



Sago answers

ESOMAR'S 37 QUESTIONS

to help buyers of online samples



ESOMAR
| member

sago.com

ESOMAR'S 37 QUESTIONS

ESOMAR's 37 Questions are designed to support marketing researchers and buyers of online sample in determining if an online sample provider's practices fit with their research objectives. The intended use of these questions is to form a basis for a conversation between buyer and sample provider.

Sago is delighted to provide clear answers

to ESOMAR's questions, helping you better understand how we manage and maintain our panels to ensure the highest quality data, data protection, and data privacy. In fact, we have added a 38th question that we feel is important for buyers of online sample. We are passionate about data collection and all its possibilities, and always welcome a conversation.

The logo for SAGO, featuring the word "SAGO" in a bold, white, sans-serif font. A small green horizontal bar is positioned above the letter "A".

Adaptive solutions, confident decisions.



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COMPANY PROFILE

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?

For over half a century, Sago has constantly worked to perfect the art and science of connecting human answers to business questions through qualitative and quantitative data collection. Our rich history of quality, partnerships, technology, and service excellence forms the foundation of our global online panels, which comprise millions of stringently vetted and deeply profiled people in more than 50 countries. Sago has a comprehensive suite of capabilities including comprehensive suite of capabilities including premier research facilities in key US and European markets and provides global sample for online and offline research projects across multiple methods including, but not limited to, online surveys,

online communities, focus groups, in-depth interviews, chat and video sessions, product tests, digital discussions, ethnography, UX/User Testing studies, human factors testing, and hybrid projects.

Our extensive market knowledge, technical expertise, proprietary software, personal interaction with respondents, and blended respondent sourcing strategy yield highly validated quality panels. Sago provides sampling for many market sectors, including consumers, clinical research, healthcare (physicians, professionals, and patients), business-to-business, financial services, insurance, technology, media, and others. We do not provide sample for direct marketing purposes.

Sago employs industry leaders who take an active role in developing our panels, sampling, and data quality. With more than 1100 employees worldwide, our staff are highly trained and have a diverse set of research experience, including full-service market research, data collection, endclient research, online research, and data science.

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?

Our experienced teams harness technology-led solutions to connect researchers with targeted and hard-to-reach audiences globally. Our data scientists and engineers continuously monitor and update sampling algorithms to ensure clients gain high-quality sample. Powered by advanced data science and automation, our proprietary algorithms use predictive models and multi-layer fraud detection mechanisms to deliver the highest quality sample.

Sago has a team dedicated to training staff on different sampling processes and the use of efficient algorithms. They have the expertise to optimize sampling strategy based on project type and objectives. Before deploying

staff on live projects, they receive extensive training.

Sago works closely with each client to understand the research and methodological requirements and begins by defining necessary targets to match the goal. Whether the project requires national representation, census targets, or balancing specific targets within a general population, we create an appropriate sample frame to fit the need. Response rates are taken into consideration to achieve optimal distribution across demographic groups. The specific project objective drives quota management and random sampling is used to fill each quota, balancing both targets and screening criteria.

Our proprietary sampling algorithm allows staff to support our clients' specific sampling needs across thousands of profiling variables while monitoring aspects such as recruitment source, device, and panelist engagement. It ensures that longitudinal projects are consistent over time.

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?

Sago provides end-to-end data collection and analysis solutions for clients globally, propelled by our technology-led solutions, proprietary global panels, experienced teams, and premier insights, testing, and simulation spaces. We cover a broad range of research methodologies for quantitative and qualitative projects from traditional to online or hybrid. Our world-class project management teams are laser-focused on data quality and work closely with the clients to help them meet their research objectives, timeline, and budget. Key solutions offered by Sago include:

Online Quantitative

- Online surveys – with advanced programmatic solutions
- Automated quantitative research platform (Methodify)
- Online surveys with integrated qualitative text chats in real-time
- Survey programming and hosting
- Data processing
- Data tabulation and reporting

Digital Qualitative Methods & Proprietary Platforms

- Digital discussions, diaries, and communities (QualBoard®)
- Web-enabled, real-time focus groups & IDIs (QualMeeting®)
- Mobile ethnographies and journals (Over The Shoulder®)

Traditional Qualitative: In-person/By phone

- Focus groups & In-depth interviews (IDIs)
- Tele-depth interviews
- Jury research and mock juries
- Ethnographic studies
- Clinical research
- Hospital room simulation centers
- Global panel access (via high API connectivity)

Qualitative Technology Support

- On-demand access to digital recording and transcription

Qualitative Labs/Emotional Measures

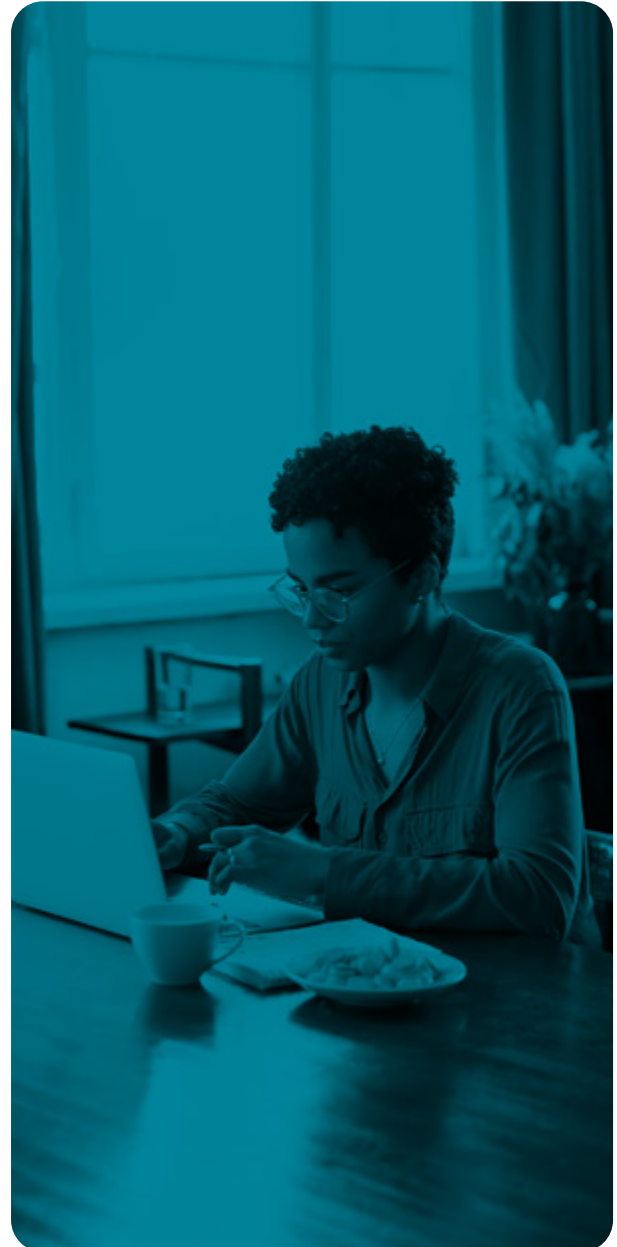
- Integrated behavioral & emotional measures
- Eye tracking—In-person, online, & mobile device
- Usability testing
- Biometrics
- Facial coding—In-person & online
- Neuroscience labs

Quantitative

- Clinical
- Central location tests
- Executive/medical interviewing
- Telephone
- In-store intercept interviews
- Product and taste tests
- Store audits and mystery shopping programs

Product Reviews

- Online Product Rating & Reviews





SAMPLE SOURCES & RECRUITMENT

4

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

With our vast and diverse proprietary panels, Sago is one of the leading sample providers globally. We harness a wide range of online and offline channels and recruitment methodologies to grow and update our panels continuously. Leveraging our research facilities in the US and Europe, we use offline methods such as phone and in-person recruitment to yield validated panelists who have a genuine interest in research participation. In addition to traditional methods such as billboard and radio, we utilize online channels, including email campaigns, social media campaigns, mobile apps, direct marketing, and web banners. However, we do not directly recruit into online projects using web intercepts. We work closely with internal and externally sourced partner networks and highly targeted strategic partnerships to identify hard-to-reach sample targets to round out recruitment efforts.

In all cases, we carefully monitor

panel conversion, attrition, and demographic makeup to ensure we meet stringent quality specifications.

For low-incidence projects, we may utilize our rigorously vetted partnerships to augment our panels. We conduct an initial and regular periodic review process for all partnerships to ensure partners' quality levels are consistent with our high standards.

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?

Depending on the research needs of our clients, our experts recommend the most suitable sampling solution. In all cases, we build appropriate sample frames to meet the methodological requirements of each project, controlling for possible bias. To the greatest extent possible, we use our proprietary panels to fulfill the needs of each project.

When using our panels, replication over time does not pose a challenge as we can easily recreate a sample frame and fill cells accordingly. In certain cases where we utilize a panel partner to reach a difficult target, we work closely with our preferred and validated partners to ensure they understand the needs of each project and can fulfill the requirements of a particular sample frame. This leads to ease of replication when needed.

Our Proprietary Panels:

- Global Consumer and B2B: Univox Community
- Consumer USA: Focus Group by Sago and 20|20 Panel
- Healthcare USA: (Healthcare professionals): Focus Group Health by Sago
- Consumer France: Opinions Partagées
- Healthcare France: VigiePharma
- Consumer Germany: Sag uns die Meinung
- Healthcare Germany: Health Care Professionals
- Consumer Spain: Personas Con Opinión
- Healthcare Spain: Médicos Con Opinión
- Consumer UK: Inspired Opinions
- Healthcare UK: Inspired Opinions Health
- Consumer Canada: Addison
- Consumer and B2B Canada: AskingCanadians

The percent share in any total sample is specific to each project and transparently discussed and agreed to with the client.

6

What recruitment channels are you using for each of the sources you have described?

Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?

We recruit from a broad range of sources to ensure a diverse composition for consumer, business-to-business, healthcare, and patient panels, covering nationally representative samples as well as hard-to-reach targets.

We use multiple channels to conduct recruitment, including social media (Facebook, Instagram, YouTube, Reddit), mobile apps, radio, print media, billboards, affiliates, networks, publishers, influencers, and referrals. In the US and Europe, we leverage our local in-person research facilities to supplement the online channels with phone and in-person recruitment. For all recruitment channels used, Sago employs an “open to all” process to deliver a diverse mix of panelists and one that meets our stringent vetting protocols. Only a small but variable percentage of our recruitment is done via affiliate networks, and about 5 percent – 10 percent via referrals. We allocate budgets across channels to ensure a diverse and representative recruitment that varies by geography and meets projected client needs.

7

What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are?

Sago takes data quality seriously. From panelist candidate onboarding to verification and in-survey behavior monitoring, we follow rigorous practices to ensure our panels comprise only real and verified people. Some of the validation techniques we use at the onboarding stage include double opt-in, CAPTCHA, physical address verification, digital fingerprinting, IP verification, and proxy server detection to identify and eliminate fraudsters. We further verify every panelist using Sago’s Quality Survey to eliminate potential bad respondents. Our advanced data science-based proprietary solution, Sago QualityScore™, ranks respondents over time based on their in-survey behaviors to ensure that our clients get only the real and motivated respondents. We supplement our in-house solutions at the project level with industry-leading fraud detection platforms such as RelevantID® and Research Defender to protect our clients

against any form of survey fraud and maintain the highest level of response quality.

For specific audience segments, we take additional steps to verify respondent profiles. For example, we use LinkedIn profile verification for business professionals and HCP matching to NPI and AMA database for healthcare professionals. For surveys, we use controls to monitor cross-panel duplication, redirect frauds, speeding, straight-lining, and other satisficing or questionable survey taking practices.

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

We own and operate the following global proprietary panels:

- Univox Community
- Focus Group by Sago
- Focus Group Health by Sago
- Inspired Opinions by Sago
- Inspired Opinions Health by Sago
- Opinions Partagees by Sago
- Vigie Pharma by Sago

- Sag uns die Meinung by Sago
- Healthcare-professionals by Sago
- Personas con Opinion by Sago
- Medicos con Opinion by Sago
- AskingCanadians by Sago

Our proprietary panels are accessible through our website and by email. On average, 22 percent of members access surveys by visiting the My Surveys page on our website and mobile app; 78 percent of members access surveys via a link in an email.

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

Sago can deliver sample via all three models: managed service, self-service, and API Integration. For managed service, we have a dedicated global team of bidding and project management experts. Clients can also license our DIY platform to set up and manage their projects. We also deliver sample programmatically by creating API endpoints between systems, requiring neither manual bidding nor project management.

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?**

To the greatest extent possible, Sago uses its proprietary panels to meet our clients' needs. When using our panels, replication does not pose a challenge as we can easily recreate a sample frame and fill cells accordingly. When we include a panel partner to reach a difficult target, we work closely with our preferred and validated partners to ensure they understand the needs of each project and can fulfill the requirements of a particular sample frame. This leads to ease of replication when needed.

We have set up API integrations with our strategic affiliate partners. We only use these when requested by clients. In all cases, Sago staff work closely with clients to define the sample source mix

and do so with full transparency. For more challenging projects, project managers consult with clients to recommend optimal strategies for sample sourcing, e.g., low incidence studies.

Clients using our DIY platform directly choose the sample sources for their projects.

11 **Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, is the 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?**

Our vast proprietary panels are sourced from a diverse range of recruitment channels, allowing us to deliver projects across a wide variety of research applications in qualitative, quantitative, and mixed-method studies.



SAMPLING &PROJECT MANAGEMENT

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?

Panelists receive a personalized email invitation that includes general survey details such as survey reference number, length of the interview, device compatibility, study requirements (in person, TDI, online), and incentive. In addition, for highly targeted samples, we may include information about the general subject matter to pique member interest. Each invitation is CAN-SPAM compliant and includes links to the unique survey or screener, Sago’s privacy policy and opt-out information, panelist support contact, and a physical address.

We avoid self-selection by carefully framing invitation language. In addition to sending out email invitations, Sago also invites panelists to participate in research opportunities via phone, fax, and mail, provided they have opted-in

for that method of contact. In all instances, respondents’ preferences are honored regarding contact options.

After working closely with each client to understand the research objectives and methodological requirements, we begin by developing necessary targets to match the goal. Whether the project requires national representation, census targets, or balancing specific targets within a general population, we create an appropriate sample frame to fit the need. Response rates are taken into consideration to achieve optimal distribution across various demographic groups. The specific project objective drives quota management and random sampling is used to fill each quota, balancing both targets and screening criteria. If required, we can exclude panelists based on past research participation or category criteria set by our clients.

13

What profiling information do you hold on at least 80 percent 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?

Sago records thousands of profile attributes (demographic, firmographic, and behavioral) through various sources, the most important being the Quality Survey each panelist must complete before joining our panels. Upon registration, each panelist provides the following variables at a minimum: Name / Email / Complete Mailing Address / Age / Gender / Ethnicity (US only) / Contact Preferences. In addition to the mandatory registration variables, we also capture additional data points through ongoing profiling, including topics such as household demographics, health, technology, business, financial, automotive, and the

environment. For healthcare data points in Europe, we ask for panelist consent before storing any of these data points in compliance with GDPR. Profiling is updated every six months or earlier if the panelist chooses to update their profile more often.

We can easily append any non-PII-related panelist profile data to a client survey URL or final dataset upon request.

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?

We generally require basic project specifications: Target Audience, Incidence Rate, Length of Interview, Sample Size, Research Methods (Online/CAWI, CATI), and any additional services requested by the client beyond Sample (Programming, Tabulation, Analysis). If clients have specific requirements for survey quotas or census balancing, we also include that information for estimating feasibility.

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?

Sago believes that transparency is key to its client relationships, and if we need to supplement our proprietary panels with additional sources to complete a project, our clients are informed and approve any supplemental partner sample. In addition, we go through a rigorous vetting process with each panel partner to ensure they follow industry-leading standards in recruitment, panelist profiling, engagement, and panel management. As part of this process, each preferred partner must pass our stringent tests during the initial vetting, and continued checks throughout the tenure of the partnership.

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.

Our router system gives us control over sample provisioning. This system provides the option to include only proprietary sample, or supplement it with routed sample from a variety of our pre-vetted sources. Additionally, when a project is difficult or time sensitive, we can set priority levels for individual surveys.

Our router technology is robust in its ability to balance a sample. We continually monitor the results and take steps to address any issues that might arise. For instance, we apply two algorithms in a round-robin fashion so that respondents take no single path when routed to a survey. Our routing system allows us to set parameters at the system level. Individual project managers cannot affect a specific project's priority. Participants receive the option to participate in further studies at the end of any open session.

17

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

Depending on the internal panel used, we set an appropriate time limit.

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?

Our email invitations typically include general survey details such as survey reference number, information about the survey length, device compatibility, study requirements (in person, TDI, online), and the reward level associated with completing that survey. In addition, for highly targeted samples we may include information about the general subject matter to pique member interest.

19

Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?

Yes, we allow participants to choose from a selection of available surveys. In addition, as mentioned in the previous question, we provide the information about the survey length, incentive amount, device compatibility, and in some cases general topic 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?

During a survey, Sago can modify (increase/decrease) incentives for the sub-groups of participants. We also track incentives at the participant level when clients request this.

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 continuously monitor respondent satisfaction. Surveys are sent to our members to gauge both survey and panel satisfaction regularly. In addition to our dedicated surveys, our panel teams interact daily with the panelists. We analyze their questions and feedback to keep our finger on the pulse of our panel members' experience. Panelist satisfaction data is available to our clients on request. We can also include survey satisfaction questions within a client's questionnaire at no extra cost to the client

22

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

Sago fields thousands of projects each year for various audiences—consumers, business professionals, healthcare

professionals, and patients. While a debrief call for each project may not be crucial, we have multiple touchpoints with the client throughout the project lifecycle. For many projects, our team conducts project kick-off calls with the client. During the project, we use multiple channels, such as email and phone, to keep the client apprised of the project status and key challenges and solutions implemented. Upon project completion, we set up a project debrief when requested or if a further review of the project is required. Especially when the project has deviated significantly from the initial specs, or a different approach or resources are necessary for the next project based on the experience with the previous project. We also conduct regular reviews, such as quarterly reviews, with our clients alongside the project lead, account staff, and leadership team to discuss clients' ongoing needs.

A man with short dark hair and a beard is sitting on a light-colored sofa, looking down at a tablet computer he is holding with both hands. He is wearing a light-colored button-down shirt, dark jeans, and black sneakers with white soles. The background is a large window with a grid pattern, and the entire scene is overlaid with a semi-transparent green filter. In the lower-left corner, there is a dark grey rounded rectangle containing the text "DATA QUALITY & VALIDATION" in white, bold, sans-serif capital letters.

DATA QUALITY & VALIDATION

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?

Our standard rule is to limit panelist participation to a maximum of four projects per month in quantitative/survey research, with contact frequency ranging from four to ten touchpoints such as invitations or requests for profile updates. Participants can set their contact limits as well. We routinely exclude panelists based on their survey experience by client or topic, as well as the amount of time between survey completions.

In qualitative research, we tend to limit past participation to 6 months as an industry standard for

consumer studies and loosen as needed for hard-to-reach or highly sought after individuals. This differs considerably for HCP and B2B audiences and are discussed during feasibility discussions.

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?

Sago maintains extensive participation history at the respondent level. We can provide detailed information on each panelist, including tenure, recruitment source, and participation data.

We can append any non-PII-related panelist profile data to a client survey URL or final dataset upon client request (this applies to our qualitative participants too).

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?

Sago uses the following technologies/techniques to confirm participant identity:

- CAPTCHA to prevent automatic bot registrations
- Maxmind to verify the actual geographical location of a respondent
- Sago QualityScore™ to assess respondent validity
- Research Defender to establish the risk level of the user
- Duplicate Detection established via a unique combination of email, digital fingerprinting and other proprietary variables, RelevantID® and Research Defender
- IP address identification to confirm a respondent's country/location

- Proxy Server Detection to identify a panelist's geographic location and compare against self-reported data
- Collection of full postal address and phone number for validation at initial registration

We actively validate a large number of our recruits in person or via phone. All physicians are validated using a variety of purchased healthcare information.

We have a dedicated security team that supports continuous monitoring of respondents to prevent fraud and to review project-level data, including data inconsistencies, irrelevant open-ends, and survey satisficing behaviors.

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?

We consistently deliver high-quality sample for trackers using our proprietary panels and our network of partnerships with reputable panel companies. These strategic partnerships allow us to provide a robust and consistent sample blend for trackers over long durations, especially for difficult-to-reach populations. While few projects require the utilization of our partner network due to the strength of our proprietary panels, when necessary, this information is shared with clients to ensure complete transparency.

To maximize feasibility for our clients when needed, Sago carefully blends our panels with

those of our vetted partners., We work closely with our clients for trackers or longitudinal studies to understand their research objectives and sample needs. We ensure that all panel sources used are profiled in a similar way and screened (at the project level) using the same screening questions.

Sago can also use quotas precisely at the recruitment level (in our survey tool) or within a survey to control the proportion of sample coming from different sources. We keep records of past projects for our clients and can replicate the sample blend for future projects to mitigate data fluctuations. At the project level, Sago can provide sources and their proportions to our clients, if required.

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?

Sago employs various methods to track our panelists' behavior during their tenure in our panels. Starting from the initial registration point, we use methods like CAPTCHA, Research Defender risk score, GeoIP and digital fingerprinting, IP verification, and proxy server detection via Sago QualityScore™ to weed out potential bad respondents. At the survey level, we use controls to monitor speeding, straightlining, and other satisficing or questionable survey-taking practices. We also employ machine learning on behaviors and set up security checks like red-herring

and trap questions to ensure participants provide attentive, honest responses.

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?

Our survey experts are laser-focused on data quality. Using our data science based models and Sago QualityScore™, we have implemented advanced in-survey fraud detection mechanisms for the highest quality data. Our data quality processes are an integral part of ongoing training and retaining for our teams and is widely accepted by clients across different industry verticals.



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.

Sago's privacy policy is publicly available on our website. It is shared with panelists at the time of sign-up and is also a standard part of our email communication.

Please visit our website to view our [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?

Sago has a Legal and Regulatory review process. Sago adheres to all applicable legal and ethical guidelines, including but not limited to Insight Association (market research standards), HIPAA, COPPA, CCPA, CAN-SPAM, GDPR, Sunshine ACT and other applicable state and federal statutes, regulations and industry codes, and standards governing privacy.

Our policies and procedures related to privacy and data security are compliant with all relevant laws and best practices concerning privacy, data protection, and interviewing children. In addition, Sago or its companies is an active member of all major research industry standards bodies in the countries in which we are based, and we conform to all standards and guidelines, including GDPR.

All Sago employees and contractors must follow the steps outlined in the Security Breach Policy when a possible security breach is discovered. Including but not limited to:

- The intentional or unintentional disclosure of protected information

- Impermissible use of protected data
- Impermissible access to network/systems

Notifications with precise details of the breach will be sent to the appropriate parties (clients, vendors, contractors, law enforcement bodies, GDPR data protection authority, respondents) as required by law, contractual obligation, or standard market research practices. This notification shall be via email and sent from a member of the compliance team. See attached. Security Breach Policy. Sago has a Privacy Officer to address any employee inquiries, to handle any respondent complaints of noncompliance and to coordinate with US federal, state, and international organizations regarding the implementation of, and updates to, our policy. We have assigned Data Protection Officers (DPOs) in all European countries, and for multi-national projects, our DPOs will assist and answer requests for local respondents

and clients. All DPOs train our staff teams on a regular basis.

31

How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants?

Sago uses a double opt-in process for every panelist who joins a panel. All potential respondents are required to complete a registration page where they must provide a valid email address and other key demographics in addition to agreeing to Sago's Privacy Policy and Terms & Conditions. Upon completion of the initial registration, panelists receive a confirmation email. Only after clicking on the confirmation link within the follow-up email is a respondent considered a valid, double-opt-in panelist.

Panelist are provided with direct access through their online account to provide, manage and revise their personal data. An opt-out link is present in all email communications and

panelist websites in addition to contact information for panelist support through email or phone.

We obtain additional respondent consent on a project-by-project basis. Typically, our client's consent form is provided and specific to the project methodology, topic, and study requirements. However, Sago does have a general consent form that can be given to the respondent prior to or upon arrival to the research study location.

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

Sago has an in-house team of legal and compliance experts who continuously monitor the laws and regulations impacting our global panels and the research industry as a whole. Our teams ensure that our processes and systems are compliant and up to date.

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?

Sago is compliant with all industry guidelines and standards for interviewing young people, including children and vulnerable individuals. In addition, we are compliant with ESOMAR Online Research Guidelines, the Children's Online Privacy Protection Act (COPPA) and Insights Association's Code of Standards and Ethics. In addition, we have a dedicated team of compliance experts who ensure our systems and processes follow all major data protection laws and regulations.

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?

1

Sago uses a traditional “double-opt-in” process for all panelist recruitment. All potential respondents are required to complete a registration page where they must provide a valid email address and other key demographics in addition to agreeing to Sago’s Privacy Policy and Terms & Conditions. Upon completion of initial registration, panelists receive a confirmation email. Only after clicking on the confirmation link within the followup email is a respondent considered a valid, double-opt-in panelist.

2

Potential and existing panelists can view Sago’s privacy policy, which is posted on our website, contained within emails, and presented at initial registration by visiting the following [privacy policy](#).

3

Our policies and procedures related to privacy and data security are compliant with all relevant laws and best practices concerning privacy, data protection, and interviewing children. Sago or its companies is an active member of all major research industry standards bodies in the countries in which we reside. We conform to all standards and guidelines, including GDPR. Insights Association | Intellus Worldwide | AMA | MRS | AQR | BHBIA | ESOMAR | EphMRA | BVM | ADM | SYNTEC | ASOCS | INSIGHTS + ANALYTICS ESPAÑA | CRIC

4

Respondent consent is obtained on a project-by-project basis. Typically, the client’s consent form is provided and specific to the project methodology, topic, and study requirements. However, Sago does have a general consent form that can be given to the respondent prior to or upon arrival for the research study.

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 assetbased risk assessment and internal audit process?

Our Compliance team conducts internal and external audits throughout the year across projects, training and compliance, and specific areas or procedures. The Senior Leadership Group also conducts onsite audits. In addition, an external annual financial audit is conducted, including IT & Security audit.

Sago develops the annual audit plan using an asset-based risk assessment approach.

The implementation, management, and maintenance of our Information Security Management System, which houses client and respondent data and critical services, including the transmission and storage of

PII, follows globally recognized standards and processes and is certified to ISO 27001 Security Standard.

36

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

Our process and platform are reviewed and approved by various clients on a proprietary basis. Sago UK, Sago France, and Sago Spain are ISO certified: ISO 9001 Quality Management Standard and ISO 20252 Market Research Business & Quality Standard. We are also working toward other ISO certifications.



METRICS

37

Which of the following are you able to provide to buyers, in 37 aggregate and by country and source?

Sago can provide any of the following data and information upon request:

- 1.** Average qualifying or completion rate, trended by month
- 2.** Percent of paid completes rejected per month/project, trended by month
- 3.** Percent of members/accounts removed/quarantined, trended by month
- 4.** Percent of paid completes from 0-3 months tenure, trended by month
- 5.** Percent of paid completes from smartphones, trended by month
- 6.** Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month
- 7.** Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)

8. Average number of paid completes per member, trended by month (potentially by cohort)

9. Active unique participants in the last 30 days

10. Active unique 18-24 male participants in the last 30 days

11. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100 percent incidence, 10-minute interview

12. Percent of quotas that reached full quota at time of delivery, trended by month

To support more progressive engagement within our industry, Sago believes it is important for buyers of online sample to understand how companies address diversity, equity, inclusion and belonging in online sampling. Therefore, please accept our suggestion of a 38th question.

38

How is your company addressing diversity, equity, inclusion, and belonging in online sampling?

At Sago, we embrace the evolution of the demographic questions on gender, sexual orientation, race, and ethnicity to advance the diversity in our research.

Sago is working closely with the Insights Association's IDEA Council to contribute to important research-on-research, focused heavily on the shifts in demographics across the United States in research and implementation. This work aims to bring greater diversity, equity, inclusion, and belonging (DEIB) to the industry by being involved in the research and informing others we interact with of the initiative and steps forward to implement change. Recommendations for change include:

- asking questions to match Census results (initially)
- recommendations to ask more broadly (go deeper)
- asking to self-identify (truly

learn how others describe themselves)

- allowing for multiple selections (when/if appropriate)
- allowing for write-in responses (adds flexibility and clarity in describing themselves)

In addition, we conduct our own research and use our findings to make changes accordingly to improve screener and survey design, actively making recommendations to our clients who seek to be more inclusive, segmenting our panel to classify individuals better in the future.

We encourage our clients to refer to the following position paper from the IDEA Council: The Evolution of Demographic Questions: Position Paper on How to Ask Demographic Questions on Gender, Sexual Orientation, and Race and Ethnicity and Needed Research-on-Research in the Industry.



Adaptive solutions, confident decisions.

Gaining access to a wide respondent pool from which to collect your data is important, which is why we employ numerous traditional and innovative techniques to build diverse and extensive panels worldwide. Connect with us to reach your target audience.

Let's Work Together

connect@sago.com

sago.com