuring that privacy and data protection are not just afterthoughts but core principles that guide the design, development, and implementation of our services. It is a key requirement under laws such as the **General Data Protection Regulation (GDPR)** and reflects our commitment to safeguarding the privacy and security of the data we collect.

By embedding privacy and data protection into every aspect of our operations—from initial project design to the final stages of data processing—we not only comply with legal requirements but also build trust with our participants. Our systems, processes, and culture are all designed to safeguard personal data and protect the privacy of individuals, making data protection a fundamental part of the way we work.

Question-35

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 Park Research, information security is a top priority, especially given the sensitive nature of the personal data we handle in the course of conducting market research. Our information security compliance program is designed to protect the confidentiality, integrity, and availability of data across all stages of our operations. Key elements of our program include:

Information Security Policies and Procedures: We have developed and maintain a comprehensive set of information security policies that cover all aspects of our operations, from data handling to network security.
Compliance with Leading Security Frameworks: We follow recognized international information security frameworks to structure our compliance efforts. Our information security management system (ISMS) is based on the ISO/IEC 27001 standard, which is the global benchmark for information security management.

Asset-Based Risk Assessment: A key component of our security program is the asset-based risk assessment process. This involves identifying all assets within our organization, evaluating the risks associated with each asset, and implementing appropriate controls to mitigate those risks.

Continuous Monitoring: To ensure the ongoing security of our assets, we continuously monitor and assess risk factors. Any changes to our assets or external environment (e.g., emerging cyber threats, regulatory changes) trigger a reassessment to ensure that appropriate security measures remain in place.

Question-35 & 36

Internal and External Security Audits: We conduct regular internal/external security audits to assess the effectiveness of our information security controls, policies, and practices. These audits examine everything from access controls to data storage and transfer procedures, ensuring that our practices comply with internal policies and external regulations.

Employee Training and Awareness: We recognize that employees are often the first line of defense in ensuring information security. As part of our information security program, we provide regular security awareness training to all employees.

Data Backup and Recovery: Regular data backups are taken to ensure the availability of critical information in the event of data loss, disaster, or system failure. These backups are securely stored and regularly tested for integrity and recoverability.

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

Park Research currently not certified to any specific quality framework. We will initiate the Certification process soon and will keep everyone updated here on the progress.

Thank You!!

PARK
RESEARCH SOLUTIONS

For more information about the PARK RESEARCH Audience Network or to speak with one of our experts about our Market Research Solution.

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