2026 ESOMAR 37 BOOKLET

PrimeEye

Where Data Meet Direction

About Our Company

Our Strategic Approach

We look beyond conventional research to understand emerging opportunities, changing market dynamics, and the evolving needs of consumers and businesses. Our approach combines advanced research techniques, thoughtful analysis, and technology-driven methodologies to uncover meaningful opportunities for innovation, competitive differentiation, and sustainable growth. By transforming complex market information into clear, actionable intelligence, we help organizations make informed decisions and move confidently toward their next stage of development.

Our Commitment to Clients

We work alongside our clients as a strategic extension of their teams, providing reliable insights when they matter most. Our commitment is built around responsiveness, accuracy, and practical business value. With broad industry knowledge and a strong understanding of research methodologies, we bring together technology, innovation, and experienced professionals to deliver solutions that support confident decision-making. Every engagement is designed to provide clarity, efficiency, and insights that can contribute to measurable business progress.

Who We Are

At **Prime-Eye Research**, we believe that meaningful research should do more than present data—it should help organizations understand change, identify opportunities, and create better outcomes. Our work is guided by a commitment to responsible research practices, continuous improvement, and long-term value for our clients and the wider market research ecosystem.

Experience That Creates Value

Our clients remain at the center of everything we do. We focus on building dependable, long-term relationships through responsive communication, smooth project execution, and consistent delivery standards. Our team brings together experienced researchers, industry professionals, and category specialists with diverse backgrounds, enabling us to approach each assignment from multiple perspectives. This combination of expertise and market understanding allows us to develop relevant insights for different industries, categories, audiences, and brands.

GLOBAL REACH

25+

CLIENTS

Serving organizations across multiple markets and business categories.

30+

COUNTRIES

Supporting research programs and participant engagement across international markets.

WORLDWIDE RESEARCH TRAFFIC Connecting projects with diverse audiences through scalable research and recruitment capabilities.

Q1

> **What experience does your company have in providing online samples for market research, and how long have you been offering this service? Additionally, do you provide similar services for other purposes, such as direct marketing, and if so, what proportion of your work is dedicated to market research?**

Answer

Prime-Eye Research has built its business around supplying online sample for market research programmers on an international scale. Our respondent base includes a panel of over half a million+ respondents spanning 30+ countries worldwide, drawn from a wide cross-section of demographic, lifestyle, and consumer profiles. Our work is concentrated on market research and closely related insight activities — quantitative studies, qualitative recruitment, concept and product testing, and specialist audience research — rather than direct marketing or list-building. Panel members are recruited and profiled through structured, ongoing processes so that project teams can identify the right respondents for a given brief quickly. Because our focus remains squarely on research rather than promotional outreach, our operating standards, consent language, and respondent communications are all built around the expectations of the research industry.

Q2

> **Do you have staff responsible for developing and monitoring the performance of sampling algorithms and related automated functions, and do they possess knowledge and experience in this field? Additionally, could you describe the training programs in sampling techniques that you provide to your frontline staff?**

Answer

Yes. A dedicated group within Prime-Eye Research owns the design, testing, and ongoing monitoring of our sampling logic, quota engines, and other automated respondent-management functions. This group draws on backgrounds in research operations, statistics, and data analytics, and reviews performance throughout live fieldwork so that routing and eligibility rules can be tuned as incidence, quota fill, or respondent behavior change. Frontline staff complete structured onboarding in sampling fundamentals, quota logic, screening design, and fraud indicators, which is reinforced through project debriefs, periodic refresher sessions, and internal knowledge-sharing on lessons learned from recent studies. This pairing of technical governance and staff training helps keep sampling decisions consistent and well documented across projects.

Q3

> **What other services do you provide? Do your offerings primarily focus on sample only, or do you encompass a wide range of data collection and analysis services?**

Answer

Sample is one part of a broader set of capabilities at Prime-Eye Research. We support project scoping and feasibility, questionnaire and sample design input, fieldwork management, respondent recruitment, quality validation, and delivery reporting. Depending on the assignment, we can also assist with qualitative recruitment, online community and focus-group sourcing, and re-contact studies where the same respondents are engaged across waves. Delivery can be arranged as a fully managed engagement or fitted into a client's own research workflow, and the scope is shaped by the study's audience, geography, incidence, sample size, LOI, and timeline. In short, our offering extends well beyond raw sample supply into practical support across the research lifecycle.

Q4

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

Answer

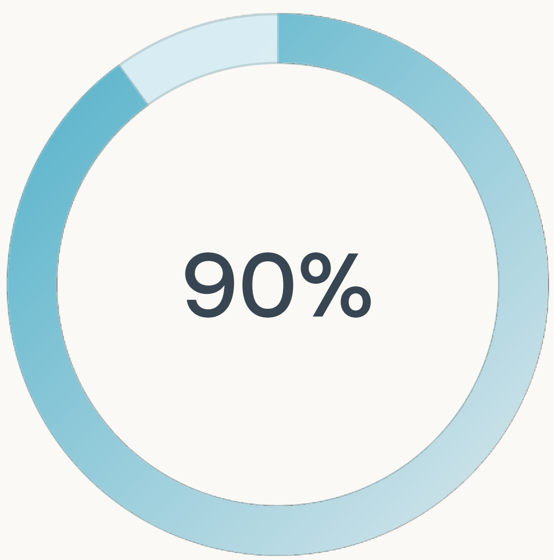
Our sample is built predominantly from Prime-Eye Research's own managed panel, which stands at over half a million+ respondents across 30+ countries worldwide and forms the backbone of our sample delivery. This core panel is supplemented, where a project's audience calls for it, by carefully selected intercept and digital-recruitment routes — for example, when a study needs to reach segments that are thin in the core panel or requires extra reach to hit a tight quota. Whichever route a respondent enters through, the same screening, validation, and privacy standards apply before they are counted toward a client's sample.

Q5

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.)

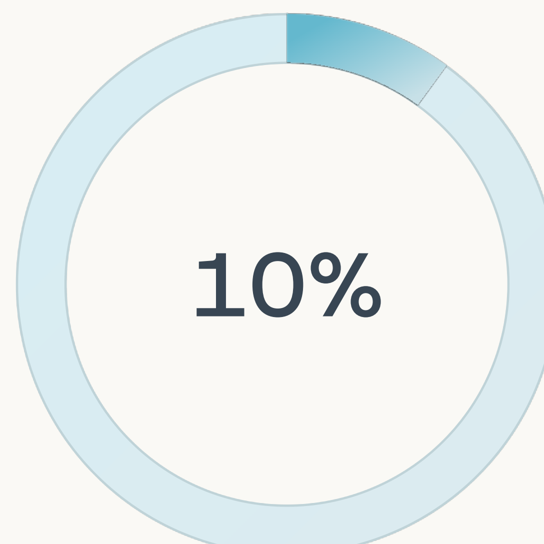
Answer

As a general planning benchmark, roughly 90% of the sample we deliver comes from our directly owned and managed panel assets, with the remaining share — around 10% — supported through intercept or supplementary recruitment when additional reach or specific audience coverage is required. This split is not fixed; it shifts according to geography, target incidence, and quota complexity. We do not depend on exclusive third-party arrangements to access sample originally collected by another company — the large majority of what we deliver is sample we have recruited and manage ourselves, which gives us direct oversight of quality and privacy controls.



Owned & Managed Panel

Directly owned and managed panel assets



Intercept & Supplementary

Intercept or supplementary recruitment when additional reach or specific audience coverage is required

Q6

> **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?**

Answer

Panel growth is supported through several controlled channels, including targeted digital advertising, direct email invitations, member referrals, and select online partnerships. Joining the panel involves registration and a profiling step rather than open, unrestricted access to any given study. We do not characterize our approach as probabilistic sampling; instead we rely on structured profiling, quota management, and eligibility screening to shape the sample toward the target population. Intercept recruitment may draw on affiliate networks and social platforms when a project needs

audience coverage the core panel cannot fully provide. The relative weight given to each channel differs by market, reflecting differences in internet penetration, digital media habits, and the recruitment inventory available in that country.

Q7

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

Answer

Respondent authenticity is checked through several complementary controls rather than a single test. Email Confirmation verifies a working, accessible address at registration. Geo-IP Validation screens for proxy use, blacklisted addresses, and location inconsistencies. Mobile Verification uses a one-time authentication code to confirm a working mobile number, and this check can be re-triggered for existing members ahead of certain studies. CAPTCHA Verification is applied at registration and other relevant entry points to filter out automated, non-human sign-ups. During fieldwork, Survey Speed Monitoring flags completions that are implausibly fast, and Digital Fingerprinting cross-references device and browser signals to catch duplicate or suspicious accounts. These checks operate together with profiling-consistency reviews and ongoing activity monitoring, so that no single signal is relied upon in isolation to judge a respondent's genuineness.

Email Confirmation

Verifies a working, accessible address at registration.

Geo-IP Validation

Screens for proxy use, blacklisted addresses, and location inconsistencies.

Mobile Verification

Uses a one-time authentication code to confirm a working mobile number, and this check can be re-triggered for existing members ahead of certain studies.

CAPTCHA Verification

Applied at registration and other relevant entry points to filter out automated, non-human sign-ups.

Survey Speed Monitoring

Flags completions that are implausibly fast.

Digital Fingerprinting

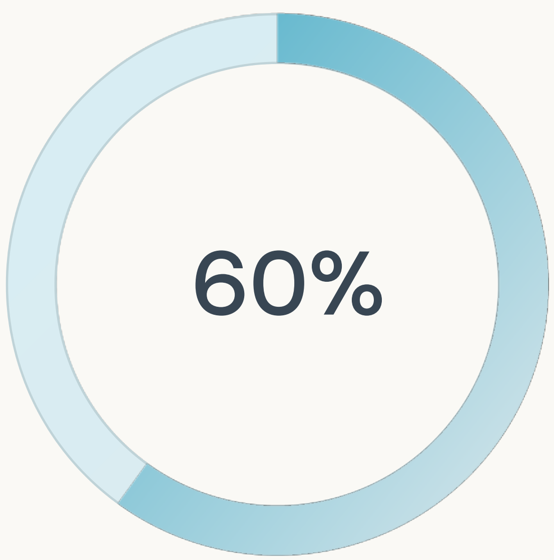
Cross-references device and browser signals to catch duplicate or suspicious accounts.

Q8

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

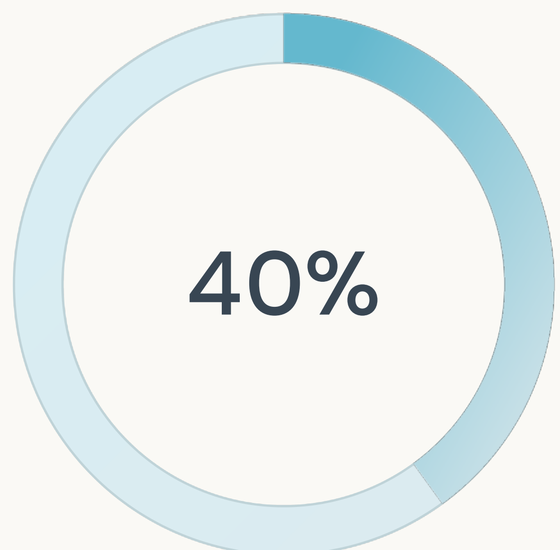
Answer

Participants engage with Prime-Eye Research's respondent platform, which is built to work consistently whether someone joins from a phone, tablet, or computer. Approximately 60% of our participants access surveys via our mobile & tablet devices, and the remaining 40% of participants use other means, such as desktop or laptop computers, to complete surveys. Email invitations are also used to alert members to open studies, with participants following the link provided to reach the survey. These proportions shift somewhat by project and target audience, and we track device mix regularly so that survey design and outreach timing continue to reflect how our panel actually participates.



Mobile & Tablet

Participants accessing surveys via mobile & tablet devices



Desktop & Laptop

Participants using desktop or laptop computers to complete surveys

Q9

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

Answer

We can support clients through more than one delivery model. A fully managed service covers feasibility, sample design, targeting, fieldwork oversight, quota tracking, and quality review from start to finish. For clients who prefer more hands-on control, a self-serve style of access can let a team set parameters and monitor progress more directly. Where a client's own systems need to place orders or exchange status and delivery data automatically, API-based integration can connect their technology stack with our sampling and fieldwork processes. Which model is used depends on the client's internal capability, technical requirements, and how much day-to-day involvement they want in running the project.

Managed Service

Covers feasibility, sample design, targeting, fieldwork oversight, quota tracking, and quality review from start to finish.

Self-Serve

Allows a team to set parameters and monitor progress more directly for clients who prefer more hands-on control.

API Integration

Connects a client's technology stack with our sampling and fieldwork processes for automated order placement and data exchange.

Q10

> **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?**

Answer

When a project draws on more than one source, we can document the composition so buyers understand how the delivered sample was assembled — for example, the split between core panel members and any supplementary or intercept recruitment. Source preferences are discussed as part of project setup, particularly for studies where audience origin, consistency across waves, or comparability matters to the client. Where a third-party source needs to be integrated, it is brought in through defined operational checks rather than treated as an unmanaged pool, so that quality and privacy expectations still apply to the blended sample.

Q11

> **Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, Is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktop only questionnaires? Is it suitable to recruit for communities? For online focus groups?**

Answer

Because respondents are selected against project-specific screening and profiling criteria, our sample can serve a broad range of study types. It supports product and concept testing, usage-and-attitude research, and recruit/recall designs where the same qualified respondents need to be re-contacted later. Both short and longer questionnaires can be fielded, with LOI and topic sensitivity weighed against respondent burden during design. The platform works across mobile and desktop, so device-specific studies as well as fully responsive ones are both achievable. The panel can also support community building and recruitment for online qualitative work, including focus groups, provided the required screening criteria can be met within the available audience.

Q12

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?

Answer

Every project starts with the client's Project Objectives and Goals, Target Demographics, Sample Size, Length of Interview (LOI), and Incidence Rate (IR), along with the fieldwork window and any screening or quota needs. These inputs shape a sampling framework that determines how recruitment targets are spread across the required demographic groups. Invitations go out through email, mobile, or other approved channels, and respondents pass through screening questions before entering the main survey. Fieldwork is monitored throughout so that quota fill, completion behavior, and quality indicators can be tracked and, where necessary, corrected. Typical demographic quota controls include age, gender, location, income, and occupation, with national-representative quotas used as a starting point and adjusted to the client's specific research goals.

01

Define Project Needs

Objectives, Target Demographics, Sample Size, LOI, IR, Fieldwork window, Screening/Quota.

02

Shape Sampling Framework

Recruitment targets spread across demographic groups.

03

Send Invitations

Via email, mobile, or other approved channels.

04

Screen Respondents

Pass screening questions before main survey.

05

Complete Survey

Respondents enter and complete the main survey.

06

Monitor Fieldwork

Track quota fill, completion behavior, and quality indicators.

Key Demographic Quota Controls

- Age
- Gender
- Location
- Income
- Occupation

Q13

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?

Answer

ral and category-usage variables, collected the point of entry, and fuller profiling develops over time if they go on tobecome active panel members. Where appropriate and permitted, relevant profile fields can be appended to project datasets to support analysis, subject to the usual privacy and consent constraints.   directly from respondents rather than sourced from third parties. Stable fields are reviewed periodically, while faster-moving attributes, such as   product usage or category interest, are refreshed more often. Intercept participants typically provide the essentials needed for eligibility at For the large majority of active panel members, we hold core profiling attributes such as age, gender, location, education, occupation, household income, and various behavio

Q14

> **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?**

Answer

To size feasibility accurately we need the following key information:

Project Objectives and Goals	Target Demographics	Sample Size
Length of Interview (LOI)	Incidence Rate (IR)	Fieldwork Period
Quota Structure	Geography	Special Screening Requirements

These factors determine both the addressable audience and the realistic pace of completion. We cross-check the initial estimate against historical performance on comparable studies, known incidence patterns, and audience availability, and we avoid presenting feasibility as a single guaranteed figure — particularly for low-incidence or hard-to-reach targets. Instead we set out practical upper and lower boundaries and flag the assumptions behind them, revisiting the estimate if project parameters change materially.

Q15

> **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?**

Answer

If a project turns out to be difficult or unachievable under the originally agreed terms, we notify the buyer as soon as the constraint becomes clear and explain what is driving it — commonly lower-than-expected incidence, an overly tight quota, or a field period too short for the required volume. We then discuss options such as extending fieldwork, revisiting quotas, or bringing in an approved supplementary source. Where a third-party source or subcontractor is genuinely needed, we tell the buyer who it is and why it was chosen. External partners are reviewed beforehand for relevant experience, respondent-quality practices, and privacy standards, and once engaged they remain subject to the same project-level checks — including Digital Fingerprinting, CAPTCHA Verification, and Geo-IP Validation — that apply to our own sample.

Q16

> **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.**

Answer

Yes, routing and yield-management logic help direct eligible respondents toward the studies they are most likely to qualify for. For panel members, routing weighs profile attributes, past participation, geography, device, and current project needs. Intercept participants are matched using the information available at entry, followed by the relevant screening steps. Invitations can arrive by email, mobile notification, or on-platform prompt, and typically include the Survey Topic, Length of Interview (LOI), and Reward so that respondents can decide whether to take part. Routing rules are watched during fieldwork to balance respondent opportunity against project requirements and to avoid pushing people toward surveys where they are unlikely to qualify.

01

Panel Member Routing Logic

For panel members, routing weighs profile attributes, past participation, geography, device, and current project needs.

02

Intercept Participant Matching

Intercept participants are matched using the information available at entry, followed by the relevant screening steps.

03

Invitation Channels & Details

Invitations can arrive by email, mobile notification, or on-platform prompt, and typically include the Survey Topic, Length of Interview (LOI), and Reward so that respondents can decide whether to take part.

04

Fieldwork Monitoring

Routing rules are watched during fieldwork to balance respondent opportunity against project requirements and to avoid pushing people toward surveys where they are unlikely to qualify.

Q17

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

Answer

Yes. We apply time limits within routing so that respondents are not left waiting indefinitely for a match, which helps limit fatigue and repeated qualification attempts. Where an immediate match isn't available, the participant is given an alternative option or the chance to be notified about future opportunities rather than being held in an unresolved state. We monitor routing performance — match rates, time-to-opportunity, and qualification outcomes — and adjust the limits as needed to keep the process efficient without pushing respondents into surveys just to fill a slot.

Q18

> **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?**

Answer

Before deciding whether to start a survey, respondents are shown the Survey Topic, the Length of Interview (LOI), and the Reward on offer, along with any relevant device or eligibility notes. This gives people a realistic sense of what they are agreeing to rather than asking them to commit blind. The same core information is provided consistently whether the respondent comes from the core panel or an intercept route, though the exact presentation may vary slightly by channel or interface.

Survey Topic

The core subject matter of the research.

Length of Interview (LOI)

Estimated time commitment for survey completion.

Reward on Offer

Compensation for successful completion of the survey.

Eligibility Notes

Any specific device requirements or participant criteria.

Q19

> **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?**

Answer

Where more than one eligible opportunity exists, respondents can be shown a short list to choose from rather than being pushed into a single study automatically. Each option typically displays the estimated completion time and the applicable reward, and the topic or category may be described at a general level so respondents can gauge relevance without exposing confidential study details. Because these opportunities are already filtered by eligibility, respondents are generally choosing among studies they have a reasonable chance of qualifying for, which helps reduce unnecessary starts and improves the overall experience.

Estimated Completion Time

Helps respondents plan their engagement efficiently.

Applicable Reward

Clearly indicates the incentive for participation.

General Topic/Category

Allows respondents to gauge relevance without revealing confidential details.

Q20

> **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?**

Answer

Incentives can be adjusted mid-field when recruitment is falling behind, particularly for hard-to-reach groups or slow-moving quota cells. Adjustments can be scoped to the whole project, a specific sub-group, or individual participants, and are managed carefully to avoid skewing who chooses to respond. Where a participant-level change is made, it can be captured as a flag in the delivered dataset so buyers have visibility into it during analysis. Incentive changes are reviewed alongside completion, quota, and incidence data rather than used as a first response to slow fieldwork.

Q21

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)?

Answer

Yes, we gather feedback at the project level covering aspects such as clarity of questions, survey length, technical smoothness, and perceived fairness of the reward. This helps identify operational issues that could be affecting engagement, dropout, or willingness to take part in future studies. Where enough comparable project history exists, we can look at satisfaction patterns by Length of Interview, study type, subject matter, or target audience to provide useful benchmarks for planning. Feedback is treated as one operational quality signal alongside completion and response-behavior metrics rather than as a standalone measure.

Q22

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

Answer

Yes. Following fieldwork we can prepare a debrief covering a Project Overview of the objectives and approach used, Demographic Information describing the delivered respondent mix, and Key Statistics such as invitations sent, starts, screenouts, and completes. A Dropout Analysis identifies where and why respondents exited before finishing, and an Issues and Resolutions section documents any notable fieldwork or technical challenges and how they were addressed. Where collected, Participant Feedback on the survey experience is also included.

Project Overview

Objectives and approach used

Demographic Information

Description of the delivered respondent mix

Key Statistics

Invitations sent, starts, screenouts, and completes

Dropout Analysis

Identifies where and why respondents exited before finishing

Issues and Resolutions

Documents notable fieldwork or technical challenges and how they were addressed

Participant Feedback

Feedback on the survey experience, where collected

Because reports reference client-specific fieldwork, worked examples are only shared where confidentiality allows, but the structure above reflects what buyers can expect.

Q23

> **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?**

Answer

We apply frequency controls to reduce respondent fatigue and protect data quality — as a general rule, an individual is not invited to participate in a survey more than once within a 48-hour window, and overall daily survey activity is kept within a reasonable range, broadly around 30 minutes, unless a study genuinely requires otherwise. Participation history is tracked so that recent activity can be factored into routing and invitation decisions. These controls apply across our sample sources, with adjustments made where a particular study design legitimately calls for a different cadence.

Q24

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?

Answer

We keep operational records on participants that support both quality management and analysis, including recent participation history, date of panel entry, recruitment source or channel, login and survey-start activity, incentive history, and demographic or behavioural profiling. This information helps us understand tenure, engagement, and source-related patterns. Where contractually and legally appropriate, we can provide buyers with a project-level analysis of this individual-level data, and selected fields can be appended to a project dataset, always subject to privacy, consent, and data-minimisation requirements.

Participation History

Recent survey engagement and activity trends.

Date of Panel Entry

When the participant joined our panel.

Recruitment Source

Channel used for initial recruitment (e.g., digital ad, email).

Login & Survey Activity

Records of logins and survey start/completion times.

Incentive History

Details of incentives earned for participation.

Profiling Data

Demographic and behavioral characteristics.

Q25

> **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.**

Answer

Identity checks apply from account login through to entry into a router or survey. Login Authentication provides a baseline account-level control, Mobile Verification using a one-time code offers an additional identity signal where applicable, and Digital Fingerprinting helps identify repeated or duplicate accounts based on device and browser characteristics. Geo-IP Validation flags suspicious or inconsistent location signals, including proxy or blacklisted addresses. These checks are combined with profile consistency and CAPTCHA Verification, so that a single anomalous signal does not automatically determine an outcome — instead it triggers closer review, quarantine, or exclusion under the applicable quality rules.

Login Authentication

Provides a baseline account-level control.

Mobile Verification

Uses a one-time code for an additional identity signal where applicable.

Digital Fingerprinting

Helps identify repeated or duplicate accounts based on device and browser characteristics.

Geo-IP Validation

Flags suspicious or inconsistent location signals, including proxy or blacklisted addresses.

CAPTCHA Verification

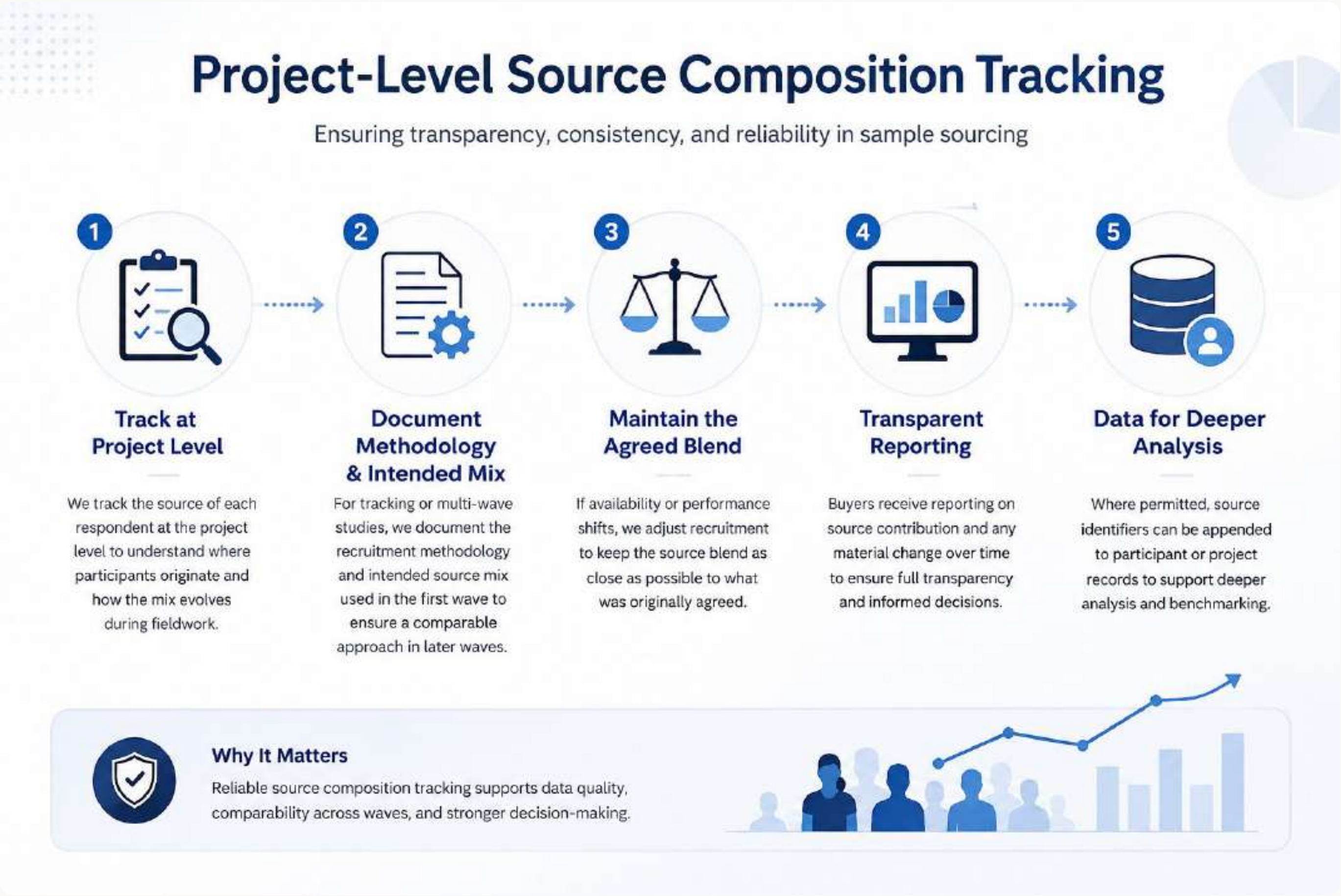
Combined with profile consistency for layered security.

Q26

> **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?**

Answer

Source composition is tracked at the project level so that we know where each respondent originated and how the mix evolves during fieldwork. For tracking or multi-wave studies, we document the recruitment methodology and intended source mix used in the first wave so that later waves can be held to a comparable approach. Where availability or performance shifts, recruitment is adjusted to keep the blend as close as possible to what was originally agreed. Buyers can receive reporting on source contribution and any material change over time, and, where permitted, source identifiers can be appended to participant or project records to support this kind of analysis.



Q27

> 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?

Answer

Respondent quality is tracked through a combination of behavioural, historical, and technical indicators. Together these feed an ongoing quality assessment that can affect future invitation or routing eligibility. Members showing questionable or persistently poor behaviour can be placed under closer observation, and repeated or serious issues can lead to being blocked from further participation. We also compare known profile data with in-survey answers to spot meaningful inconsistencies; discrepancies are weighed alongside other signals rather than acted on in isolation, and automated monitoring helps us catch unusual patterns earlier.

- Response Consistency
- Completion Behaviour
- Dropout Points
- Survey Speed
- Participation Frequency
- Device Signals
- Automated Quality Flags

Q28

> **For work where you program, host, and deliver the survey data, what processes do you have in place to reduce or eliminate undesired in-survey behaviors, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non response (e.g., 'Don't Know') (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?**

Answer

For studies we host, several controls address these behaviours. Random responding is checked using attention checks and trap or red-herring questions. Illogical or inconsistent responding is examined through cross-checks between related items. Overuse of item nonresponse, such as repeated 'Don't Know' selections, can be monitored against a defined threshold. Inaccurate or inconsistent responding is assessed by comparing survey answers against known profile data. Incomplete responses are excluded where they fall short of the agreed completion definition, and Survey Speed Monitoring flags completions that are unrealistically fast for additional review. These checks are supported by automated analytics so that questionable records can be caught before final data delivery rather than after.

Random Responding

Checked using attention checks and trap or red-herring questions.

Illogical or Inconsistent Responding

Examined through cross-checks between related items.

Overuse of Item Non-Response

Monitored against a defined threshold for repeated 'Don't Know' selections.

Inaccurate or Inconsistent Responding

Assessed by comparing survey answers against known profile data.

Incomplete Responding

Excluded if they fall short of the agreed completion definition.

Too Rapid Survey Completion

Survey Speed Monitoring flags unrealistically fast completions for review.

Q29

> **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).**

Answer

Our participant privacy notice sets out what personal and non-personal information is collected, why it is processed, how and when it may be shared, how it is protected, and how long it is kept. It also explains participant rights — including the ability to access, correct, or request deletion of personal information — and how to exercise them, along with details on security measures, retention and disposal practices, how policy updates are communicated, and how to reach us with privacy questions. The current version of the notice, including any jurisdiction-specific variants, should be referenced through our official privacy-policy channel when shared with a buyer.

Q30

> **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?**

Answer

We manage personal-data processing through documented practices designed around the requirements of the jurisdictions in which we operate. Consent is used as the legal basis where appropriate, and participants are told about the purpose and nature of processing before relevant data collection occurs. A defined incident-response process governs identifying, containing, and, where legally required, notifying affected parties and authorities in the event of a breach. Cross-border transfers rely on appropriate contractual and organizational safeguards suited to the jurisdictions involved. Retention periods follow purpose-limitation principles and applicable legal minimums, with data removed once it is no longer needed. Responsibility for data protection is formally assigned within the organization, with specialist oversight available for privacy matters, and our policies are reviewed as legal requirements evolve.

Q31

> **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.**

Answer

Participants receive information about data processing and relevant consent choices during registration and, where needed, before entering a specific study. Consent can be reviewed or withdrawn through the participant environment or by contacting support, and requests for access, correction, or deletion are handled according to applicable rights. Participant support is available through designated channels, including email or ticket-based assistance, for questions about consent, privacy, or account data. The same expectations apply when we provide access to sample from other parties — partners are expected to maintain comparable consent, transparency, and data-handling standards so participants receive consistent treatment regardless of the underlying source.

Consent Provision

Information on data processing and consent choices is provided during registration and prior to specific studies.

Consent Management

Participants can review or withdraw consent via the participant environment or by contacting support. Requests for access, correction, or deletion are handled in accordance with applicable rights.

Support Channels

Support is available through designated channels, including email or ticket-based assistance, for questions regarding consent, privacy, or account data.

Third-Party Standards

Partners are expected to maintain comparable consent, transparency, and data-handling standards to ensure consistent treatment for participants, regardless of the underlying source.

Q32

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

Answer

Regulatory tracking is handled through a mix of internal compliance ownership, periodic policy review, staff awareness, and specialist legal input where needed. This includes monitoring changes across our operating markets that could affect participant incentives, such as promotional rules, disclosure requirements, or payment-related regulations. Internal procedures are updated when a material change occurs, relevant staff are briefed on the implications for recruitment and incentive practices, and complex or jurisdiction-specific questions are referred to external counsel as necessary. Industry-association guidance is also used as a supplementary source of regulatory awareness, keeping incentive practices aligned with the wider compliance program rather than managed separately.

Q33

> **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?**

Answer

Additional safeguards apply whenever research may involve children or young people. The welfare and rights of younger participants remain a core consideration in how these studies are designed and run.

Age Verification

Carried out during registration or screening using the participant's date of birth, and participation is restricted below the relevant age threshold unless verifiable parental or guardian consent has been obtained. Where research involving minors is properly approved, parental consent procedures follow the applicable jurisdiction and study design.

Data Minimization

Limits what is collected to what the research genuinely requires, avoiding unnecessary sensitive information.

Clear Privacy Policies

Explain relevant practices in language suited to participants and guardians.

Staff Training

Covers the handling of younger participants and their data.

Regulatory Compliance

Extends to applicable local rules alongside frameworks such as COPPA and GDPR where relevant.

Q34

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

Answer

Privacy is considered from the outset of project planning rather than bolted on afterwards. Potential privacy risks are reviewed before data collection begins, and Data Minimization keeps collection limited to what the study genuinely needs. Access to sensitive information is restricted through role-based controls, and personal data is protected through encryption in transit and at rest where applicable, alongside monitoring for suspicious system activity. Staff Training reinforces how information should be handled operationally, and processes are periodically reviewed, with risk assessments and audits used to strengthen controls where gaps are found. Treating privacy as part of the initial design, rather than a final check, helps limit unnecessary exposure throughout a project's lifecycle.

Upfront Consideration

Privacy is considered from the outset of project planning rather than bolted on afterwards.

Risk Review

Potential privacy risks are reviewed before data collection begins.

Data Minimization

Collection is limited to what the study genuinely needs.

Role-Based Access

Access to sensitive information is restricted through role-based controls.

Encryption & Monitoring

Personal data is protected through encryption in transit and at rest, alongside monitoring for suspicious system activity.

Staff Training

Reinforces how information should be handled operationally.

Periodic Review & Audits

Processes are periodically reviewed, with risk assessments and audits used to strengthen controls.

Q35

> **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?**

Answer

Our information-security programmer is built around recognized practices for protecting systems, business information, and participant data, aligned with frameworks such as ISO 27001. Core elements include Systematic Process Management with defined responsibilities and controlled workflows, an Asset-Based Risk Assessment process that identifies key information assets and evaluates threats, likelihood, and impact, and Internal Audits that review controls against policy and regulatory expectations. Incident-response procedures set out escalation and containment steps for security events, access is governed through strong authentication and role-based permissions, and data is protected through encryption alongside routine system updates and vulnerability management. Staff training reinforces security awareness across relevant teams, and compliance monitoring continues on an ongoing basis rather than as a one-time exercise.

Systematic Process Management

Defined responsibilities and controlled workflows.

Asset-Based Risk Assessment

Identifies key information assets and evaluates threats, likelihood, and impact.

Internal Audits

Review controls against policy and regulatory expectations.

Incident-Response Procedures

Escalation and containment steps for security events.

Access Governance

Strong authentication and role-based permissions.

Data Protection

Encryption, routine system updates, and vulnerability management.

Staff Training

Reinforces security awareness across relevant teams.

Compliance Monitoring

Continues on an ongoing basis rather than as a one-time exercise.

Q36

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

Answer

Prime-Eye Research operates in line with the ISO 20252 framework for Market, Opinion, and Social Research.

Systematic Process Management

With clearly defined roles, responsibilities, and controlled workflows across research activities.

Data Protection and Information Security

Embedded into operational processes to safeguard participant and client information.

Continuous Improvement

Supported through regular review of project performance, quality findings, and evolving industry practice.

Quality Control

Applied across the full research process — from recruitment and respondent validation through to fieldwork and post-fieldwork review — rather than being confined to the final dataset.

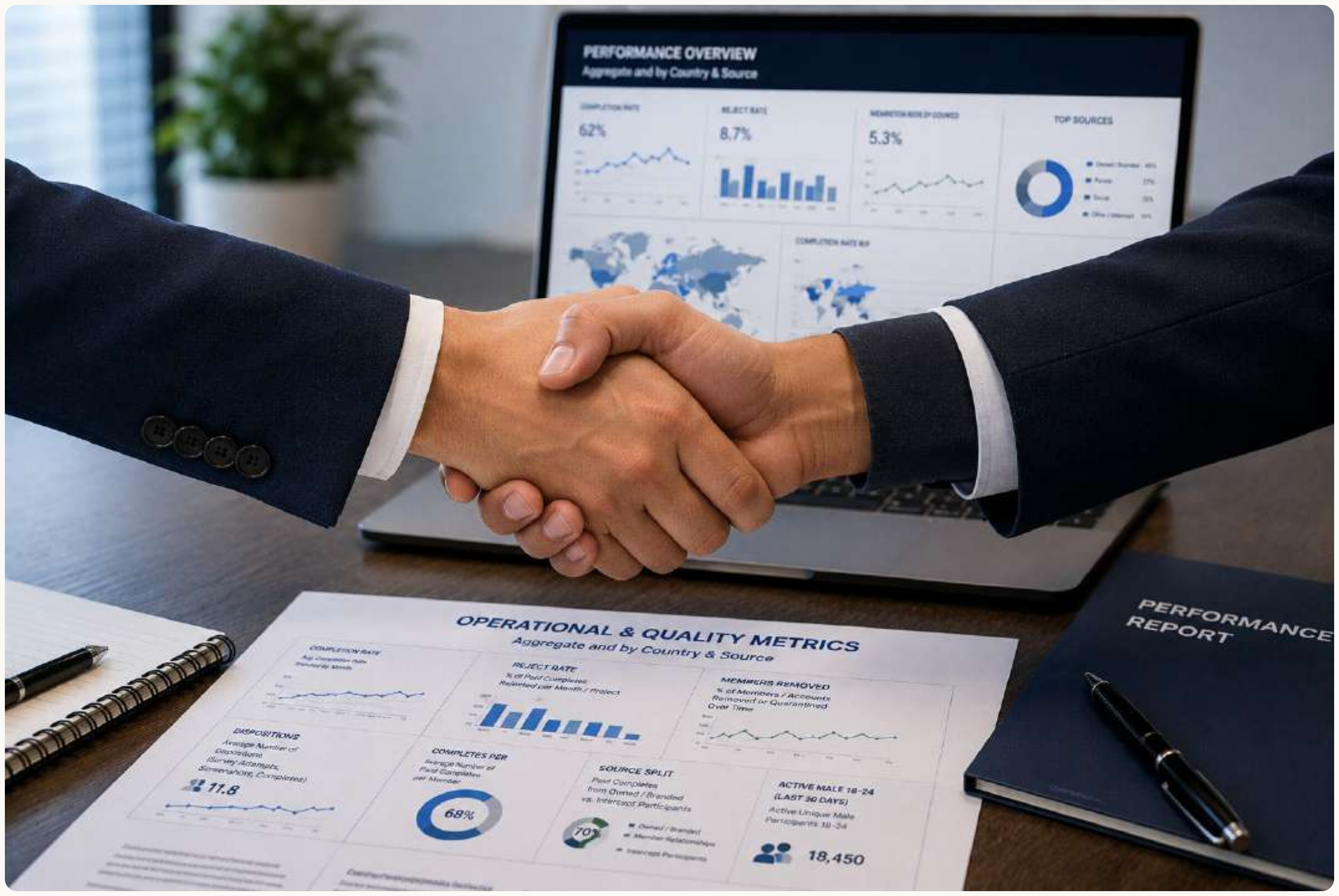
This structure gives us a consistent, accountable basis for delivering research across different markets and project types.

Q37

> **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.**

Answer

We can supply a range of operational and quality metrics in aggregate and, where relevant, broken down by country and source. These include the Average Qualifying or Completion Rate trended by month, the Percent of Paid Completes Rejected per month or project, and the Percent of Members or Accounts Removed or Quarantined over time. We can also report the Percent of Paid Completes from respondents with 0–3 months of tenure, the Percent of Paid Completes from Smartphones, and the split between Paid Completes from Owned or Branded Member Relationships versus Intercept Participants. Additional measures include the Average Number of Dispositions — covering survey attempts, screen outs, and completes — the Average Number of Paid Completes per Member, Active Unique Participants in the Last 30 Days, and Active Unique Male Participants aged 18–24 in the Last 30 Days. Feasibility reporting can cover the maximum achievable sample in a given country under national-representative quotas, a seven-day field period, 100% incidence, and a 10-minute interview, along with the Percent of Quotas Reaching Full Quota at Delivery, trended by month. Customised reports for any of these metrics can be prepared for buyers on request, in line with agreed confidentiality terms.



Get in Touch with Prime-Eye Research

We're here to help you unlock insights and drive success. Reach out to us today!

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