

NETSONDA PANEL

PANEL BOOK

ESOMAR
member

AGENCIA
ESPAÑOLA DE
PROTECCIÓN
DE DATOS



COMISSÃO NACIONAL
DE PROTEÇÃO DE DADOS

netsonda

full service • full research



ABOUT US.

In business since the year 2000, Netsonda was the first company in Portugal to operate in the area of market research through technological platforms such as the Internet, offering speed, safety and competitive costs.

Currently, Netsonda is positioned as a solutions' company and has expanded its areas of action to other sources and methodologies. The company offers its customers a broad range of solutions, from the traditional methods for quantitative and qualitative research, to studies of employee satisfaction or studies using the Netsonda Panel.

Member of ESOMAR, Netsonda has over 200 customers in areas such as FMCG and Retail, Banking and Insurance, Telecommunications and the Internet, among others.

With constant innovation, Netsonda has a team of trained and skillful professionals in the areas of social sciences, statistics and IT.

With direct operations in Portugal and Spain, Netsonda activity extends to many other countries through its international network in more than 60 countries.



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NETSONDA PANEL

Below, we present our Panel Book, where we demonstrate in a transparent way, as the Netsonda Panel is managed, from the recruitment process to its daily management, through its Quality Control.

For any additional questions, please contact Netsonda by phone +351 21 446 03 92 or email info@netsonda.com.

// REGISTRATION

The registration at Netsonda is done willingly by people (opt-in).

Each person must complete an application form, with its main socio-demographic data, as well as data regarding its consuming habits.

Associated to the registration is an enforced quality control. Thus, not only the data provided on the application form is matched with the same data in the Welcome Survey, but there is also a requirement for the Fiscal Identification Number to avoid duplication of records.

Additionally, the data supplied in the surveys is matched with the same provided in the registration on a regular basis.

The whole process of recruitment is done according to best practices and regulations of ESOMAR.

// ACCESS OF MINORS TO THE PANEL

The access to persons under 16 years old to the Netsonda Panel is subject to parental approval, complying with the ICC International Code.

That way, the registration is only valid when the guardian of the minor authorizes, automatically through the Netsonda Platform, the appliance of the minor to the Netsonda Panel.

// MULTISOURCE RECRUITMENT

Netsonda believes that only with a diverse panel can get the best representativeness and achieve quality responses. The access to all segments of the population and the assurance of the randomness of the invitations to participate (fundamental requirement in market research) can only be achieved with the diversification of the panel recruitment. This emphasis on a variety of sources of recruitment is done in multiple ways, both online and more offline. The campaigns for recruitment include:

- Direct Marketing
- Online Advertising
- Advertising and communication in media
- Partnerships with businesses and websites for voluntary registration
- Partnerships with institutions for voluntary registration
- Actions on social networks through both own channels and external
- Campaigns on specific events (concerts, conferences, etc.).
- Campaigns in places (beaches, universities, etc.).
- Campaigns and Contests Online
- Advertorials
- Member-get-Member campaigns

The association of all the factors described above and the fact that Netsonda holds a panel since the year 2000 contributes to the high quality of responses and level of participation in the surveys.

// SOCIO-DEMOGRAPHIC CRITERIA

The socio-demographic data required in the register process allows us to draw the panel's profile, as well as to conduct steer-raising campaigns, always with the aim of achieving the representativeness of the country.

// RESPONSE & ACTIVITY RATE

The response rate and activity rate are two key factors in the quality of Netsonda studies, as these ensure greater randomness in the invitation process and better planning in the project management.

Netsonda undertakes several actions to maintain a high response rate, such as...

- Establishing a trusting relationship with panel members
- Applying user friendly technology to interact easily with all members
- Applying the latest methods to ensure the attractiveness in its surveys
- Thanking and rewarding members with an fair and proven incentive

// UPDATE AND PROFILE OF THE PANEL

Despite the panel's registration form with over 30 targeting criteria, it cannot cover everything. For this reason, Netsonda constantly profiles its members over time from specific surveys that carry through for this purpose.

Still regarding to the profiling process, Netsonda performs various actions to update its members' data, or simply reconfirm their profile data (marital status, region, interests, among others).

This characterization allows us to continuously learn more about our respondents, targeting them more accurately and controlled by increasing the response rate and reaching the desired targets in less time and with less costs.

// REPRESENTATIVENESS

We aim to represent the national distribution in major socio-demographic criteria (gender, age and region) at the Netsonda Panel, so it can safely represent the target universe.

// NON PROFESSIONAL

Netsonda have a strong awareness that the "professionalization" of the respondents does not contribute to the achievement of genuine and honest answers by respondents.

With this concern in mind, Netsonda developed a set of methods and tools to control the amount of surveys in which each member participates, such as:

- A maximum of surveys per month per respondent
- A maximum of surveys by theme (category, product, etc..) by respondent
- Randomness in the invitation to respond to surveys
- Validation of responses
- Matching information with other answers given in other similar surveys

On top of this control there is the fact that Netsonda Panel members can choose to donate their incentives to Social Institutions whom with Netsonda have protocols, making of their participation a way to contribute to social causes.

// EXCLUSIVE USE FOR MARKET RESEARCH

The Netsonda Panel is one of the largest online panels in Spain dedicated exclusively to market research, and is registered in the National Agency for Data Protection, ensuring exclusive use for market research, so it can't and will not be assigned, lent or used for other purposes (direct marketing, etc.).

This ensures that people who join the panel, do it conscious and with the sole intention of participating in market research, giving their opinion and contributing to society and to the market, ensuring the quality of their answers.

// DUPLICATE REGISTRATIONS

In order to avoid duplication of records at the panel, Netsonda requires the insertion of the Fiscal Identification Number, validated through an algorithm on the registration form.

In addition, regular checks are made (daily and monthly) to spot, correct or delete any records that are not done according to the requirements (incomplete or inconsistent data, duplicates, other ...), ensuring the quality of the panel in each record .

// PRIVACY POLICY

Netsonda provides a Privacy Policy, at the bottom of every page of your site. This Privacy Policy states that every response is confidential and that it is analyzed only for statistical purposes. Netsonda only registers that a specific member did participate in a particular survey, never associating the responses to the person in question. This means that the system sends the answers to a database, without ever associate them to the respondents.

In addition to the Privacy Policy, Netsonda has the panel's database registered on the AEPD (National Agency for Data Protection) in Spain, and in the National Committee for Data (CNPD) in Portugal.

Netsonda complies with all applicable regional, national and local protection of privacy and children's data protection, knowing that it is essential to meet in a panel management the following:

- A clear data protection policy, up to date and accessible to all participants.
- Whenever possible, to indicate which is the subject and the overall objective of collecting information.
- The collected information should only be used for the stated purpose and not for any other besides that.
- Identification of members should not be disclosed without the consent of the person concerned.
- The data collected should be kept safe from possible abuse.
- Panel members should have access to their data and make corrections to any inaccurate data.

From the formal point of view, Netsonda subscribes the Law n.o 67/98 of 26 October: Law on the Protection of Personal Data (that transpose into Portuguese law the Directive No 95/46/EC of the European Parliament and the Council of 24 October 1995 on the protection of individuals in with regard to the processing of personal data and the free movement of such data.

Netsonda is a member of ESOMAR - World Association of Research Professionals, through its Directors, and supports and carries out their studies subscribing the Code ICC/ESOMAR. Netsonda also subscribes code of EFAMRO - European Federation of Associations of Market Research Organizations.

// QUALITY CONTROL

Honest and quality answers are a critical factor in market research. For this reason, Netsonda implemented a series of checkpoints along the different interactions between the panel members and Netsonda.

Registration on Netsonda Panel

The first step is to ensure quality of the answers is protecting the entrance of the panel. Each potential panel member has to go through a set of checks and validations before being admitted. The quality control applied on the Netsonda Panel registration process include:

1. The registration form on panel Netsonda filters the people who have a soft attitude regarding a compromise with a serious and continuous participation on the Netsonda Panel.
2. The application form requires the Fiscal Identification Number in order to avoid duplication of records or dummy registrations.
3. The registration form requires entering a unique and valid email address, with double opt-in to confirm that it is spelled correctly and that does not exist yet at the Netsonda Panel.
4. All children under 16 years old are subject to a parental approval process, without they cannot access the Netsonda panel.
5. Prevent access to members who have previously been banned from participation in the Panel Netsonda.
6. All new entries are verified on a daily basis to search for suspicious, wrong or repeated data, with specific measures for each scenario.
7. Once completed the registration form, members are invited to immediately respond to a Welcome survey, where are asked again about some profile questions, in order to test the consistency of the data provided in the previous record.

Monitoring Studies and Data

Although the quality control implemented on the panel registration keeps away low quality members, there are others who, over time, may fail to comply with the standards required by Netsonda for one reason or another. To address this situation, Netsonda developed a set of monitoring measures of behavioral patterns, adding an extra level of quality control data, such as:

1. Analysis of the average response time and deviations
2. Monitoring the responses' quality (pattern responses, suspicious open answers, others...)
3. Asking "trap" questions to detect fraudulent or careless responses
4. Matching between the same profile data responded in the registration versus the surveys
5. Strict application of the policy "3 strikes = expulsion"
6. Automatic exclusion of members who have participated in surveys of the same theme in a given period, avoiding knowledge or professional category of respondents
7. Careful management of the panel members to avoid fatigue

// RETENTION & REPLACEMENT

An investigation panel is healthy when it maintains a high rate of retention. When this is not the case, the void left by the abandonment must be filled by efforts to acquire additional members, often with less quality, reflecting later on the quality of the responses.

The retention of the Panel members allows Netsonda to invest more in obtaining additional data, and thereby building more complete and detailed profiles within the panel. In addition, it can also provide a consistent source of regular members if there's a will to follow a constant sample on a regular basis (eg. trackings), providing long-term studies with consistence.

// RECOVERY

Managing an Opinion Panel assumes that, as in people's lives, there is a time life for each member, and that there is always a fraction of the panel that for various reasons will reduce its activity until become fully inactive. Aware of the cost of the investment, selection and monitoring that Netsonda placed in each of its members, some activities are regularly carried out to enhance the reactivation of members who were inactive for some reason, thus ensuring its active presence in the Netsonda Panel.

After a set number of attempts, these records are deleted form the Panel, to prevent any affection of the response rate forecast.

// INCENTIVES

Netsonda values the time and the opinion of the members of the panel, and therefore reward them for cooperating with us.

Netsonda Panel members receive a monetary reward each time they participate in a survey, being this amount determined by the length and complexity of the survey. Panel members may also donate these incentives to one of several Social Institutions with whom Netsonda cooperates.

As a result of this incentive program, Netsonda Panel has a high participation rate and retention of its members.