logit

ESOMAR

37 QUESTIONS

37 Questions to Help Research Buyers of Online Sample

OVERVIEW

The primary aim of these 37 Questions is to increase transparency and raise awareness of the key issues for researchers to consider when deciding whether an online sampling approach is fit for their purpose.

Put another way, the aim is to help researchers to ensure that what they receive meets their expectations. The questions are also designed to introduce consistent terminology for providers to state how they maintain quality, to enable buyers to compare the services of different sample suppliers. Notes on the context of the questions explain why the questions should be asked and which issues researchers should expect to be covered in the answer.

This set of questions updates and replaces the 2012 publication of ESOMAR's 28 Questions to Help Research Buyers of Online Panels, which was also designed to facilitate consistent terminology for providers to state how they maintain quality to enable buyers to compare the services of different suppliers.

ESOMAR has updated the text to recognize the ongoing development of techniques.

Whilst some of the questions remain constant, new questions have been added to incorporate new techniques and new technology in this area.

These 37 Questions complement ESOMAR's Guideline to Online Research, which was revised in 2011 to add updated legal and ethical guidance and new sections on privacy notices, cookies, downloadable technology and interactive mobile.

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?

The Logit Group has been supporting clients with their research execution needs since 1997. Logit started as a CATI field agency but has steadily increased our online presence and capabilities since the early 2000s.

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?

Logit has a dedicated team that focuses exclusively on respondent profiling and conversion rates. We're always looking at ways to further leverage native data to transform how we sample. Higher conversion rates mean a better respondent experience which leads to higher quality data. Logit and its team members are CRIC (Canada) and Insights (USA) certified and adhere to their sampling code of conducts.

3. WHAT OTHER SERVICES DO YOU OFFER? DO YOU COVER SAMPLE-ONLY, OR DO YOU OFFER A BROAD RANGE OF DATA COLLECTION AND ANALYSIS SERVICES?

Logit provides a wide range of research execution services from programming and hosting to field services (Online, In person and phone) and data services such as tabulations and dashboarding. Regardless of the project or methodology, we aim to add value for our clients through expert-level insights.

4. USING THE BROAD CLASSIFICATIONS ABOVE, FROM WHAT SOURCES OF ONLINE SAMPLE DO YOU DERIVE PARTICIPANTS?

Logit recruits its panelists from a wide variety of sources. Utilizing multiple recruitment methodologies helps eliminate bias and ensures that the panel composition is as representative as possible. Recruitment methodologies include: online advertising and affiliates, telephone or other offline recruitment, SMS and email invites, membership directories and lists and referral.

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? (ASSUME PROPRIETARY TO MEAN THAT THE SAMPLE PROVIDER OWNS THE ASSET. ASSUME EXCLUSIVE TO MEAN THAT THE SAMPLE PROVIDER HAS AN EXCLUSIVE AGREEMENT TO MANAGE/ PROVIDE ACCESS TO SAMPLE ORIGINALLY COLLECTED BY ANOTHER ENTITY.)

Logit utilizes all of these recruitment sources for our proprietary panel, Loop Surveys. From time to time depending on project requirements and sample needs, Logit may engage with one of their vetted and trusted partners to ensure sufficient sample and composition.

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?

Logit's recruitment channels vary by region and respondent type as there is no one universal method that will allow us to recruit for any and all types of respondents. The proportion of use is different in each geographical region but is blended to ensure that the mix is as balanced as possible. The recruitment process Is generally invitation only and is targeted based on the desired audience.

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 ORGANISATION AND THE TECHNOLOGIES YOU ARE USING. PLEASE TRY TO BE AS SPECIFIC AND QUANTIFY AS MUCH AS YOU CAN.

Logit employs a 2-step validation process for all of our panelists.

The first step occurs at registration where panelists are asked to validate their account using both an email address and cell phone number.

We also employ social logins to validate against a user's social account.

The second step is ongoing and occurs on a project-to-project basis:
   - Validating answers on a study against the user's profile points to ensure consistency
   - Looking at the user's IP to ensure they are in country and not from a known proxy or VPN
   - Reviewing self-reported data against transactional data to ensure consistency

All of these elements combine into a panelist quality score which must be maintained at a minimum threshold to continue receiving survey opportunities.

8. WHAT BRAND (DOMAIN) AND/OR APP ARE YOU USING WITH PROPRIETARY SOURCES? SUMMARISE, BY SOURCE, THE PROPORTION OF SAMPLE ACCESSING SURVEYS BY MOBILE APP, EMAIL OR OTHER SPECIFIED MEANS.

Logit's proprietary panel offering is Loop Surveys (www.loopsurveys.com). Panelists have the option of receiving invites via email, push notifications on their mobile device or by logging in directly to the website. Roughly 70% of panelists take part in surveys via their mobile device.

9. WHICH MODEL(S) DO YOU OFFER TO DELIVER SAMPLE? MANAGED SERVICE, SELF-SERVE, OR API INTEGRATION?

Logit is continually evolving our products and services with the goal of creating solutions that meet the needs of all of our clients. We offer managed service, self-serve and API integration solutions to ensure that our clients can launch sample for their project in a method that works best for them.

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?

In the event that Logit requires the use of a third-party sample provider, Logit will present sample options to the client to ensure that the blend is consistent with project outcome expectations. All our third-party integrations are done so through APIs, allowing us to seamless de-dupe and provide industry leading quality solutions across all panelists regardless of source.

11. OF THE SAMPLE SOURCES YOU HAVE AVAILABLE, HOW WOULD YOU DESCRIBE THE SUITABILITY OF EACH FOR DIFFERENT RESEARCH APPLICATIONS? FOR EXAMPLE, IS THERE SAMPLE SUITABLE FOR PRODUCT TESTING OR OTHER RECRUIT/RECALL SITUATIONS WHERE THE BUYER MAY NEED TO GO BACK AGAIN TO THE SAME SAMPLE? IS THE SAMPLE SUITABLE FOR SHORTER OR LONGER QUESTIONNAIRES? FOR MOBILE-ONLY OR DESKTOP ONLY QUESTIONNAIRES? IS IT SUITABLE TO RECRUIT FOR COMMUNITIES? FOR ONLINE FOCUS GROUPS?

Each recruitment source has strengths and weaknesses, which is why Logit ensures that multiple recruitment sources are used to eliminate recruitment bias and to ensure that panel composition is as representative as possible. We routinely conduct exercises such as in home usage tests, qualitative recruitment and longitudinal tracking surveys that require re-contact. Our panel is built with this in mind, and we ensure that each panelist is vetted to do so.

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?

Achieving representativeness on a study starts with recruitment. Each segment of the population is rated based on difficulty to reach and responsiveness. Less responsive audiences are over-recruited to ensure sufficient responses are achieved.

When a study is commissioned, we calculate sample send based on the required N size for the project. Total sample send accounts for response rates, completion rates and Incidence rates of each segment. After the initial invitation, two additional reminders are sent at pre-determined intervals based on the total field time allocated for the project.

Rep quotas are put into place in the survey's programming and are communicated to the panel either statically at pre-determined intervals or in real time via a reporting link or if possible via an API call. Status of the respondent is updated via redirects at the panel side.

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?

Logit maintains a minimum of 12 profiling points on each of its panelists, including:
- Age
- Gender
- Country
- State / Province
- City
- HHI
- Education
- Marital Status
- Postal / Zipcode
- Ethnicity
- Employment
- Age and gender of children

Other profile points are filled out in a number of ways including:

   - Profile update surveys that users can complete in between taking part in surveys.
   - Quarterly when new profile points are introduced into our system.
   - In real-time when screener answers on surveys are saved to their user profile.

We can append user information on a case-by-case basis. Extra costs may apply depending on the quantity and type of data to be appended.

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?

Important factors for quoting and estimations of feasibility include the type of audience (B2C & B2B), overall desired N size, qualifications of the audience, the length of the interview and the incidence rate after factoring in targetable qualifications.

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?

If for any reason project specs change throughout the course of fielding and warrant a revisit in terms of feasibility or cost, Logit shall consult with the client and provide any valid options to continue in field. These options may include increasing the price per complete, reducing the length or complexity of the questionnaire or bringing on additional vetted and validated partner sources.

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 do employ a router-based system for our panelists in the event that panelists do not qualify for their originally selected survey. Survey allocation is based on a number of factors including known qualifications, the conversion rate of the study and the assigned dollar value. Panelists are informed of their ability to take part in additional opportunities in the initial survey invite.

17. DO YOU SET LIMITS ON THE AMOUNT OF TIME A PARTICIPANT CAN BE IN THE ROUTER BEFORE THEY QUALIFY FOR A SURVEY?

Logit has caps in place for how many survey opportunities a user may engage with each day ensuring that respondents are not fatigued and that the answers they provide are valuable and meaningful.

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?

To ensure that product or service bias isn't introduced into the survey, panelists are told as little as possible in advance of taking part in the survey. Panelists are provided with the general category / subject of the questionnaire, the length it will take them to complete, and the incentive amount they will receive upon completion.

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?

Logit curates a list of surveys for each panelist based upon their profiling information to ensure that we are always delivering the most relevant and engaging surveys for each user. Panelists are provided with only the most necessary details of a study, including length of incidence, incentive amount and subject / category of the survey.

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?

Clients often have split streams within their survey that require differing survey and incentive amounts. Logit can accept an LOI or segment variable flag that can be passed back to us on the end link to trigger the corresponding incentive amount.

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)?

We collect user feedback for each project we offer to our panelists. We can provide normative satisfaction and usability data on request.

22. DO YOU PROVIDE A DEBRIEF REPORT ABOUT A PROJECT AFTER IT HAS COMPLETED? IF YES, CAN YOU PROVIDE AN EXAMPLE?

Logit typically only offers a debrief if one is requested or if specs changed significantly on a project when in field. Standard debriefs include bid vs field metrics, N size changes, qualifications and a write up on challenges faced during the fielding process.

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?

Logit has caps in place for survey participants based on a number of factors, including total surveys taken in a day (5), total surveys by category per week (5) and surveys available by panelist rating. We also have the ability to overwrite this and create custom rules based upon individual client needs.

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?

We log all session data on our panelists for each project they engage with. Session data includes time stamps and meta data pertaining specifically to the panelist. Data is provided on an ad hoc basis if requested by the client.

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.

Logit implements a number of identity checks on a per project basis, including:

- Verifying project screening questions vs profiled screeners
- Validating the users IP versus the country the project is fielded in
- Utilizing Research Defender to ensure the panelist is not a Bot or VPN / Proxy user

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?

Logit has the ability to track and manage tracker blends based on source and can clone blends from one project to another. This ensures that the same percentage by source is consistent across projects. These are easily reported on and can be provided to the client.

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?

Each panelist receives a quality score based on their historic survey responses. The quality score is based on a few factors, including quality of responses, reconciliation rates and accuracy of project screener responses vs profiled data.

Once a panelist falls below the minimum quality threshold they are removed from taking part in surveys and are added to a blacklist to prevent future entry into the surveying platform.

28. FOR WORK WHERE YOU PROGRAM, HOST, AND DELIVER THE SURVEY DATA, WHAT PROCESSES DO YOU HAVE IN PLACE TO REDUCE OR ELIMINATE UNDESIRED IN-SURVEY BEHAVIOURS, SUCH AS (A) RANDOM RESPONDING, (B) ILLOGICAL OR INCONSISTENT RESPONDING, (C) OVERUSE OF ITEM NONRESPONSE (E.G., "DON'T KNOW") (D) INACCURATE OR INCONSISTENT RESPONDING, (E) INCOMPLETE RESPONDING, OR (F) TOO RAPID SURVEY COMPLETION?

Logit employs several best practices in survey quality checks to ensure respondents are paying attention and providing quality responses.
These checks include:

- Speedster checks
- Straight lining checks
- Red herrings
- An open-ended AI tool that active checks for nonsensical and copied from clipboard responses

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. (NOTE: IF YOUR COMPANY USES DIFFERENT PRIVACY NOTICES FOR DIFFERENT PRODUCTS OR SERVICES, PLEASE PROVIDE AN EXAMPLE RELEVANT TO THE PRODUCTS OR SERVICES COVERED IN YOUR RESPONSE TO THIS QUESTION).

Here is the link to our privacy policy: https://loopsurveys.com/privacy-policy/

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?

The Logit Group will comply with all legal requirements of the jurisdictions in which we operate.

The Personal Information Protection and Electronic Documents Act (PIPEDA) is the federal privacy law for private-sector organizations in Canada.

The General Data Protection Regulation (GDPR) (EU) 2016/679 is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area.

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.

As required by GDPR and CCPA, Logit provides panelists with the following:

The right to be informed

The Logit Group is publishing this Privacy Notice to keep you informed regarding the collection and use of your personal information.

The right of access

Please contact dataprotection@logitgroup.com if you wish to access the personal data The Logit Group holds about you.

The right to rectification

If the information we hold about you is inaccurate or incomplete, you have the right to ask us to change it.

The right to erasure

This is often called 'the right to be forgotten'. If you wish to have us erase all the personal data we hold and we do not have a legal reason to continue to process and hold it, please contact us.

The right to restrict processing

You may ask us to restrict how we process your data, without completely erasing it.

The right to data portability

The right to data portability allows individuals to obtain and reuse their personal data for their own purposes across different services. This applies to data which you have supplied to us.

The right to object

The GDPR gives individuals the right to object to the processing of their personal data in certain circumstances.

The right to lodge a complaint with a supervisory authority

When an alleged infringement on applicable privacy laws has occurred, you have the right to lodge a complaint with a supervisory authority in your member state, or the location in which the alleged infringement occurred.

32. HOW DO YOU TRACK AND COMPLY WITH OTHER APPLICABLE LAWS AND REGULATIONS, SUCH AS THOSE THAT MIGHT IMPACT THE INCENTIVES PAID TO PARTICIPANTS?

Logit is in compliance with all relevant and applicable laws as it pertains to incentives and their fulfillment. Our compliance team is constantly working with governing bodies to ensure that we are in adherence with the latest laws and regulations.

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?

The Logit Group will not process personal data of children without parental consent, in accordance with applicable local law. If Logit becomes aware that we have unintentionally collected such data without parental consent, we will delete the data without delay.

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. Robust technical and organizational measures are taken to effectively safeguard client data and protect individual rights.

• We consider data protection issues as part of the design and implementation of systems, services, products and business practices.

• We make data protection an essential component of the core functionality of our processing systems and services.

• We anticipate risks and privacy-invasive events before they occur, and take steps to prevent harm to individuals.

• We only process the personal data that we need for our purposes(s), and that we only use the data for those purposes.

• We ensure that personal data is automatically protected in any IT system, service, product, and/or business practice, so that individuals should not have to take any specific action to protect their privacy.

• We provide the identity and contact information of those responsible for data protection both within our organisation and to individuals.

• We adopt a 'plain language' policy for any public documents so that individuals easily understand what we are doing with their personal data.

• We provide individuals with tools so they can determine how we are using their personal data, and whether our policies are being properly enforced.

• We offer strong privacy defaults, user-friendly options and controls, and respect user preferences.

• We only use data processors that provide sufficient guarantees of their technical and organisational measures for data protection by design.

• When we use other systems, services or products in our processing activities, we make sure that we only use those whose designers and manufacturers take data protection issues into account.

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?

The Logit Group Information Security Standards outline specific controls and requirements for accessing, disclosing, using and protecting Company's Information and/or Information systems.

The standards and controls are designed to ensure the security and confidentiality of Personal Data, protect against any anticipated threats or hazards to the security and integrity of Personal Data, and protect against any unauthorized processing, loss, use, disclosure or acquisition of or access to any Personal Data.

Risk Management

Enterprise Risk Management ("ERM") is a process, promoted by the Managing Partners, Officers, management and other personnel and applied in strategy setting and business planning across the Company. This Policy is a statement of commitment by the Company to ensure the introduction, adoption and implementation of an effective risk management program.

ERM activities form an integral part of the Company's objective setting process. It supports and improves the decision-making, planning and prioritization processes to ensure appropriate action is undertaken to continually address risks. ERM is an ongoing, proactive and dynamic process to identify, assess, manage and communicate risks that may impact objectives to meet the overall strategic goals of the organization.

Security Policies and Information Security Management

Information Security policies and standards are managed, monitored and communicated to Senior Management on an on-going basis. This includes participation from Senior Management to ensure awareness, changes, and overall directions are incorporated into the security program and are enforced as part of the security measures that are in place.

Organization Control

All employees are required to participate in security awareness and privacy training upon hire, and annually. In addition, all employees participate in ongoing anti-phishing and security awareness programs.

All employees are required to sign acknowledgement of employee handbooks, corporate and security policies, confidentiality, NDA and other workplace documents.

The Logit Group is a member in good standing with Canadian Research and Insights Council (CRIC), American Association for Public Opinion Research (AAPOR), and Insights Association. These organizations set standards to which members must adhere and which also protect respondent privacy.

Security Incidents

The Logit Group will maintain an incident response plan and follow documented incident response policies including data breach notification to Data Controller without undue delay where a breach is known or reasonably suspected to affect Client Personal Data.

The Logit Group will implement a SIEM (Security Incident and Event Management) system to assist in threat detection and investigation.

Physical Security

The Logit Group will implement the physical security of all facilities including data centers as well as take precautions against environmental threats and power disruptions.

The Logit Group will ensure servers, networking systems, and other mission critical assets are located within a secure room or location separated from general office and personnel areas.

Physical Security of our organization is manned by a reception area. Physical locks, RFID badges and card reader technology is in place to allow only authorized company personnel to access to secured areas. Offices utilize 24/7 monitored alarm system with recorded CCTV.

Access is granted by management, in coordination with the facility manager. Access card appointment and usage is logged.

User Access Management

The Logit Group will maintain proper controls for requesting, approving, granting, modifying, revoking and revalidating user access to systems and applications containing Personal Data.

Access permissions must be granted based on job responsibilities ('Need to know') with the least amount of privileges required

The Logit Group utilizes a robust IDP and Active Directory auditing and alerting platform, which provides real-time notifications, user activity auditing, threat pattern detection, configuration changes, anomalous activity alerts and other user/file/folder level auditing for routine review.

Password controls designed to manage and control password strength, and usage including prohibiting users from sharing passwords.

Change Management

Changes to systems, networks and applications will be documented in a registered change request that includes a description and reason for the change, implementation details and schedule, a risk statement addressing impact to users, services, and clients, expected outcome, rollback plan, and documented approval by authorized personnel.

Workstation Protection

The Logit Group will implement protections on laptops and desktops, including disk encryption, endpoint security (antivirus, firewall, content filter, vulnerability assessment, policy enforcement). Controls are implemented to detect and remediate workstation compliance deviations.

The Logit Group will securely sanitize physical media intended for reuse prior to such reuse and will destroy physical media not intended for reuse.

System and Network Security

Our data collection applications and databases are hosted in highly secure and redundant ISO 27002, SSAE 16 Type II SOC 2 compliant data centres.

In the event of a disaster, data can be restored to any of our multiple data collection installations, including facilities in London ON, and multiple Canadian cloud based platforms.

Supporting these data storage locations is our equally distributed workforce, with staff in multiple locations and remote teleworking across North America.

The Logit Group networks, applications and endpoints will be monitored by security specialists 24/7/365 from a state of the art Cyber Intelligence Centre (CIC).

Security measures include, but are not limited to:
- Multi layer, multi vendor spam detection, anti-virus, anti-malware
- Robust endpoint security suite with EDR (Endpoint Detection & Response)
- Vulnerability scanning and periodic penetration testing with remediation of identified vulnerabilities
- Active real-time auditing and reporting of Active Directory, Object access, security and application logs.
- State of the art Security Incident and Event Monitoring (SIEM) system with User Behavior analysis, AI Engine and robust dashboards and alerts, managed and monitored by secure SoC CIC 24x7x365
- Automated data discovery, classification, tagging and Data Loss Prevention
- Multi-factor authentication
- Ongoing security and awareness training
- Centralized patch management
- Next-gen Firewalls
- Data Encryption (in transit and at rest)
- Data destruction follows NIST SP 800-88 guidelines for media sanitization.
- Threat notification advisories
- Integrated threat intelligence
- Threat Hunting
- Annual 3rd party penetration testing
- Monthly 3rd party vulnerability scanning / assessments
- Security Orchestration, Automation & Response (SOAR)
- 3rd party ongoing Information Security thought leadership
- 3rd party annual assessment of Logit's Information Security program and controls against the Centre for Internet Security's Critical Security Controls (CIS-CSC)

36. DO YOU CERTIFY TO OR COMPLY WITH A QUALITY FRAMEWORK SUCH AS ISO 20252?

Logit is compliant with ISO 20252, which is a requirement for CRIC members.

37. WHICH OF THE FOLLOWING ARE YOU ABLE TO PROVIDE TO BUYERS, IN AGGREGATE AND BY COUNTRY AND SOURCE? PLEASE INCLUDE A LINK OR ATTACH A FILE OF A SAMPLE REPORT FOR EACH OF THE METRICS YOU USE.

Logit can provide any and all data in aggregate that we collect on our system.

Information is provided on an ad hoc basis as required by client and project.