



ESOMAR²⁴
Corporate



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Trend Opinion Company Profile

Shaping Tomorrow's Trends with Today's Opinions.

At TREND OPINION, we recognize the critical role of data in making informed decisions swiftly. With a specialized focus on market research, we take pride in helping organizations seize opportunities through a diverse range of services. Our approach centers on developing a deep understanding of customer and market needs, aligning internal resources to deliver effective solutions that drive success.

Having fostered robust relationships with over 100 clients worldwide, our global footprint continues to expand exponentially. Our mission is to empower businesses with precise insights, equipping them to thrive in today's dynamic markets.





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?

A. Experience in Providing Online Samples for Market Research:

Since 2015, Trend Opinion has been at the forefront of providing innovative services and advanced technologies for data collection and management, empowering decision-makers to drive their businesses forward. Leveraging a diverse array of reliable recruitment sources, we maintain a network of over 1.8 million highly qualified active panelists across 17 countries: the United States, Canada, Mexico, the United Kingdom, Germany, Switzerland, France, Italy, Spain, New Zealand, Australia, India, Japan, Singapore, China, Brazil, Colombia, and Argentina. Beyond our proprietary panels, we have the capability to access additional international panelists through our extensive network of trusted partners as needed. We also recruit specific targets via social media, ensuring the consistent implementation of high-quality online questionnaires and representative survey results. Our client portfolio includes over 100 market research agencies, media agencies, consultancies, institutions, academics, and end clients.

Our Reach and Capabilities

- **Global Panel Network:** Our extensive panel network spans over 1.8 million active members in 17 countries.
- **Extended Access:** Through our trusted partners, we can access additional international panellists as required.
- **Targeted Recruitment:** We utilize social media to recruit specific demographics, enhancing the quality and representativeness of our surveys.
- **Clientele:** We serve over 100 clients, including market research agencies, media agencies, consultancies, institutions, academics, and various end clients.

Market Research Focus

Market research forms the cornerstone of our operations. Our proficiency in online sample provision has established us as a trusted partner within the industry.





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?

A. Staff Responsibility for Sampling Algorithms and Training:

At Trend Opinion, our tools are meticulously developed in-house by our team of IT specialists. We leverage an advanced proprietary Sample Management Tool to construct complex samples that target specific population segments based on anticipated distributions. This tool integrates numerous distribution variables and individual crossed combinations while adhering to strict panel usage guidelines. These guidelines include limiting the number of invites per member per week to prevent survey fatigue, restricting invites to similar category surveys, and excluding members who have recently participated in studies.

Our Sample Management Tool utilizes member activity history and project requirements from our database to accurately predict the expected response rate for each individual and the overall sample. Our IT team continuously monitors and enhances the performance of our sampling tools, ensuring optimal efficiency and accuracy. Additionally, we provide ongoing in-house training on sampling best practices and methodologies, including specific training on the implementation of these practices for different project types and use cases.

We also have a Quality Council, comprising an internal cross-functional team responsible for ensuring that the company stays abreast of current and future trends in sampling. Our Chief Insights Officer focuses on understanding both basic and advanced sampling techniques, as well as the behavioral and attitudinal biases within our network.

At Trend Opinion, we emphasize the quality of our data collection processes. We have developed algorithms for sample selection with software technicians, researchers, and analysts to ensure methodological correctness. Our project managers undergo extensive training in handling sampling tools within our panel management system, emphasizing both expertise and technology. Additionally, we actively participate in marketing research and sample-focused conferences, as well as industry committees, to stay informed about the latest trends and advancements in sampling methodologies.



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?

A. Other Services Offered:

Trend Opinion is a full-service market research company, dedicated to providing a wide range of services to meet our clients' diverse needs. Our high-quality online samples form the foundation of our services, which extend well beyond that, ensuring that we deliver actionable insights and support to drive our clients' business forward.

- **Full-Service Market Research:** We conduct end-to-end market research studies, including designing research methodologies, conducting fieldwork, data collection, analysis, hosting and report preparation.
- **Data Collection:** Our services encompass various data collection methods, such as online surveys, telephonic interviews, face-to-face interviews, focus group discussions, and more.
- **Data Analysis and Reporting:** Our seasoned team of experienced data analysts transforms raw data into actionable insights, providing comprehensive reports filled with detailed analysis and valuable recommendations.
- **Online Panel Services:** We maintain a diverse and extensive panel covering over 17 countries worldwide, enabling us to provide targeted samples tailored to our clients' specific needs.
- **Data Processing and Tabulation:** We offer data processing services, including coding, data cleaning, tabulation, and more.
- **Consultancy Services:** We offer B2B and healthcare brand research consultancy, empowering clients to make informed decisions through our comprehensive data and insights.

Our Expertise and Approach:

Our team possesses expertise in various research methodologies and extensive experience across different industries. We take pride in offering customized solutions that align with our clients' unique requirements. Our ultimate goal is to provide data and insights that empower our clients to make strategic decisions.

Contact Trend Opinion Today:

Partner with Trend Opinion for comprehensive market research solutions that drive your business forward. Contact us today to learn more about our services and how we can support your market research needs.

Sample sources and Recruitment

What this section is about

What this section is about Answers to the questions in this section will help you understand the types of sample available from different sample providers in the market and the sources they rely on. This will help you evaluate the quality of the sample being offered, whether it is suitable for measuring change over time, and whether there are any specific constraints you need to consider when using it. It will also allow you to understand whether the sample provider is drawing the sample from its own sources or aggregating sources from other providers. We recommend that you first identify the sample types being offered and then ask the relevant questions for all sources.

Broadly speaking, there are two models of sample sources and recruitment:

Panels

These are databases of potential participants who declare that they will cooperate for future data collection if selected, generally in exchange for a reward/incentive. This includes traditional access panels, co-branded panels, or opt-in databases of individuals who agreed to complete research projects and also undertake other nonmarket research activities (watch ads, download an app, complete marketing offers, etc, also known as loyalty programmes, or rewards communities within GPT (Get paid to) sites.) Loyalty card and subscription databases are included here if there is a continuous relationship with members who understand the commitment asked of them

Intercepts

This includes intercepts from offer walls, affiliate networks, social media or other platforms to drive traffic to a survey. Intercept is an approach where potential participants are asked to take a survey for a reward while they are engaged in another activity such as playing an online game, reading news, or some other online activity. Intercepted participants may be previously unknown to the sample provider or may have been pre-identified and profiled through a prior survey experience





4.

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

A. Sources of Online Sample:

At Trend Opinion, we have developed a robust ecosystem for sample acquisition and management, ensuring the highest quality data for our clients' research needs. In addition to maintaining proprietary panels in 17 countries, we leverage diverse online sources such as partnerships, public relations, ads, panelist referral programs, and email campaigns. Our exclusive permission-based recruitment process sets us apart, guaranteeing the engagement of highly profiled and deeply involved participants.

To reach niche audiences that traditional panels may struggle to access due to their smaller population size, we have devised innovative solutions. One such approach is our recruitment strategy via social media, allowing us to effectively tap into unique demographics and interests.

Our commitment to transparency and quality extends to our strategic partnerships. We collaborate with carefully vetted premium partners worldwide, including traditional research panels, loyalty communities, media owners, and online publishers. This comprehensive network enables us to access over 60 million consumers in more than 35 markets apart from our proprietary in 17 countries, ensuring unparalleled reach and diversity for our clients' projects.

By combining these diverse sources, we offer our clients unparalleled access to high-quality respondents, ensuring representative and reliable data for their research endeavors. At Trend Opinion, we are dedicated to pushing the boundaries of sampling methodologies to deliver actionable insights that drive successful business decisions.





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.)

A. Proprietary or Exclusive Sources:

At Trend Opinion, we pride ourselves on our strategic approach to sample acquisition, employing a blend of proprietary and third-party sources to achieve a balance of exclusivity and diversity. Our primary source, comprising 80% of our samples, is our meticulously maintained internal online access panels, which are subject to stringent quality control measures and participant authentication protocols.

For specialized needs or when our internal panels are insufficient, we seamlessly integrate selected specialist market research providers and intercept methods into our sampling strategy. To prevent duplication across internal and external sources, we implement in-house cookie-based identification solutions, ensuring respondents do not engage in multiple surveys simultaneously and maintaining the integrity of our data.

We meticulously maintain sample source composition to ensure data consistency. Our sample sources are leveraged according to client and project needs, ensuring the right audiences are interviewed and the highest value insights are extracted. The overall sample composition depends on specific project specifications, guaranteeing each study receives the most suitable and reliable sample possible.

At Trend Opinion, transparency and quality are paramount in every aspect of our operations, from sample acquisition to data delivery. By leveraging both proprietary and third-party sources, we uphold our commitment to providing clients with accurate, actionable insights while maintaining the highest standards of integrity and professionalism.





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?

A. Recruitment Channels and Methods:

Recruitment Strategies at Trend Opinion

At Trend Opinion, we recognize the importance of acquiring diverse and engaged respondents to support our market research activities. With over nine years of experience, we have refined our recruitment strategies to ensure the annual recruitment of thousands of highly qualified participants.

Inclusive Recruitment Practices

We adhere to ESOMAR guidelines and national laws, ensuring our recruitment practices are inclusive and open to all consumers. Additionally, we run a referral program to incentivize existing members to invite friends to join the Trend Opinion panel.

Utilizing Diverse Recruitment Channels

Our recruitment strategies leverage a wide array of channels, including email invitations, social media advertisements, and collaborations with online communities. By utilizing these channels, we ensure extensive outreach to potential participants and maintain a diverse pool of panelists.

Monitoring and Optimization

Our recruitment teams closely monitor key metrics such as volume, demographics, and quality to develop effective recruitment and panel management approaches tailored to our clients’ requirements. Using insights from these metrics, we launch recruitment, reactivation, or retention initiatives to keep our panel fresh and engaged.

Continuous Improvement

Recruitment efforts are ongoing year-round, orchestrated by our marketing team through various means, including social media communication, email drives, referral programs, organic traffic, and partnerships. We continually strive to diversify our recruitment channels to ensure representativeness across the population and mitigate biases.

At Trend Opinion, we are committed to maintaining a balance between inclusivity and quality in our recruitment practices, ensuring our panel remains robust and reflective of diverse perspectives.



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.

A. Validation in Recruitment:

Ensuring Data Integrity and Reliability at Trend Opinion

At Trend Opinion, the integrity and reliability of our data are paramount. We employ a comprehensive range of validation techniques throughout the recruitment process to verify the legitimacy of participants and prevent duplications.

Registration and Initial Validation

- **Double Opt-In Mechanism:** During registration, we utilize a double opt-in mechanism, requiring panelists to confirm their registration via a verification email sent to their inbox. This step thwarts automated sign-ups and ensures the authenticity of participants.
- **CAPTCHA and Bot Detection:** We incorporate CAPTCHA challenges and employ bot detection algorithms to distinguish between human participants and automated bots, safeguarding against fraudulent registrations.
- **SMS Verification:** We utilize mobile One-Time Password (OTP) verification during registration to confirm the authenticity of mobile numbers, enhancing data authenticity and security.
- **Research Defender for Digital Fingerprinting:** To preserve the individuality of participants, we employ Research Defender for digital fingerprinting. This technology discerns and filters out potential duplicates or fraudulent respondents by analyzing parameters like IP addresses, browser specifics, and device information.
- **Geo-IP Validation:** We employ MaxMind for Geo-IP validation to detect proxy or blacklisted IPs and verify the geographical authenticity of respondents.
- **Identity Verification:** For added security, we plan to implement identity verification procedures, where user-device data collected during registration is assigned an identity ranking. Participants with insufficient rankings will be excluded from the panel.
- **Call Verification:** As part of our security protocols, we implement call verification using work phone numbers during registration. This process involves confirming the identity of users through a phone call to their provided work number. By leveraging work phone numbers for verification, we ensure the authenticity of participants within our platform and enhance overall security measures.



Ongoing Monitoring and Validation

- **Quality Control Measures:** Throughout the registration process, we conduct automated verification of various inputs and technical information provided by participants, using predefined algorithms to assess their plausibility and detect duplicate entries.
- **Suspicious Activity Check:** We deploy pre-survey fraud probability analysis to identify and remove respondents exhibiting suspicious behavior based on device and IP address-linked data points.
- **Data Consistency Checks:** Regular data checks for inconsistencies in responses across surveys or over time help identify and remove unreliable data sources.
- **Speeder Limit:** A stringent speed limit for survey completion is implemented to identify and disregard rushed responses, maintaining data integrity.

By incorporating these rigorous validation techniques into our recruitment process, we maintain the highest standards of data quality and integrity. Our commitment to continuous improvement and innovation underscores our dedication to delivering accurate and reliable insights for informed decision-making.





8.

What brand (domain) and/or app are you using with proprietary sources? Summarize, by source, the proportion of sample accessing surveys by mobile app, email or other specified: means.

A. Brand/App Usage with Proprietary Sources:

Our proprietary panels operate under the brand [Trend Panel Pulse] (<https://trendopinion.com/trend-panel-pulse/>). Approximately 35% of our participants prefer accessing surveys via mobile devices, while the remaining 65% use desktops or laptops. This platform also offers the convenience of email notifications for available surveys, allowing participants to effortlessly access surveys by clicking the provided link in the email.

The distribution between participants accessing surveys via email notifications and those accessing them directly through the platform is roughly equal, at 50/50. However, these proportions may vary based on the project and target audience. We continually monitor these trends to optimize the experience for our panelists and ensure a robust response rate.





9.

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

A. Sample Delivery Models:

Managed Service Excellence

At Trend Opinion, we uphold a steadfast commitment to panel management regulations and quality standards through our exclusive managed service approach. This meticulous oversight ensures the integrity of the entire invitation process and participant selection, preventing both over-solicitation and under-solicitation, while also avoiding repeated invitations to similar projects within a short period.

Customized Distribution Channels

We distribute invitations to participate in our surveys through various channels, including email, notifications, and postings on our website. Each project's choice of media is customized to ensure optimal engagement and response rates.

At Trend Opinion, we are committed to maintaining a balance between inclusivity and quality in our recruitment practices, ensuring our panel remains robust and reflective of diverse perspectives.





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?

A. Transparency in Source Composition::

Ensuring Sample Quality and Transparency

At Trend Opinion, while we predominantly rely on our proprietary panel sources, specifically [Trend Panel Pulse](#), we understand the significance of integrating a diverse range of sample sources for specific projects to achieve thorough and impartial results. We place paramount importance on transparency regarding sample composition, providing comprehensive details on participant sources and demographics. Our commitment to delivering quality and consistent data remains steadfast regardless of the respondent source.

Thorough Partner Evaluation

Before integrating third-party partners into our supply network, Trend Opinion conducts rigorous evaluations. We uphold stringent standards akin to ISO practices and require suppliers aspiring to be preferred partners to provide requisite information in advance. Our sourcing team meticulously evaluates all potential partners, ensuring they adhere to industry standards and contribute to maintaining the quality and integrity of our sample pool.

Intercepts

We also offer intercepts as additional sampling options if required. We place paramount importance on transparency regarding sample composition, providing comprehensive details on participant sources and demographics.

Continuous Quality Control

To uphold participant quality, Trend Opinion implements robust quality control measures. We meticulously scrutinize respondent responses to ensure data accuracy and reliability. Third-party partners providing samples undergo continuous monitoring to maintain the highest standards of quality. Additionally, upon request, Trend Opinion provides the names of sample sources used, emphasizing our commitment to transparency and quality assurance.

By prioritizing transparency, quality, and flexibility in sample delivery, Trend Opinion aims to provide clients with reliable insights and data-driven solutions tailored to their unique research needs.



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 desktoponly questionnaires? Is it suitable to recruit for communities? For online focus groups?

A. Suitability of Sample Sources for Different Research Applications:

Trend Opinion Sample Diversity and Quality Assurance

At Trend Opinion, our sample sources offer diversity and versatility, catering to a wide range of research applications:

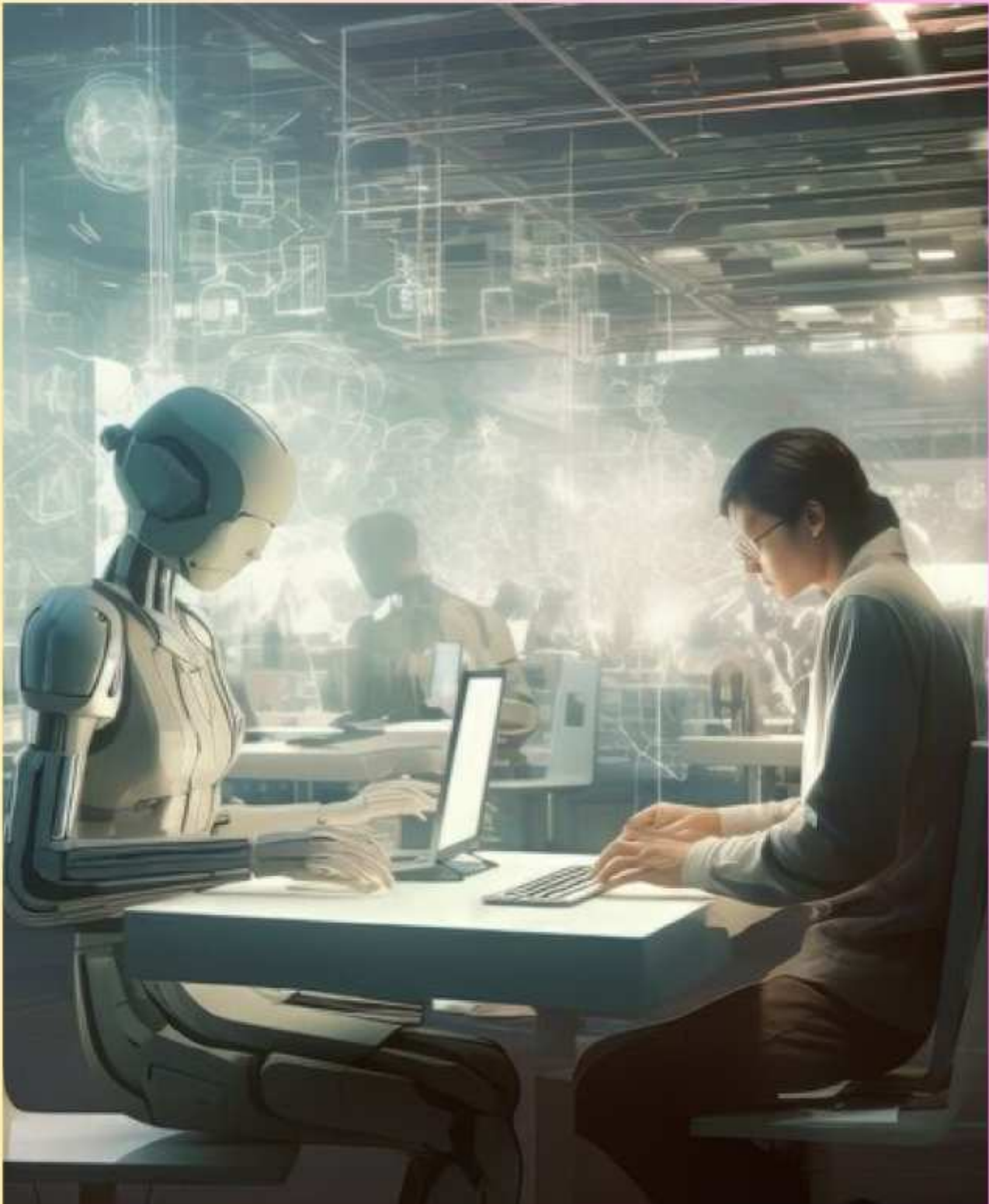
- **Barometers:** We provide reliable and consistent panelists for barometer studies to gauge public opinion on various topics.
- **Consumer and Brand Health Trackers:** Our panelists participate in ongoing health tracking studies, offering insights into consumer behavior and brand performance.
- **In-Home Usage Tests (IHUTs):** Our panel members willingly participate in product testing studies, allowing clients to assess product performance in real-life settings.
- **Recontacts:** We facilitate recall-based research, enabling clients to re-engage with the same sample at a later date for follow-up studies.
- **Survey Length Customization:** Our teams excel in accommodating diverse questionnaire lengths, ensuring sustained panellist engagement and minimal drop-out rates, even with extended surveys.
- **Device Compatibility Optimization:** Our panellists access surveys across a range of devices, all seamlessly supported by our responsive platforms. This flexibility enables us to tailor surveys to specific device preferences, whether mobile or desktop.
- **Community Recruitment Proficiency:** Drawing on our demonstrated success in community recruitment, we harness the breadth of our panel demographics and recruitment methodologies to craft tailored samples for precise community-based studies.
- **Focus Groups:** Our panelists are highly receptive to engaging in qualitative research methods, including both online and offline focus groups. We tailor our recruitment processes to identify and select suitable and actively engaged participants for these studies.

We are committed to maintaining a dynamic panel that can adapt to our clients' evolving needs, ensuring the provided sample aligns with their unique research requirements. Each project is approached with a tailored strategy to meet research goals, with adjustments made as necessary. Our dedicated project management team collaborates closely with clients to identify and effectively mitigate any constraints early in the process.

Sampling And Project Management

What this section is about

Answers to the questions in this section will help you understand the processes and procedures that are undertaken to provide you with a sample of participants for your survey. You should understand what biases may be inherent in, or as a result of, the approaches taken and the likely severity of those biases.





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?

A. Overall Sampling Process and Demographic Quota Controls:

At Trend Opinion, we adhere to a systematic and comprehensive process, beginning with invitations and culminating in survey completion:

- **Systematic Sampling for Representative Samples:** At Trend Opinion, we understand the importance of representative samples in research. That's why we implement a systematic sampling process with rigorous demographic quota controls. Clients have the flexibility to define their target groups, with guidance from our project managers if needed. Utilizing our advanced proprietary Sample Management Tool, we construct complex samples based on specified population categories and expected distributions. Our tool integrates numerous distribution variables while adhering to panel usage regulations, ensuring integrity and compliance.
- **Utilizing Advanced Sampling Techniques:** Our sampling methods are highly adaptive, ensuring that each study receives the most appropriate sample blend. We customize sample plans for each project, balancing representatively by determining ideal sample sources. Whether it's leveraging nationally representative quotas or client-specified targets, our approach ensures accuracy and relevance. We tap into a diverse, engaged, and richly profiled panel ready to provide valuable opinions.
- **Engaging Panelists for Quality Responses:** We maintain close interaction with our panelists through various digital channels, including email, push notifications, and SMS, respond to screening questions to ascertain their alignment with survey criteria. Panelists can access surveys through their preferred channels or log into our website or app at their convenience. Our invitations provide clear instructions, estimated completion times, and incentives, ensuring optimal participation. Our technology ensures random sampling and considers varying response rates across demographics, ensuring comprehensive data collection.
- **Ensuring Data Confidentiality and Integrity:** At Trend Opinion, confidentiality and integrity are paramount. Survey responses are evaluated anonymously, with strict measures in place to prevent data linkage during analysis. Panelists are assured that their data is solely utilized for market and social research purposes, with no exposure to unsolicited commercial emails or spam.

At Trend Opinion, we prioritize accuracy and integrity in research. Our systematic sampling and advanced techniques ensure representative samples and relevant insights. With flexible client support, robust sample management, and stringent data confidentiality measures, we deliver high-quality research outcomes that drive informed decisions.



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?

A. Profiling Information and Data Point Updates:

With the extensive profiling data we maintain, our aim is to ensure the utmost accuracy and relevance for both our clients and panel members. At least 80% of our panelists provide essential demographic details such as age, gender, location, occupation, education, household income and other key segmentations. We go beyond basic profiling, utilizing over 100 criteria to capture a comprehensive understanding of each panelist's profile. Regular updates are encouraged, with reminder campaigns sent out periodically to ensure the data remains current.

This meticulous approach allows us to tailor our surveys precisely to the needs of our clients and the preferences of our panelists. Each profiling attribute is carefully managed, with expiration dates (every 6 months) assigned based on its significance and nature. When a data point expires, we prompt panelists to update their profiles, ensuring the information remains relevant.

While our intercept sample sources may initially have limited profiling information due to the spontaneous nature of recruitment, we gather essential profiling data during the survey process. For participants transitioning from intercepts to regular panelists, we progressively collect additional profiling information over time.

It's crucial to underscore that all profiling information originates directly from our panel members, ensuring the data's quality and authenticity. We do not rely on third-party sources for profiling data.

Upon the client's request, we can augment the dataset with these profiling data points. This appended information offers valuable insights that enrich the analysis and interpretation of the survey data.





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?

A. Feasibility Estimates and Boundaries:

- **Approach:** We meticulously follow industry best practices to ensure accurate feasibility assessments for your surveys with Trend Opinion, considering various factors.
- **Project Objectives and Goals:** Understanding the project's purpose enables effective alignment of resources and methodologies.
- **Target Demographics:** Key details such as age, gender, location, income level, and other specific characteristics of target respondents are essential for assessing the availability of suitable panel members.
- **Sample Size:** The required number of completed responses directly influences project feasibility and timeline.
- **Length of Interview (LOI):** The survey's duration can impact respondent engagement and completion rates, thus affecting feasibility.
- **Incidence Rate (IR):** This represents the percentage of the general population that qualifies for the study.
- **Fieldwork Period:** The duration of the survey's fieldwork is crucial for feasibility, especially for larger sample sizes or when targeting low-incidence demographics.
- **Transparency and Collaboration:** We value transparency and collaboration in addressing feasibility challenges. If any issues arise, we work closely with clients to explore alternative solutions and determine the best course of action.

We are dedicated to furnishing clients with pragmatic and achievable estimates, refraining from the allure of overpromising feasibility. Upholding transparency regarding our capacities and limitations is foundational to our ethos, guaranteeing client contentment and the seamless execution of every project.





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?

A. Project Incompletion and Third-Party Sources:

Efficient management of incomplete projects entails the option of engaging third-party sources or subcontractors to meet project requirements.

In the event of a parameter change since project bidding—such as a lower-than-expected incidence rate or extended survey completion time—a project may become unfeasible in the field. In such cases, we promptly notify our clients, engage in discussions regarding the rationale behind the change, and propose potential solutions, such as revising quota structures, adjusting screening criteria or involvement of a third-party partner.

Should the involvement of a third-party partner or subcontractor become necessary to conclude fieldwork, we maintain full transparency with our clients. Our extensive network of trusted third-party sources is meticulously selected based on the quality of respondents they provide, with each required to undergo our rigorous quality assessment during the initial vetting process and ongoing performance monitoring.

Our communication with clients is characterized by complete transparency, with regular updates provided throughout the fieldwork process. We offer recommendations for updating screening criteria or other adjustments to align with client objectives. Additionally, we seek to understand any discrepancies between project expectations and outcomes, such as unexpected incidence rates or dropout rates, in order to enhance future performance.

Through these measures, we ensure that our clients receive the highest quality data and that their projects are executed effectively and efficiently.





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.

Trend opinion exclusively invites participants directly to the survey, ensuring meticulous control over the invitation process. Our panellists receive survey invitations through diverse channels, including email, app notifications, SMS, and access through member website accounts. Moreover, to target even the most specific audiences, respondents can also be reached through social media platforms (Custom Recruit)





17.

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

Trend opinion does not support participants engagement Via router.





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?

A. Information Provided to Potential Participants:

- **Transparency and Participant Empowerment:** At Trend Opinion, transparency and concise messaging are paramount. We prioritize setting clear expectations for respondents, empowering them to make informed decisions about survey participation. Regardless of the source, we provide detailed information to potential participants, including the estimated length of the survey, the survey theme or category, and the reward they will receive for participation.
- **Bias Mitigation and Participant Consent:** To maintain impartiality, we refrain from providing advanced project knowledge to participants. Surveys are distributed randomly based on target respondents and available quotas, with only publicly available project information disclosed to prevent response bias. In cases of sensitive projects, we include warnings and request participant consent before participation.

Our commitment to transparency, quality assurance, and participant empowerment underscores every aspect of our survey process. By providing comprehensive information and prioritizing participant autonomy, we foster trust and ensure a positive experience for all stakeholders involved.





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?

A. Participant Choice in Survey Selection:

- **Transparent Survey Matching and Selection:** At Trend Opinion, we prioritize aligning surveys with panelists based on their profiles to ensure relevance and suitability. Our panelists have the autonomy to choose from a selection of available surveys by logging into their dashboard. Each survey listing includes key details such as the Project Number, estimated survey length (Length of Interview - LOI), and reward points offered. The Project Number serves as a reference for participants to address any queries or issues with our support team. This approach fosters transparency and empowers participants to select surveys that match their preferences and availability. To maintain the integrity of our data, we refrain from disclosing specific survey topics or objectives that might bias responses.
- **Optimized Response Rate and Engagement:** We utilize a variety of methods to optimize response rates and engagement. By strategically providing varying information, we enhance both participation and data quality.
- **Panelist Management and Engagement:** Each panelist is assigned a unique Panelist ID, allowing us to monitor survey invitation frequency and customize engagement strategies. Panelists can manage their survey participation and frequency preferences through their account settings, ensuring optimal engagement without overwhelming them with excessive invitations.

Through these measures, Trend Opinion ensures the delivery of high-quality data and the successful execution of client projects.





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?

A. Incentive Adjustment and Participant Level Flags:

- **Tailored Incentive Management:** At Trend Opinion, we understand the importance of tailored incentives to motivate participants effectively. For each project, incentive levels are meticulously determined based on factors such as subject matter, survey duration, and incidence rate. We offer a flexible range of rewards, allowing participants to earn points redeemable for a variety of options, including physical gifts, online vouchers, charitable donations, or bank transfers. Our system is adaptable, accommodating client-specific incentive processes when necessary.
- **Fair Treatment and Timely Distribution:** We prioritize fair treatment for all participants, even in cases of screening out or full quota rejection. Participants receive incentives promptly upon completing the survey, ensuring satisfaction and incentivizing future engagement. Incentive adjustments during fieldwork, if required, are executed judiciously to maintain fairness and consistency.
- **Personalized Engagement and Preference Management:** Our system allows for participant-level preferences to be flagged, enabling personalized incentives and tailored engagements. By capturing and retaining participant preferences, we enhance their experience and foster a sense of value within the participant community. This personalized approach strengthens participant engagement and loyalty over time.
- **Ensuring Transparency and Integrity:** Our commitment to transparency extends to incentive management. Any adjustments in incentive levels are tracked and flagged at the participant level in the dataset, ensuring transparency and allowing researchers to account for these adjustments during data analysis. We closely monitor fieldwork to understand the impact of incentive adjustments on response rates and data quality, ensuring the integrity of our survey results.

In summary, our approach to incentives at Trend Opinion prioritizes flexibility, fairness, and transparency. By offering tailored incentives (even for hard to reach audiences), ensuring prompt distribution, and allowing for personalized engagement, we aim to create a positive and rewarding experience for participants while maintaining the integrity of our survey projects.



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)?

A. Participant Satisfaction Measurement:

Panel Member Engagement and Feedback

At trend opinion we routinely administer satisfaction surveys to our participants to solicit feedback, fostering continuous improvement in both our service and portals. We actively seek feedback through separate questionnaires or feedback questions at the end of surveys, covering various aspects such as survey clarity, length, and fairness of incentives. Trust metrics, evaluating factors like data protection measures and delivery of incentives. Future participation prospects, gauging participant willingness to engage further participant satisfaction, encompassing aspects such as membership experience, technical setup, and frequency of invitations, Survey dropout analysis, investigating reasons behind participant disengagement Trust metrics, evaluating factors like data protection measures and delivery of incentives.

Additionally, our panel members can provide feedback and suggestions for improvement at any time via contact form, email, or telephone. Our dedicated support personnel are readily available to assist all panellists.. Our support team diligently addresses all questions and queries pertaining to surveys, ensuring a seamless experience for our participants. Furthermore, any feedback received is promptly relayed to our project managers and, if necessary, shared with the client for further action.

Through transparent feedback mechanisms, continuous participant satisfaction assessment, and proactive engagement with our panel members, Trend Opinion remains committed to delivering service excellence and driving continuous improvement in our operations and platforms.





22.

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

A. Debrief Report Provision:

At Trend Opinion, we prioritize transparency and actionable insights in every project we undertake. Upon project completion, we provide our clients with comprehensive debrief reports, meticulously curated to offer profound insights and strategic recommendations derived from the research findings.

Clients engaging with our services benefit from two collaboration models. They can choose to supply us with their pre-programmed surveys, maintaining control over their systems and data. Alternatively, clients can leverage our hosting and programming services, entrusting us with survey execution and data management.

We provides a thorough overview of each project, outlining objectives and methodologies to ensure alignment with client goals. We furnish detailed demographic insights about respondents, encompassing key demographics such as age, gender, and location. Throughout the project lifecycle, we meticulously track key statistics such as survey invitations sent and completion rates. Our analysis includes a comprehensive review of dropout rates to pinpoint survey disengagement points, informing strategic improvements. We proactively address project issues, led by dedicated project managers, to maintain timelines and data integrity. Participant feedback is integral, guiding continuous improvement in our methodologies and enhancing overall participant satisfaction.

For clients availing our hosting and programming services, we undertake the responsibility of providing comprehensive insights and data analytics. Should clients express the need for supplementary information beyond the outlined metrics, we remain receptive to dialogue, extending our support and expertise to address their specific requirements.

At Trend Opinion, participant confidentiality and privacy are paramount. We uphold the sanctity of participant data, ensuring that it remains shielded from any form of unauthorized usage or exploitation for advertising purposes.



Data quality and Validation

What this section is about

This section focuses on the quality of the in-survey data. In-survey data quality includes project level data validity and representativeness, survey-taking behaviours, sample blends, participant characteristics, and project level data health and audit practices.





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?

A. Frequency of Participant Survey Participation:

At Trend Opinion, our top priorities are maintaining high data quality and ensuring participant engagement. We enforce strict guidelines on survey participation frequency, typically allowing participants to complete a survey once every 36 hours, adjusted based on demographics, profile information, and client study requirements. Participants are limited to one survey per day, uniformly applied across all sample sources using our proprietary technology to maintain unique participant identities, even when attempting surveys from different sources. This adherence aligns with ESOMAR guidelines, demonstrating our commitment to ethical research practices.

In addition to managing survey frequency, we focus on optimizing participant engagement and mitigating the influence of 'professional' survey takers. We implement a cooldown period in our panel management system to prevent participants from receiving multiple survey invitations within a short timeframe. This ensures fair distribution of opportunities and supports a balanced and diverse participant pool for reliable research outcomes.

We utilize sophisticated tracking systems to monitor participant activity, including survey history and cumulative survey time, in real-time. This approach upholds data integrity while enhancing participant satisfaction. We remain flexible to adjust participation frequencies and maximum survey times based on feedback, specific source requirements, or participant activity levels, continuously refining our approach to ensure optimal research effectiveness and participant experience.





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?

A. Data Maintenance on Individual Participants:

Trend Opinion meticulously maintains comprehensive participant records, capturing a wide array of data points to ensure utmost data quality and integrity. Our database includes critical details such as date of registration, last login/invite, last survey started, survey participation history, incentive records, site activity, and profiling data. This dataset is crucial for monitoring panel health, understanding participant behavior, and optimizing data quality. We also track participants' recent survey participation, including survey topics, lengths, and incentives received.

In terms of recruitment source, we record whether participants were sourced from our proprietary panel, partner panels, or other channels. This allows us to assess the performance of each recruitment channel and its impact on data quality.

These comprehensive participant records enable us to provide clients with valuable project-level insights. We analyze recruitment sources, participation history, and behavioral patterns to enhance research effectiveness. All data shared is anonymized and aggregated to protect individual identities, adhering strictly to our privacy policy and relevant data protection laws.





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.

A. Confirmation of Participant Identity:

Ensuring the authenticity of participant data is paramount in online operations, particularly within the research sector where identity misrepresentation poses a significant challenge. We at Trend Opinion prioritize the protection of our clients' surveys from fraudulent activities aimed at gaining incentives through misrepresentation.

To achieve this, we implement a comprehensive suite of device and behavioral checks before each respondent enters a survey. These checks extend beyond registration and ongoing monitoring and are powered by a combination of proprietary and industry-standard solutions, forming a robust defense against fraudulent behavior.

Device / IP Checks:

- **IP Address Validation:** Using a cross-industry database, we identify and block respondents attempting to misrepresent their location or use IP addresses associated with fraudulent activities. This proactive approach has significantly reduced instances of speeding and straight-lining, enhancing overall data quality.
- **Location and Device Verification:** We conduct rigorous checks to verify respondents' location and device. This includes country and time zone validation, language and browser setting checks, and IP address validation against the survey's target market.
- **Digital Fingerprinting:** Employing Research Defender technology, we create unique identifiers for each device to help identify duplicate or fraudulent accounts and detect anomalies in respondent behavior, thereby flagging potential fraudulent activity.

Additionally, We've integrated mobile OTP (One-Time Password) verification into our system. Upon registration, and occasionally before granting access to a survey, we dispatch a unique code to the user's registered mobile number. The user is then prompted to input this code to verify their identity. This measure strengthens our security protocols by ensuring that each account is linked to a distinct and verifiable individual. patterns and prevent survey access for suspicious respondents.

By implementing these rigorous validation measures, we uphold the integrity and authenticity of participant data, ensuring that our research outcomes accurately reflect genuine participant insights.



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?

A. Source Consistency and Blend Management:

Ensuring Sample Source Consistency and Integrity

Feasibility and Consistency: At Trend Opinion, maintaining the integrity and reliability of our sample is a top priority. Feasibility is key to managing sample source consistency from the start of a project. We use feasibility to determine how we can consistently deliver completed surveys from specific sources. For multi-wave research, each wave is executed with the same methodology as the initial assessment to ensure source consistency. We possess comprehensive data about blends and sources, which we can share with clients upon request. Source data can also be appended to participant profiles.

Managing Source Consistency: Maintaining source consistency and blend at the project level is crucial, especially for tracking studies. We maintain detailed records for each participant, including source and date of entry, striving to maintain a similar composition of sample sources across waves. We provide transparency by offering detailed reports on blend and sources used for each project, showing the sample composition and its changes over time. This transparency enables clients to make informed decisions and interpretations from the data.

Random Selection and Bias Limitation: We randomly select participants from our panel to manage consistency and limit response bias. For trackers, we consider the dropout rate based on past performance data to propose the number of respondents needed. **Optimal Sample Blend:** An optimal sample blend is created for every project based on requirements. For trackers requiring consistency, we use the same sample blend to avoid major data differences.

Ensuring the integrity and reliability of our sample is a top priority at Trend Opinion.. We use advanced device and behavioral checks, cross-industry collaboration, anti-bot measures, and digital fingerprinting to protect data integrity. Our commitment to excellence in data quality and transparency builds trust with our clients and ensures accurate, reliable research outcomes.



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?

A. Participant Quality Tracking and Health Metrics:

At Trend Opinion, ensuring the integrity of our panelists' responses is paramount. To achieve this, we implement a sophisticated quality scoring system that evaluates each panel member's behavior and participation in real-time. This individual quality score is derived from an algorithm that considers various factors, including survey engagement, responses to pre-survey checks, and device behavior.

Here's how it works:

- **Quality Score Thresholds:** Panelists with quality scores above a predefined threshold can participate in any survey without restrictions.
- **Grey Zone Monitoring:** Some panelists may fall below the threshold, entering a 'grey zone.' While this doesn't immediately lead to removal, these panelists are closely monitored for any signs of inconsistency or suspicious behavior.
- **Blocking Criteria:** Panelists whose quality scores consistently fall below the grey zone due to substandard responses or suspicious behavior are permanently blocked from accessing surveys.

Our quality algorithm comprises over 25 checks, including:

- Identification of repeated speeding through surveys
- Evaluation of the quality of open-end responses
- Detection of patterned responses
- Assessment of illogical or inconsistent answers, such as discrepancies in demographic data
- Monitoring for unusual device settings or IP addresses

Recently, we've enhanced our response consistency checks to identify and exclude respondents who provide inconsistent answers, particularly for basic demographic questions like age and gender. By leveraging real-time analytics and machine learning models, we proactively identify and block respondents who do not meet our quality standards or show signs of potential data manipulation.

At Trend Opinion, we're committed to maintaining a high standard of data quality and reliability, and our quality scoring system is a vital component of this commitment.



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 nonresponse (e.g., “Don’t Know”) (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?

A. Data Quality Assurance:

Core Practices:

At Trend Opinion, we employ rigorous processes to mitigate undesired in-survey behaviors during programming, hosting, and survey data delivery.

Survey Participation Quality Assessment:

Throughout a panelist's survey participation journey, we conduct a thorough assessment of their response quality. This evaluation encompasses several key checks aimed at identifying and addressing potential issues:

Speed Checks: We flag participants who complete questionnaires at an unusually rapid pace, as this may indicate rushed or careless responses. However, we carefully assess this behavior, considering factors like internet connection and demographic differences, before making a determination.

Variance Checks: Participants whose responses exhibit inconsistencies or contradictions are identified for further review to maintain data coherence and accuracy. Plausi-checks are recommended to spot contradictory information, such as someone claiming not to have children but purchasing diapers weekly.

Plausibility Checks: We exclude responses deemed illogical or unreliable, ensuring that only valid and meaningful data is retained for analysis.

Duplicate Checks: To prevent duplicate entries, we identify participants who share similar addresses, IP addresses, and browser configurations, thereby maintaining data uniqueness and reducing redundancy.

Cookie Check: Our system verifies that participants only participate in a survey once, mitigating the risk of duplicate responses and ensuring data accuracy.

GEO IP Verification: We confirm that participants are located within the panel country, enhancing data relevance and reliability by ensuring alignment with survey requirements and demographics.



Additional Quality Measures:

- **Red Herring Questions:** We measure respondents' attentiveness by including questions with known answers, such as "What year is it?" or "Please select the fourth option from the list." Incorrect answers highlight a lack of engagement, prompting us to screen out inattentive respondents.
- **Straightlining Detection:** We monitor for flat-lining (providing the same answer to all grid questions) or non-differentiation (providing very similar answers to all items). Repeated straightlining behavior results in automatic survey termination.
- **Open-Ended Response Quality:** We monitor open-ended responses for relevance and coherence, using automation and human review to flag and exclude poor-quality responses.

Fraud Prevention Techniques:

- **Mobile OTP Verification:** During registration, we use mobile One-Time Password (OTP) verification to confirm the authenticity of mobile numbers, enhancing data authenticity and security.
- **Address Verification:** We verify the postal address and zip/postal code provided by registrants using a current local address directory.

Commitment to Quality:

By implementing these comprehensive data cleansing and fraud prevention processes, Trend Opinion upholds its commitment to delivering high-quality datasets. Our dedication ensures that the data we provide meets the rigorous standards of accuracy and reliability demanded by our clients and research partners.



Policies And Compliance

What this section is about

Sample providers, buyers, and their clients are subject to data protection and related information security requirements imposed by data protection laws and regulations. In addition, they may be subject to laws and regulations that may impact incentives paid to participants.

These laws and regulations vary by jurisdiction with different laws and regulations applying in different countries or states within countries, and are generally interpreted based on where the participant resides.

Applicable data protection laws and regulations include, but are not limited to: the Act on the Protection of Personal Information or APPI (Japan); the Australian Privacy Act (Australia); the California Consumer Protection Act or CCPA (state of California in the United States); the Children's Online Privacy Protection Act or COPPA (United States); the Data Protection Act (United Kingdom); amendments regarding data localisation requirements to the Data Protection Act (Russian Federation); the General Data Protection Law (Brazil); the EU General Data Protection Regulation or EU-GDPR (EU/ EEA); the Health Insurance Portability and Accountability Act or HIPAA (United States); the Graham-Leach Bliley Act or GLBA (United States); and PIPEDA (Canada). AB 2257 (the state of California in the United States) is an example of law and regulation related to employment which may impact incentives paid to participants.

Information security frameworks and standards include, but are not limited to COBIT, HITRUST, ISO 27001, the NIST Cybersecurity Framework and SOC 2.

Answers to the questions in this section can help you understand the data protection, information security and compliance policies, procedures and practices that a sample provider has implemented.





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).

A. Privacy Notice and Key Concepts:

Registration Process: As part of our registration process, each participant is required to consent to Trend Opinion's general terms and conditions and privacy policy, granting explicit authorization for the collection and utilization of their data. These documents are easily accessible on our panel community websites, ensuring transparency and accessibility for all participants. In the event of significant updates, panelists are promptly notified and prompted to accept the latest versions of these documents. An example of our privacy policy can be found at the following link: [Trend Opinion Privacy Policy](https://trendopinion.com/privacy-policy/). (<https://trendopinion.com/privacy-policy/>)

Privacy Notice: Our privacy notice serves as a comprehensive guide to how Trend Opinion collects, uses, discloses, and manages personal data in compliance with relevant data protection laws, regulations, and industry standards. The notice covers key concepts to ensure transparency and clarity regarding our data processing activities:

1. **Who We Are and What We Do:**
 - Trend Opinion is committed to developing trust with our clients and panel members by prioritizing their privacy and data security.
2. **Personal Data Collection:**
 - We outline the types of personal data collected, encompassing names, contact information, demographic details, and survey responses.
3. **Purpose of Data Collection:**
 - We explain the purposes for which personal data is collected, including market research, survey participation, and data analysis.
4. **Legal Basis for Processing Data:**
 - The notice details the legal basis for processing personal data, ensuring adherence to applicable data protection laws and regulations.
5. **Consent:**
 - Information on obtaining consent for personal data processing is provided, along with participants' right to withdraw consent at any time.
6. **Data Usage:**
 - We describe how personal data is utilized, ensuring transparency in our data processing activities.
7. **Data Sharing:**
 - Circumstances under which personal data may be shared with third parties are specified, with measures in place to protect data.



8. **Data Security:**
 - Measures to safeguard personal data against unauthorized access, disclosure, alteration, or destruction are outlined.
9. **Data Retention:**
 - Criteria for the retention of personal data, including storage duration and data disposal procedures, are established.
10. **Participant Rights:**
 - Participants are informed of their rights regarding access, rectification, erasure, and restriction of personal data processing.
11. **Compliance:**
 - Assurance of compliance with applicable data protection laws, regulations, and industry codes, including provisions for international data transfers, is provided.
12. **Cross-Border Transfers:**
 - Information on how data is transferred across borders in compliance with international data protection standards.
13. **Contact Information:**
 - Contact details for inquiries, complaints, and requests related to personal data processing are provided for participants' convenience.

Accessibility and Updates:

- Our privacy policy and terms are accessible at any time through our website and mobile application, prominently displayed in the footer for easy access.
- Participants are promptly informed of significant updates to the privacy policy and must accept the latest versions to continue their participation.

Layered Approach to Privacy Communication:

- Privacy information is communicated through multiple layers, including project-specific details during initial outreach, a general market research privacy notice, and additional information in consent forms and other documents.
- Custom privacy notices are created for specific market research activities or requirements, ensuring targeted and clear communication about data processing needs.

Commitment to Compliance:

- We comply with global data protection laws and industry standards, including GDPR, CCPA, and ISO 27001.
- Regular reviews ensure that our privacy practices are up to date with legal requirements and industry best practices.





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?

A. Compliance with Data Protection Laws and Regulations:

Trend Opinion: Upholding Data Integrity and Privacy

At Trend Opinion, our commitment to data integrity and privacy is unwavering. We diligently uphold compliance with essential data protection laws and regulations across various jurisdictions. Our approach is grounded in the principles of transparency, consent, and accountability.

Compliance Standards: We apply the General Data Protection Regulation (GDPR) as the foundation of our global approach to data privacy. Stricter measures are implemented at the local level if required by law. Additionally, we comply with other relevant regulations such as the California Consumer Privacy Act (CCPA) and regional directives

Consent and Transparency: Prior to survey participation, we obtain explicit consent from our panelists and provide them with comprehensive privacy notices. These notices outline the treatment of their personal data and ensure transparency regarding data collection and usage practices.

Incident Response and Training: Trend Opinion maintains an Incident Response Plan that is regularly reviewed and updated. Ongoing training is provided to all staff members to ensure preparedness in addressing data breaches and maintaining data security.

Data Retention Policy: Our data retention policy aligns with best practices and regulatory requirements. Client personal data samples are securely erased within 6-12 months, while panelist data is retained for a maximum of three years after opting out or becoming inactive. Panelists have the option to request erasure of their personal data, further enhancing transparency and control.

Technical and Organizational Measures: Trend Opinion employs a robust framework of technical and organizational measures to safeguard data security. Our infrastructure security, prevention measures against unauthorized access, and comprehensive staff training ensure adherence to ISO 20252 standards and other relevant protocols.



Data Protection Officer: We have appointed a dedicated Data Protection Officer (DPO) who oversees our data protection strategy and ensures compliance with all relevant regulations. The DPO serves as a point of contact for inquiries or concerns related to data privacy.

Continuous Improvement: Our procedures and practices undergo regular audits and reviews to ensure their effectiveness and alignment with evolving laws and regulations. We remain committed to maintaining the highest standards of data privacy and security across all aspects of our operations.





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.

A. Participant Consent Management:

Participants furnish their personal data during both the registration process, through profiling questions, and during surveys. They retain the autonomy to access and amend through the user portal or revise their consent for the processing of personal data at any time. This can be facilitated through multiple channels outlined in the Trend opinion Privacy Policy: through email, or by traditional mail. Additionally, we offer personalized support to our participants in their local languages via contact forms, email, or phone.

At Trend Opinion, we remain committed to upholding the highest standards of data privacy and protection while empowering our participants to manage their personal data effectively.





32.

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

A. Compliance with Applicable Laws Impacting Incentives:

Ensuring Legal Compliance and Transparency in Participant Incentives

At Trend Opinion, compliance with laws and regulations governing participant incentives is paramount. We maintain a vigilant stance by leveraging various resources and strategies:

External Legal Counsel:

In cases where legal interpretations are complex, we seek advice from external legal counsel to ensure our practices are in line with the prevailing law

Continuous Monitoring and Adaptation:

- Regular monitoring of industry regulation trends and engagement of third-party legal resources are pivotal in ensuring our compliance.
- We prioritize adherence to state-specific and national regulations, requiring all panels to acknowledge compliance before admission to our network.

Participant-Centric Approach:

- Our incentive structures, whether point-based or through direct cash payments, are meticulously aligned with legal requirements specific to each jurisdiction.
- Clear and comprehensive terms and conditions outline the allocation and redemption of incentives, ensuring participants are well-informed about their eligibility and the disbursement process.

Transparent Communication:

- We maintain open channels of communication with our participants, ensuring they understand any changes in laws or regulations that may impact their incentives.
- Our commitment to transparency extends to participant communications, where any alterations are communicated clearly and transparently to ensure continued understanding and engagement.

Training:

- All relevant staff receive training to grasp the operational and participant interaction impacts of updates, focusing on incentive law compliance, legal alignment, and transparent communication about regulatory changes. External legal counsel and ongoing industry regulation monitoring enhance our commitment to compliance and transparency.



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?

A. Approach to Collecting and Processing Data of Children and Young People:

Trend Opinion's Commitment to Ethical Research with Vulnerable Groups

At Trend Opinion, we recognize the importance of collecting and processing data from children and other vulnerable groups to gain valuable research insights. We believe everyone, including children, deserves to have their voices heard. However, we understand the need for special care when conducting research involving these participants.

Policies and Procedures

Strict Policies for Participant Protection:

- Our panel is exclusively composed of adults.
- Individuals under the age of 16 are not permitted to join our panel.

Meticulous Process for Child Participation:

- For research projects requiring child participation, we follow a meticulous process.
- Explicit consent is sought from parents or guardians.
- We align our procedures with guidelines from respected bodies such as ESOMAR and GRBN.

Compliance with Standards and Regulations:

- We fully comply with all relevant standards and regulations.
- We adhere to the ESOMAR and GRBN Guideline on Research and Data Analytics with Children, Young People, and Other Vulnerable Individuals.
- We observe local laws that may require higher age thresholds for parental consent, such as Brazil's LGDP, which sets the minimum age at 18.

Our commitment to ethical research practices ensures the rights and welfare of children and other vulnerable individuals are upheld at all times. By adhering to stringent procedures and industry guidelines, we strive to maintain the highest standards of integrity and responsibility in our research endeavors.



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.

A. Implementation of Data Protection by Design:

Privacy at the Core of Trend Opinion's Operations

At Trend Opinion, we place paramount importance on integrating data protection principles into every aspect of our operations. Our commitment to privacy is evident from the outset, as we implement a "privacy by design" approach to all our systems and processes.

Proactive Stance and Global Alignment:

- Continuously review and align practices with global standards, including GDPR, CCPA, and guidelines from ESOMAR and GRBN.

Training for Privacy Awareness/Access/Minimization:

- Provide comprehensive privacy training for staff, covering Article 5 of the GDPR and other relevant regulations.
- Ensure only authorized personnel have access to personal data, reinforced by rigorous authentication procedures and role-based permissions.
- Adhere to the principle of collecting only essential data for specific research projects, minimizing potential data exposure in case of a breach.

Robust IT Infrastructure for Maximum Security:

- Fortify servers with advanced firewalls and access controls, accessible only to authorized personnel.
- Equip employees' computer systems with the latest antivirus software for comprehensive data protection.

Privacy by Default Settings:

- Configure user settings for panelists to prioritize data protection by default.
- Ensure automated configurations collect only essential data, fostering a privacy-centric ecosystem that upholds confidentiality and integrity.



Continuous Compliance and Improvement:

- Maintain a dedicated team to monitor regulatory changes and industry best practices.
- Ensure policies and procedures remain compliant with evolving laws and standards.

At Trend Opinion, privacy isn't just a priority—it's ingrained in our DNA. By drawing from industry best practices and tailoring them to our unique needs, we are dedicated to safeguarding the privacy rights of our participants and clients. Our "privacy by design" approach ensures that privacy considerations are woven into the fabric of everything we do, setting the standard for ethical and responsible data handling practices in the industry.





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?

A. Information Security Compliance Program:

Information Security Compliance Program

Trend Opinion's Information Security Excellence Learning from Industry Standards

Framework Compliance:

- We comply with ISO 27001:2022, an internationally recognized standard for information security management systems (ISMS), ensuring the systematic management of sensitive information.
- Additionally, we adhere to ISO 20252:2019, a standard specifically for market, opinion, and social research, enhancing our commitment to quality and consistency in research processes.

Key Elements:

Policy and Procedure Development:

- Comprehensive information security policies and detailed standard operating procedures (SOPs) guide our security and research practices

Asset-Based Risk Assessment:

- Asset Identification: Cataloging all information assets, including hardware, software, data, and personnel.
- Risk Assessment: Evaluating potential threats, vulnerabilities, and impacts associated with each asset.
- Risk Management: Implementing controls to mitigate identified risks and continuously monitoring their effectiveness.

Internal Audit Process:

- Conducting regular internal audits to ensure compliance with our policies and procedures.
- Maintaining detailed audit trails and using findings to drive continuous improvement.



Employee Training and Awareness:

- Regular security awareness training sessions for all employees.
- Conducting simulated phishing attacks to enhance employee vigilance.

Incident Management and Response:

- Maintaining a comprehensive incident response plan for security incidents, including data breaches.
- Implementing a robust process for incident reporting and documentation.

Third-Party Risk Management:

- Evaluating the security posture of third-party vendors and partners.
- Ensuring contracts include appropriate security requirements.

Compliance Monitoring:

- Implementing systems for continuous compliance monitoring and reporting to senior management and stakeholders.

Certification and Auditing:

- Our adherence to ISO 27001:2022 involves regular external audits by accredited certification bodies to assess our ISMS against the standard.
- Compliance with ISO 20252:2019 ensures the quality and consistency of our market, opinion, and social research processes, verified through regular external audits.

By following these stringent standards and procedures, Trend Opinion ensures the highest level of information security and research quality, aligning with industry best practices and regulatory requirements.





36.

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

A. Certification to Quality Frameworks:

ISO 20252 Certification: ISO 20252:2019

In 2024, Trend Opinion proudly attained ISO 20252 certification, a globally recognized hallmark of excellence in market research operations. This certification underscores our unwavering commitment to upholding international standards in conducting market, opinion, and social research endeavors. Under the stringent requirements of ISO 20252, every aspect of our research operations, from sampling methodologies to data collection protocols and processing procedures, is meticulously governed.

Trend Opinion ensures continuous adherence to ISO 20252 standards, reaffirming our dedication to delivering reliable and high-quality research services to our valued clientele.

Benefits of ISO 20252 Certification:

As a certified entity under ISO 20252, Trend Opinion elevates its research operations across multiple dimensions, enriching the experience for our clients and stakeholders. Firstly, the implementation of standardized procedures mandated by ISO 20252 bolsters research quality, instilling confidence in the precision and accuracy of the data we collect. Moreover, the consistent application of ISO 20252 standards ensures reliability in data collection, processing, and analysis, minimizing the potential for errors or discrepancies. Consequently, our clients can make better-informed decisions based on research outcomes, leveraging the heightened credibility and accuracy associated with ISO 20252-compliant research endeavors.

Adhering to ISO 20252 standards allows our clients to foster trust and credibility among their stakeholders, demonstrating a commitment to rigorous quality standards and industry best practices. Furthermore, ISO 20252 compliance drives cost efficiencies through optimized resource utilization, resulting in tangible cost savings for our clients without compromising the quality of research services provided.

Quality Assurance Approach:

You need insights you can trust. That's why our best-in-class, holistic approach to quality is baked into all aspects of the process, including:

- Respondent Recruitment & Vetting
- Member Engagement, Maintenance & Analytics
- Study Design & Quality
- In-Field Best Practice
- Post-Fieldwork Quality Control

We are constantly reviewing, investing in, and evolving this process to provide the highest quality insights for our clients.

Metrics

What this section is about

This section lists common sample and data health metrics. Reviewing metrics periodically can serve as the basis for a conversation with sample providers about consistency and reliability, as well as whether the sample is appropriate for the population and business question being examined. Unexpected or unexplained shifts in metrics may also indicate the potential for bias or error. While not all of these metrics are required and there are no benchmarks on the “right answers,” providing transparency over time will create a meaningful dialogue about quality and utility.





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.

A. Available Metrics to Buyers:

Trend Opinion Sample and Data Health Metrics

At Trend Opinion, we pride ourselves on providing buyers with a comprehensive suite of sample and data health metrics, facilitating thorough monitoring and evaluation of sample quality and performance. These metrics offer buyers a holistic view of sample quality and project viability, empowering them with valuable insights to make informed decisions. Available metrics include, but are not limited to:

1. **Average Qualifying or Completion Rate:** Trended by month, this metric showcases the efficiency of our sample qualification process over time.
2. **Percent of Completes Rejected per Month/Project:** This metric, trended by month, indicates the rigor of our quality control measures in ensuring data accuracy and reliability.
3. **Percent of Members/Accounts Removed/Quarantined:** Trended by month, this metric highlights the effectiveness of our measures in maintaining a healthy and engaged participant pool.
4. **Percent of Paid Completes from 0-3 Months Tenure:** Trended by month, this metric provides insights into the engagement level of newly recruited participants.
5. **Percent of Paid Completes from Owned/Branded Member Relationships vs. Intercept Participants:** Trended by month, this metric delineates the source distribution of completed surveys, showcasing the engagement levels of different participant segments.
6. **Average Number of Dispositions per Member:** Trended by month, potentially by cohort, this metric offers insights into participant behavior and survey interaction patterns.
7. **Average Number of Paid Completes per Member:** Trended by month, potentially by cohort, this metric indicates participant engagement and survey completion efficiency.
8. **Active Unique Participants in the Last 30 Days:** This metric provides real-time insights into the size and activity of our participant pool, ensuring up-to-date information for our clients.
9. **Active Unique 18-24 Male Participants in the Last 30 Days:** This specific demographic metric offers insights into the representation and engagement of a key demographic segment.
10. **Maximum Feasibility in a Specific Country:** This metric demonstrates the maximum feasibility of a project in a specific country, considering national representative quotas and other parameters.
11. **Percent of Quotas Reached Full Quota at Time of Delivery:** Trended by month, this metric reflects our ability to meet project requirements and deliverables consistently.



Trend Opinion is committed to transparency and client satisfaction. Upon request, we provide clients with detailed reports on these metrics, customized to their specific needs. Our proactive approach ensures that clients receive relevant and up-to-date information aligned with their research objectives.

Additionally, we adhere to the best practices outlined in ISO 20252, ensuring the highest standards of quality and integrity in our research operations.

For further inquiries or to request customized reports, please contact our team. We are dedicated to providing insights you can trust.





Thank **You!**

We are delighted to explore potential partnership opportunities with you to propel your business forward.

For more details, please contact:

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