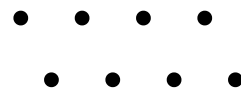
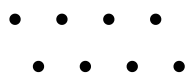




REWARDS  
NATION



# ESOMAR-37

## 2025

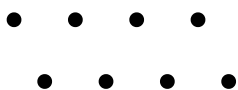


37 Questions

to help buyers of online samples  
People-Powered Insights. Reward-Backed  
Results.

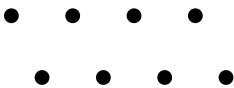
# Table of contents

Table Of Contents	02
Company Profile	03
Quality Assurance & Global Presence	05
Vision and Mission	06
Data Quality and Validation	07
Contact	61



# Company Profile

## Acknowledgement







• • • •  
• • • •

At RewardNation, we empower businesses with high-quality online research solutions designed for accuracy, efficiency, and global reach. With over 10 years of industry expertise, we have built a robust panel of engaged respondents, ensuring precise and actionable insights across various sectors. Our network spans 40+ countries,

with a diverse community of over 5 million respondents, allowing us to deliver tailored data for B2B, B2C, and healthcare markets. Committed to quality and innovation, we leverage advanced methodologies and rigorous validation processes to provide research solutions that drive meaningful business decisions.

# About RewardNation

## Quality Assurance

At RewardNation, we believe that exceptional market research begins with uncompromising data quality. Our panels are meticulously curated and continuously monitored, ensuring that every response meets the highest standards of reliability and integrity. With a multi-layered validation process, we safeguard against fraudulent data, guaranteeing accurate and actionable insights for our clients.

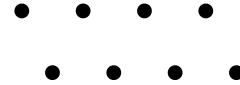
Quality Assurance  
Global Presence



## Global Presence

With a strong presence across North America, Europe, Asia, and beyond, we tailor our research methodologies to align with regional market dynamics. Whether you need consumer insights, B2B intelligence, or healthcare research, our expertise spans diverse industries to deliver meaningful data-driven solutions.

# Vision & Mission



## Vision

We empower businesses with accurate, ethical, and data-driven insights that drive smarter decisions. Through innovative technology and rigorous validation, we ensure trusted market research solutions for dynamic industries worldwide.

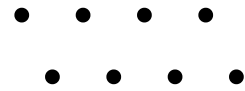
## Mission

To be a global leader in market research, setting new standards in data integrity, innovation, and transparency. We strive to make reliable insights accessible, helping businesses navigate change with confidence.



## Data Quality

At RewardNation, we don't just collect data we refine, validate, and transform it into actionable intelligence that drives success.



## How We Ensure Data?

- Advanced Verification Processes
  - Leveraging AI-driven fraud detection and manual checks, we ensure that our panelists are authentic, engaged, and well-profiled.
- Adaptive Sampling Techniques
  - We use innovative methodologies to optimize sample representation, eliminating bias and enhancing data accuracy.
- Global Reach, Local Expertise
  - With a footprint in 40+ countries, our research adapts to cultural nuances, providing contextually relevant insights.
- Commitment to Transparency
  - We maintain complete transparency in our methodologies, empowering businesses with data they can trust.

**.Precision**  
**.Integrity**  
**.Insights**



**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?**

At The Rewards Nation, we bring over a decade of expertise in delivering high-quality online samples tailored for the dynamic needs of the market research industry. With operations spanning more than 40 countries and a proprietary panel exceeding 5 million respondents, TRN is uniquely positioned to provide rich, representative data across consumer, business, and healthcare sectors.

Our strength lies in our deeply profiled respondent base, segmented using a rigorous 70 attribute profiling framework, enabling us to access both broad populations and niche audiences that are typically hard to reach. This level of detail enhances our ability to deliver insights that are both accurate and highly actionable.

While the core of our operations is centered around market research, TRN also supports initiatives in direct marketing and audience activation campaigns. That said, over 85% of our projects are dedicated to market research purposes, a testament to our long-standing partnerships with leading insights firms, brands, and agencies. Whether through scalable online surveys or custom recruitment strategies, TRN empowers decision-makers with data that drives clarity and confidence.



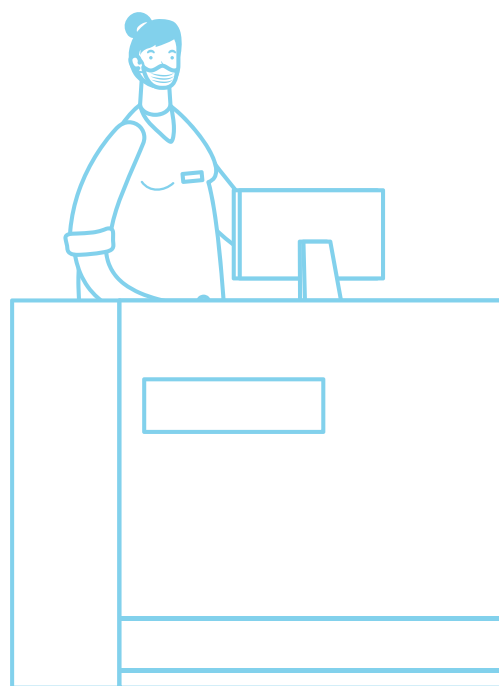


**Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?**

At The Rewards Nation (TRN), we place strong emphasis on intelligent sampling and automation as foundational pillars of high-quality data delivery. Our in-house Data Science & Sampling Intelligence Unit is staffed by a cross-functional team of statisticians, algorithm developers, and market research professionals with deep expertise in both theoretical and applied sampling methodologies. This team is responsible for designing, optimizing, and continuously monitoring our proprietary sampling engines, ensuring they meet rigorous accuracy and efficiency benchmarks across diverse project scopes.

TRN's frontline project management and panel operations teams receive extensive onboarding and ongoing training in sampling theory, quota control, respondent validation, and bias reduction techniques. Each new hire undergoes a 4-week intensive training program, blending theory with simulation-based application. This is followed by live project shadowing under senior supervision to ensure real-world competency.

To stay aligned with global best practices, TRN fosters a culture of continuous learning through monthly internal knowledge hubs, certifications from international research bodies, and participation in leading industry forums and webinars. This investment in people and process ensures our teams are always equipped to maintain TRN's high standards of data integrity and client service.



## What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?

At The Rewards Nation (TRN), we offer far more than just sample provision. We provide a complete ecosystem of data collection, analysis, and research services to support every stage of the insights journey. With our scale, technology, and experienced teams, we are equipped to handle both fast-turnaround studies and complex, multi-market research initiatives. Our core offerings include:

### Full-Service Market Research Solutions

TRN supports custom research projects from start to finish. This includes research design, multilingual fieldwork, advanced analytics, and delivery of actionable reports. We work across a wide range of industries, including consumer, healthcare, finance, and tech.

### Custom Panels and Targeted Recruitment

With access to a proprietary panel of over 5 million respondents globally, TRN provides highly targeted sampling across various demographics, industries, and geographies. We also recruit custom audiences for specialized studies, including B2B and medical.

### Survey Programming and Hosting

Our programming team builds optimized surveys using industry platforms and custom tools. Surveys are hosted on secure, scalable infrastructure that ensures speed, reliability, and advanced logic handling.

TRN offers both sample-only solutions and full-service research delivery, depending on what clients need. Our flexible engagement models and commitment to quality help organizations get the insights they need to make confident decisions.



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

At The Rewards Nation (TRN), we draw participants from both our extensive proprietary panel and advanced intercept sourcing methods. This blended approach allows us to deliver high-quality, diverse, and targeted samples tailored to the specific goals of each research project.

### Proprietary Panel

Our primary source is TRN's proprietary global panel, which includes more than 5 million validated respondents across over 40 countries. Panelists are recruited through a multi-layered opt-in process that involves identity verification, email confirmation, and behavioral screening. Recruitment is conducted through various digital channels such as content partnerships, social media campaigns, referral programs, and direct engagement via branded experiences. Each panelist profile is enhanced with detailed demographic, behavioral, and attitudinal data, allowing for highly refined targeting.

### Intercept Recruitment

For audiences that are niche, emerging, or underrepresented, TRN supplements its panel through digital intercept strategies. These include targeted outreach across affiliate networks, mobile apps, online communities, and social platforms. Participants are invited using personalized prompts and pre-screening filters to ensure quality and relevance. This allows us to scale quickly and adapt to unique study requirements without compromising data integrity.

By combining proprietary access with strategic sourcing, TRN maintains the agility to deliver samples that are not only representative but also aligned with the evolving demands of modern research. Throughout every step, we maintain strict compliance with data privacy and quality assurance protocols.

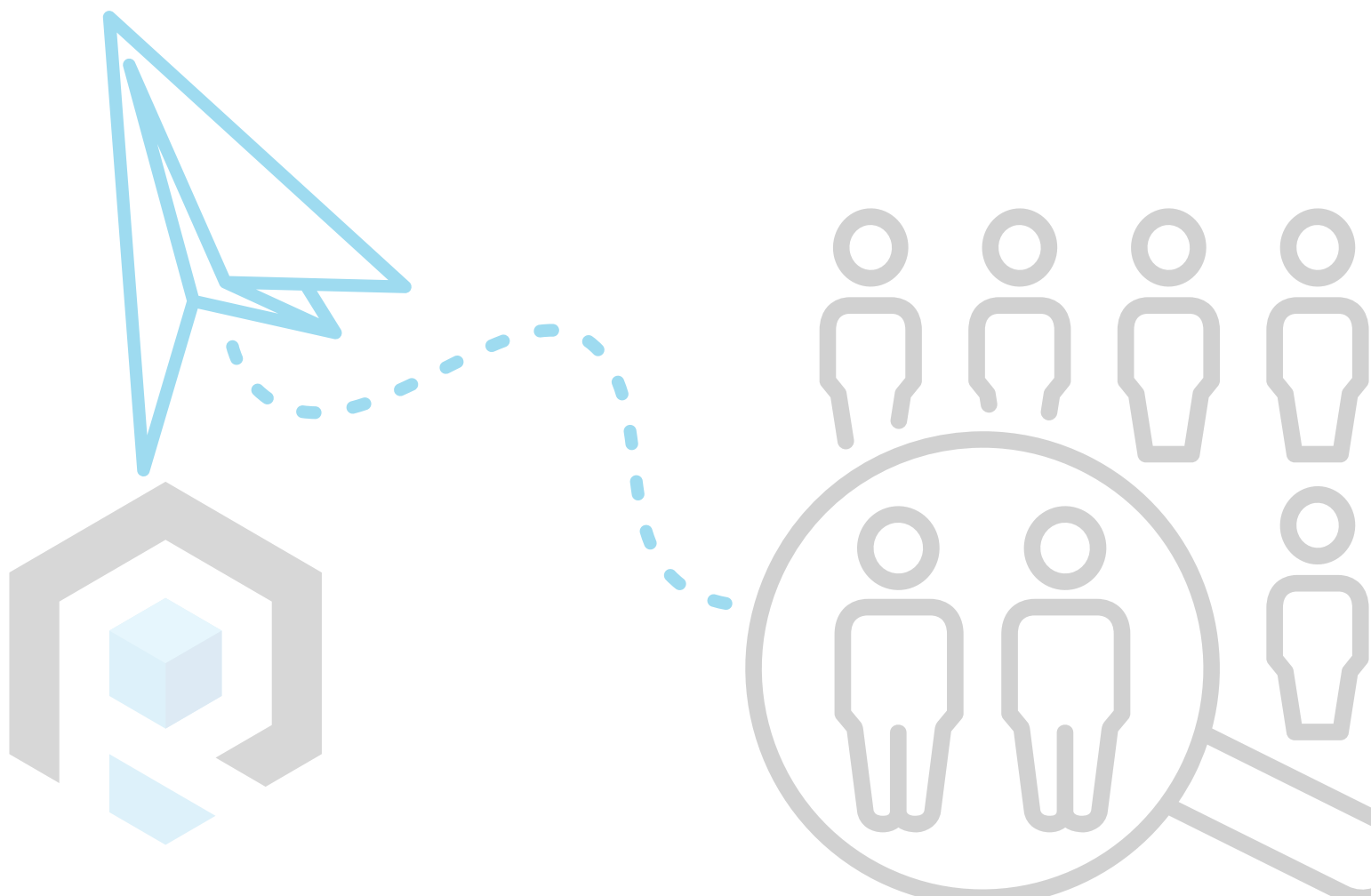


**Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?**

At The Rewards Nation (TRN), around 80 percent of our total sample is derived from our proprietary panel, which is fully owned and operated by our internal teams. This panel is built through a verified, opt-in recruitment process, giving us full control over respondent quality, engagement levels, and data security.

The remaining 20 percent typically comes from external intercept methods, which we use when targeting very specific or low-incidence audiences that may not be fully represented in our panel. These respondents are recruited through trusted affiliate networks, curated social media campaigns, and niche online communities. Every external source is carefully vetted to ensure that the data meets the same quality and privacy standards we uphold across TRN.

While our proprietary panel remains our core resource, we also offer clients the flexibility to include approved third-party sample sources when required. We are fully transparent with our sourcing strategies and always disclose the exact sample composition used for any project.





**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?**

At The Rewards Nation (TRN), we use a multi-channel recruitment strategy that is tailored to build a large, diverse, and deeply profiled panel while maintaining high standards of data quality and respondent engagement.

### **Proprietary Panel Recruitment**

Our panelists are primarily recruited through targeted digital outreach, including performance-driven ads, social media campaigns, and an established referral program. These methods are designed to attract individuals with a genuine interest in participating in research. Once they opt in, they go through a structured profiling process that ensures both engagement and data accuracy. For high-value or hard-to-reach segments, we use direct invitation methods to maintain a curated balance of audience types.

### **Specialized and B2B Audience Recruitment**

To build panels in sectors such as healthcare, finance, and technology, we partner with industry-specific communities, attend trade events, and collaborate with professional associations. These channels allow us to recruit verified professionals with the right qualifications and backgrounds, especially in markets that require credential-based participation.

### **Intercept and Supplementary Recruitment**

In projects that demand a broader reach or specialized demographics beyond our core panel, we use intercept techniques through trusted affiliate networks. These contribute to a controlled share of our total panel and are always monitored for quality. Typically, intercept-based respondents account for less than 20 percent of our active sample base, depending on the project type.

### **Geographic Variation**

Our recruitment strategy adapts based on the region. In countries with high internet usage, we focus on digital ads and social media. In regions with lower digital penetration or unique cultural dynamics, we emphasize referral models and local partnerships to maintain relevance and response rates.



Our recruitment process is mostly invitation-based, allowing us to maintain control over respondent flow and balance. However, we do run selective open recruitment when expanding into new markets or launching specialized studies. We do not rely on probabilistic sampling methods. Instead, our approach is grounded in detailed profiling, strict validation procedures, and continuous performance monitoring to ensure we build panels that reflect the real-world diversity our clients need.



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

At The Rewards Nation (TRN), participant validation is a foundational part of our panel management strategy. We use a multi-layered system that combines automated checks with human oversight to ensure every respondent is real, unique, and accurately represented. Our process is designed to deliver data our clients can trust.

### **Email Verification**

Each participant must validate their registration through a unique email confirmation link. This step helps us confirm ownership and filter out invalid or temporary email accounts.

### **Geo-IP Validation**

We use Geo-IP technology to confirm the physical location of respondents. This also allows us to detect and block proxy servers, VPN usage, and IPs flagged for fraudulent activity.

### **Mobile Number Authentication**

Participants are asked to verify their phone numbers via one-time passwords (OTP). We may re-verify periodically, especially in high-stakes or high-frequency respondent groups.

### **Extensive Profiling Data**

New members complete a profiling form that covers more than 150 data points. This detailed input helps us detect inconsistencies and match respondents to the right surveys based on demographic and behavioral criteria.

### **CAPTCHA and Anti-Bot Protection**

All registrations pass through CAPTCHA filters to block bots and automated sign-ups, ensuring that only human users join our panel.

### **Digital Fingerprinting**

We use advanced fingerprinting tools that track non-personal device and browser attributes to detect duplicate or suspicious entries. This technology allows us to maintain a clean and unique respondent base.

### **Behavioral Monitoring**

Survey behavior is constantly tracked for speed, straight-lining, inconsistent answers, and other quality flags. Participants showing irregular patterns are either revalidated or removed from the panel.

### LinkedIn and Professional Data Matching

For B2B panels, we verify participants by cross-checking submitted information with LinkedIn profiles and other professional databases to confirm employment and industry background.

### Manual Oversight

Our quality assurance team reviews flagged entries and new sign-ups manually to ensure they meet TRN's standards. This added layer helps catch subtle signs of fraud or inaccuracy that automated tools might miss.

With this multi-step system in place, TRN ensures that only real and reliable individuals make it into our research studies. The result is cleaner data, stronger insights, and consistent confidence across every project.





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

At The Rewards Nation (TRN) proprietary platform, [www.therewardsnation.com](http://www.therewardsnation.com), which serves as the primary access point for panelists to engage in surveys, manage their profiles, and track their participation. The platform is fully optimized for cross-device usability, offering a smooth experience whether accessed via mobile, tablet, or desktop.

### Mobile Engagement

A significant portion of our respondents, approximately 70 percent, participate through mobile devices. The remaining users complete surveys using desktops or laptops. This mobile-friendly approach allows us to meet participants where they are, while maintaining consistency in survey delivery and response quality.

### Survey Notifications

Most survey invitations are sent via email with unique participation links that take respondents directly to relevant surveys. Around 75 percent of our panelists access surveys through these email invitations. The rest log in through the platform on their own to check for available studies.

Our internal analytics team continuously reviews participant behavior and engagement patterns to optimize delivery methods, timing, and platform performance. This ensures that TRN remains a dependable, efficient, and user-centric platform for collecting high-quality research data at scale.



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

At The Rewards Nation (TRN), we offer flexible delivery models to suit a wide range of client preferences and operational workflows. Whether you require full support or prefer direct access, our solutions are designed to meet you where you are.

### Managed Service

Our managed service model is ideal for clients looking for comprehensive support. From audience targeting and quota design to field management and data delivery, our experienced project management team oversees the entire process. Clients receive strategic input, real-time updates, and quality-checked results, allowing them to stay focused on insights while we take care of the execution.

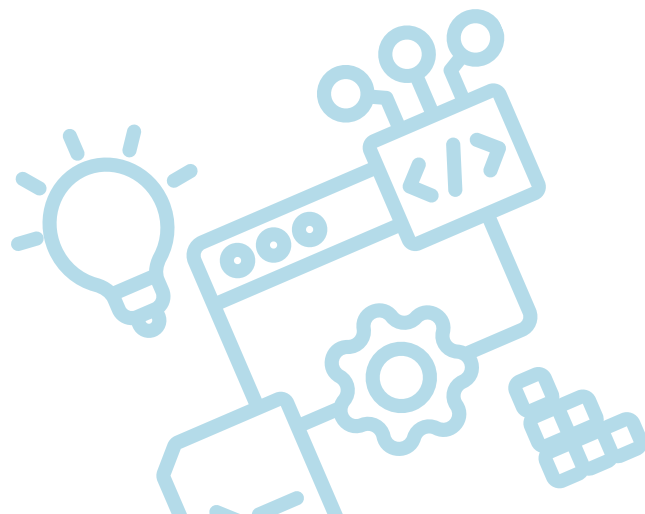
### Self-Serve Platform

For clients who prefer hands-on control, TRN provides a self-serve dashboard with access to our proprietary panel and sampling tools. Users can define audiences, launch projects, monitor progress, and download results—all from one intuitive interface. This option is ideal for agile teams and experienced research professionals who want speed and autonomy.

### API Integration

TRN also offers robust API access for clients who wish to integrate our panel and sampling capabilities directly into their own platforms or systems. This solution supports automation at scale and is well-suited for technology-driven companies and insights platforms that need continuous access to reliable sample sources.

Each delivery model is supported by our internal teams to ensure consistent quality and seamless performance. Whether you're running a one-time study or building automated research pipelines, TRN has a delivery model to match your goals.



**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?**

At The Rewards Nation (TRN), we believe transparency, control, and consistency are essential when working with blended sample sources. Our systems and processes are built to give clients clear visibility into sample composition and confidence in the quality of their data.

### Transparency in Sample Composition

For every project involving multiple sources, we provide a breakdown of the sample structure, including the proportion of proprietary and third-party contributions. Clients are informed upfront about all sources used, and any changes are communicated in real time. This level of openness helps ensure full trust in the sampling process and final outputs.

### Client Control Over Sources

Clients have the option to specify preferences for sample sources at the project initiation stage. Whether it's a request to prioritize proprietary sample, exclude certain providers, or maintain consistency with previous waves, our project team works closely with each client to align sampling decisions with research goals. All third-party providers go through a rigorous onboarding and quality screening process before they are approved for use.

### Third-Party Integration Capabilities

TRN has established integration mechanisms to connect with pre-vetted third-party sample providers when additional reach is required. These systems allow for seamless blending while preventing duplication, maintaining quota integrity, and ensuring adherence to quality standards. Every external respondent is subject to the same validation rules and monitoring applied to our internal panel.

### Consistency Across Waves

In multi-wave or longitudinal studies, we develop a sampling framework at the start of the engagement to maintain consistency throughout the project. This helps preserve the integrity of trend data and ensures that any variation in source does not affect the comparability of results.

By combining transparency, customizable control, and robust integration systems, TRN delivers tailored sample solutions that meet client requirements without compromising on quality or clarity.

**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?**

At The Rewards Nation (TRN), our sample ecosystem is designed to support a broad spectrum of research applications, from quick-turn studies to complex, multi-phase engagements. With deep profiling, high respondent engagement, and flexible delivery options, we ensure suitability across a variety of research needs.

### Product Testing and Recall Studies

Our proprietary panel is built to support follow-up research. Participants can be re-contacted based on prior study participation, making the panel well-suited for product testing, diary studies, and recall-based projects. This allows for consistent tracking of user feedback over time.

### Suitability for Different Survey Lengths

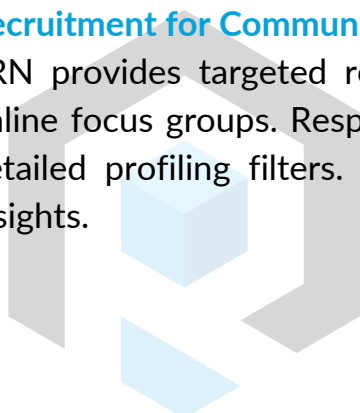
TRN panelists regularly participate in both short and long-form surveys. Our system monitors response rates and drop-off trends, allowing us to match the right participants based on expected engagement levels. This ensures high-quality data whether the survey takes five minutes or forty.

### Device Compatibility

All TRN surveys are built to be device-responsive. Whether accessed through a smartphone, tablet, or desktop, participants enjoy a seamless experience. For research requiring a specific device, we can apply device detection and enforce access rules to match study specifications, such as mobile-only or desktop-only formats.

### Recruitment for Communities and Focus Groups

TRN provides targeted recruitment for long-term online communities, bulletin boards, and live online focus groups. Respondents opt in based on interest and availability, and are selected using detailed profiling filters. This results in higher participation rates and better-quality qualitative insights.





## Custom Opt-in Preferences

Panelists can indicate the types of research they are open to, including product testing, in-depth interviews, video participation, and more. This allows us to quickly identify and recruit participants for specific qualitative and quantitative methods with minimal lead time.

By offering flexible engagement options, smart profiling, and re-contact capabilities, TRN ensures that our sample is not only diverse and representative but also purpose-fit for the full range of modern research methodologies.



**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?**

At The Rewards Nation (TRN), our end-to-end sampling process is built to deliver accuracy, representativeness, and data integrity at every stage. From the first invitation to final data delivery, every step is designed to align closely with the target population and project objectives.

### **Project Planning and Sampling Framework**

We begin by collaborating with clients to define their research goals, audience requirements, and quota expectations. This allows us to build a custom sampling plan that reflects the scope and structure of the desired population.

### **Sample Selection and Profiling**

Participants are selected from TRN’s proprietary panel using advanced filters based on demographic, behavioral, and psychographic attributes. Common targeting variables include age, gender, location, household income, education level, and more. Our profiling database supports over 150 variables, allowing for precise targeting across broad or niche populations.

### **Survey Invitations and Communication**

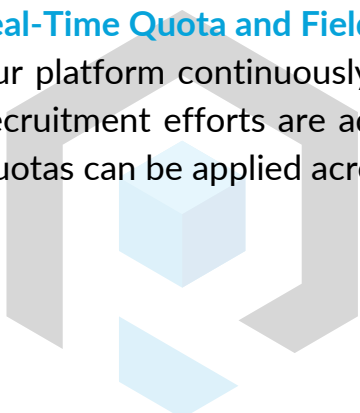
Qualified participants are invited via email, SMS, or push notifications. Each message clearly outlines the survey’s topic, estimated time to complete, and the incentive offered. This transparency helps improve engagement and sets the right expectations from the start.

### **Screening and Eligibility**

Before entering the main survey, participants go through a pre-screening stage to verify their eligibility. Only those who meet the criteria proceed, which ensures relevance and minimizes dropouts or disqualified responses during the study.

### **Real-Time Quota and Field Monitoring**

Our platform continuously monitors quotas throughout fieldwork to ensure demographic balance. Recruitment efforts are adjusted dynamically to fill remaining cells and avoid over representation. Quotas can be applied across multiple variables simultaneously, depending on study needs.



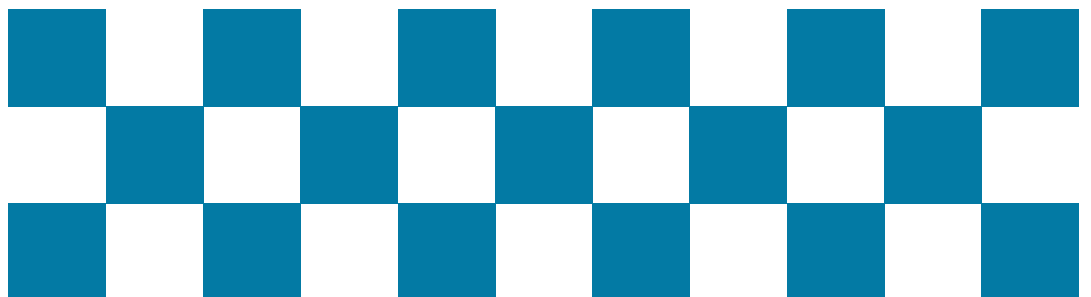
### Data Validation and Quality Checks

Once the survey is completed, each response goes through a series of automated and manual quality checks. These include speed checks, straight-lining detection, logic consistency, and digital fingerprinting to confirm participant uniqueness. Low-quality responses are flagged and excluded before delivery.

### Recommended Quota Controls

We typically recommend demographic quotas that align with national or market-specific census benchmarks when conducting general population studies. For targeted or niche studies, quotas may focus on age brackets, income bands, professional sectors, or regional distribution based on client objectives.

This structured approach helps TRN consistently deliver samples that reflect the target population while maintaining the highest standards of quality and reliability.



**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?**

At The Rewards Nation (TRN), we maintain a rich set of profiling data on more than 85 percent of our proprietary panel members. This comprehensive profiling allows for precise audience targeting and supports a wide range of quantitative and qualitative research applications.

### Key Profiling Categories

- **Demographics** : Age, gender, geographic location, education, marital status, ethnicity, and household income
- **Lifestyle and Interests** : Technology usage, entertainment habits, travel frequency, sports interests, and content consumption
- **Employment and Industry** : Job title, industry, department, seniority, company size, and employment status
- **Household and Family** : Household composition, number and age of children, homeownership, and caregiving roles
- **Purchase Behavior and Preferences** : Brand usage, category interests, shopping channels, and purchase frequency across key verticals

### Collection and Update Frequency

All profiling data is collected directly from our panelists during registration and through regular short-form surveys. Respondents are encouraged to review and update their profiles at least every six months. High-variability data points, such as purchase behavior or tech adoption, are updated more frequently through ongoing interactions and passive tracking where consent is provided.

### Intercept Respondents

For intercepts, we collect core demographic information at the point of entry. If these participants are invited to join the panel and opt in, we gradually build out their profiles through follow-up interactions and engagement-based surveys.



### Data Accuracy and Delivery

All profiling information is self-reported and verified through response consistency and behavioral tracking. We do not use third-party providers for profile enrichment. Upon request, TRN can append any available profile variables to the final dataset, helping clients gain deeper insights and segment results more effectively.

Our investment in direct, ongoing profiling ensures that clients receive highly customized, high-integrity samples that match even the most specific project requirements.



## **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?**

At The Rewards Nation (TRN), accurate feasibility estimation starts with a detailed understanding of the project. The more complete the inputs, the better we can assess availability, timelines, and delivery potential. The key factors we consider include:

### **Project Objectives**

A clear overview of what the research aims to achieve helps us evaluate fit, align internal resources, and recommend the most effective sampling approach.

### **Target Audience**

Details such as age range, gender, geography, and specific profile traits are essential to determine whether the required audience exists within our panel or would need to be supplemented.

### **Sample Size Requirements**

The number of completed interviews needed directly influences timing, resource planning, and feasibility levels.

### **Length of Interview (LOI)**

Shorter surveys generally yield higher completion rates. When LOI is longer, we adjust expectations accordingly and offer guidance on engagement strategies.

### **Incidence Rate (IR)**

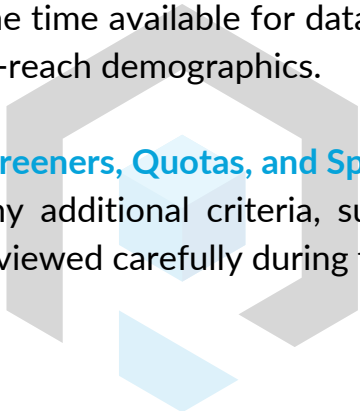
A realistic incidence estimate allows us to assess how many invites will be needed and how long it may take to achieve the target completes.

### **Fieldwork Timeline**

The time available for data collection is a critical input, especially for low-incidence studies or hard-to-reach demographics.

### **Screeners, Quotas, and Special Instructions**

Any additional criteria, such as screening logic or quota splits, can affect feasibility. These are reviewed carefully during the planning stage.



### Setting Boundaries on Estimates

To help clients make informed decisions, TRN provides feasibility estimates as a range based on the most likely best-case and worst-case scenarios. We use:

- Internal benchmarks from similar past studies
- Real-time analysis of current panel activity and availability
- Seasonal trends and expected response behavior

These estimates are shared transparently, along with any caveats, so clients know what to expect before launch. Our goal is to provide clear, realistic boundaries to guide project planning and avoid surprises during fieldwork.





**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?**

At The Rewards Nation (TRN), we are committed to delivering every project according to agreed timelines and specifications. In the rare event that a project becomes infeasible during fieldwork, we take immediate action to inform our clients and uphold the integrity of the study.

### Transparent Communication

If we encounter field challenges such as unexpectedly low incidence rates, limited reachability, or time constraints, we notify the client right away. We explain the cause of the issue and collaborate on possible adjustments, which may include changes to quotas, timelines, or sample composition.

### Use of Third-Party Providers

When necessary, TRN supplements its proprietary panel with carefully selected third-party sources. These providers are pre-vetted and approved based on strict quality, privacy, and compliance standards. While we do not automatically disclose provider names, we are open to client-specific instructions regarding approved or restricted sources and can align with those preferences upon request.

### Maintaining Standards Across Sources

All third-party sources are held to the same standards as our internal panel. We evaluate providers based on their sampling practices, data protection policies, and respondent validation methods. Before inclusion, each partner undergoes a review of their security protocols, panel recruitment methods, and fraud prevention systems.

### Quality Control and Monitoring

Regardless of origin, every respondent goes through TRN's quality checks. These include digital fingerprinting, geo-IP validation, device tracking, and response behavior analysis. Duplicates, bots, and poor-quality responses are removed before final delivery. This ensures that the consistency and reliability of the data remain intact, even when multiple sources are used.

Our approach to external sourcing is built on transparency, accountability, and shared goals with the client. When a project requires additional support, we make sure any adjustments are handled with care, and the quality of insights is never compromised.

**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.**

At The Rewards Nation (TRN), we use intelligent routing and yield management systems to optimize survey allocation and improve both respondent experience and data quality. Our approach is designed to match the right participant to the right survey at the right time, while maintaining efficiency and engagement across all channels.

### Survey Router and Allocation Strategy

We employ a dynamic survey router that analyzes participant profiles, real-time availability, and survey specifications to assign surveys that align with individual attributes and interests. The router evaluates variables such as age, gender, location, device type, historical response quality, and previous participation to improve targeting and increase conversion rates.

### Panel Participants

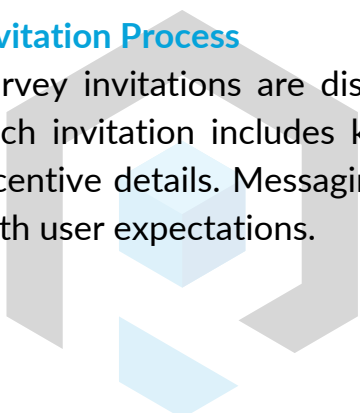
For TRN's proprietary panel members, survey availability is shown through personalized dashboards and email notifications. The router prioritizes surveys based on relevance to the respondent's profile, ensuring that each participant receives opportunities that reflect their characteristics and preferences. This results in higher engagement and better-quality responses.

### Intercept Respondents

In intercept-based recruitment, participants are brought in through affiliate networks, social ads, and partner platforms. Upon entry, the router captures real-time data such as geolocation, browser type, and device information to allocate the respondent to a compatible survey. Screening questions are applied immediately to validate eligibility before full participation.

### Invitation Process

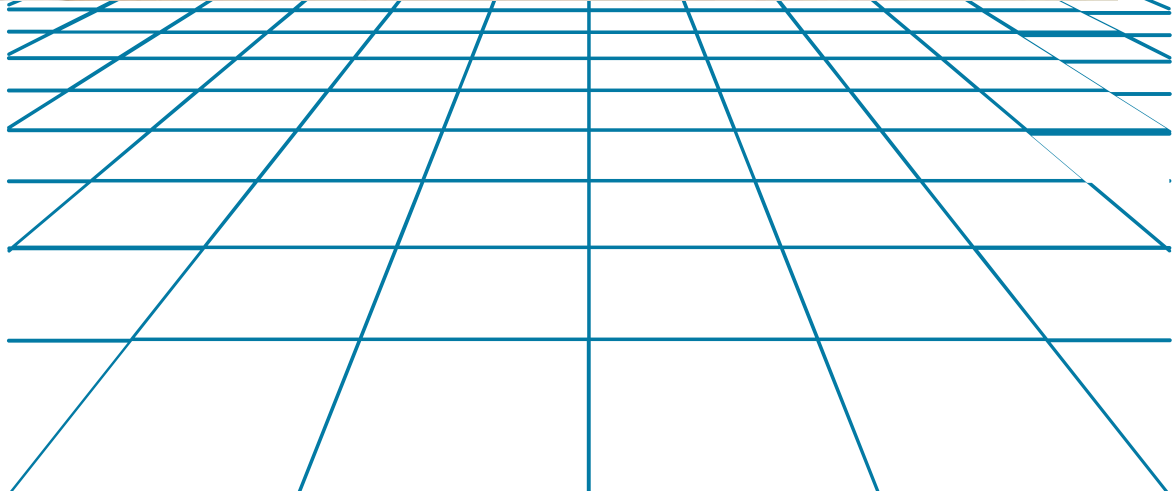
Survey invitations are distributed through email, SMS, push notifications, and on-site messages. Each invitation includes key information such as survey topic, estimated time to complete, and incentive details. Messaging is customized by source to ensure clarity, engagement, and alignment with user expectations.



### Ongoing Optimization

We regularly analyze router performance, response patterns, and yield metrics to fine-tune delivery logic. This ensures our system adapts to participant behavior and project demand in real time, supporting faster completion times and more balanced field performance.

TRN's routing and invitation processes are structured to maximize efficiency while maintaining a strong match between survey content and respondent profile, ultimately ensuring a better experience for participants and more reliable data for clients.





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

At The Rewards Nation (TRN), we focus on providing a smooth and respectful experience for every participant. We recognize that long wait times can lead to frustration and disengagement, which is why our system is designed to minimize routing delays.

### Time Limits in the Router

Yes, we apply time limits for participants navigating through our survey router. Our system aims to match respondents with a relevant survey within just a few minutes. If no suitable match is found during that window, the participant is informed and offered one of the following options:

- View other available surveys on their dashboard
- Opt to be notified when a new relevant study becomes available
- Exit and return later without losing access to upcoming opportunities

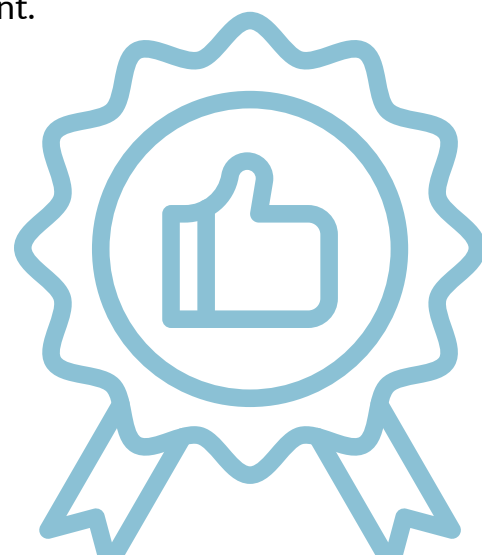
### Focus on Participant Experience

We continually monitor router performance and participant wait times to avoid fatigue and maintain engagement. The goal is to ensure participants spend as little time as possible in routing environments and more time providing meaningful responses.

### Non-Router Approach

For studies that do not require routing, we send targeted survey invitations based on profile matches. These direct invites reduce the need for screening and deliver a more immediate and efficient path to participation.

TRN's approach balances efficient sample delivery with a participant-first mindset, ensuring both data quality and user satisfaction are upheld across every touchpoint.



## 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?

At The Rewards Nation (TRN), we believe in building trust through transparency. Before any participant decides to begin a survey, we provide them with clear and concise information to help them make an informed choice. This applies consistently across all our sample sources, including our proprietary panel and any intercept recruitment.

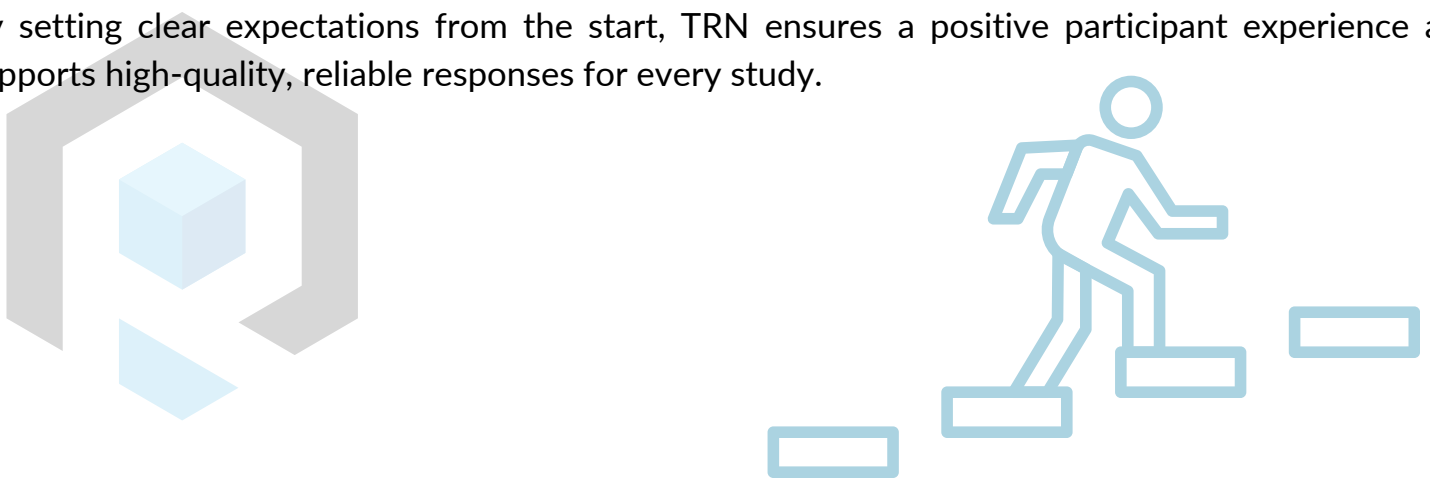
### Information Shared Before Participation

- Survey Topic
- We share a brief description of the survey subject to help participants understand what the study is about and determine whether it aligns with their interests or expertise.
- Estimated Time to Complete (LOI)
- The expected duration of the survey is always stated up front. This allows participants to decide if they have enough time to complete the survey without interruptions.
- Incentive or Reward
- Participants are informed about the incentive they will receive upon successful completion of the survey. Whether it's points, cash, or another type of reward, this information is clearly communicated in advance.

### Consistency Across Sources

For panel members, this information is shared through email invitations, SMS, and within their dashboard. For intercept participants recruited via digital campaigns or affiliate networks, it is presented as part of the survey entry prompt. In both cases, the messaging is adapted to fit the format but always includes the key details: topic, time commitment, and incentive.

By setting clear expectations from the start, TRN ensures a positive participant experience and supports high-quality, reliable responses for every study.



## 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?

At The Rewards Nation (TRN), we focus on delivering survey opportunities that are relevant and respectful of the participant's time. While we do not offer a broad open-ended list of surveys to all participants, we do provide a tailored experience based on individual profiles and engagement patterns.

### Profile-Based Invitations

Most participants receive survey invitations based on their demographic and behavioral data. These invitations are sent directly through email, SMS, or app notifications, offering only surveys that closely match the participant's attributes.

### Available Surveys via Dashboard

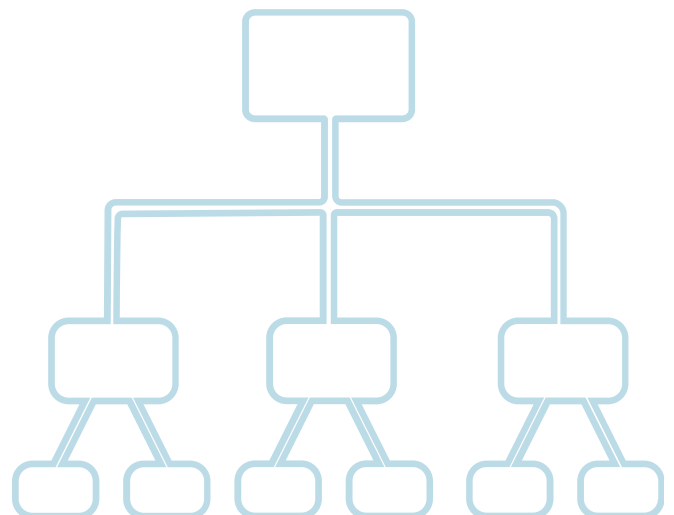
For logged-in panel members, the TRN dashboard may display a set of available surveys that meet their profile criteria. In these cases, participants can choose from the list of options.

### Information Provided for Each Survey

To help participants make informed choices, we provide clear details about each survey before they begin. This includes:

- A brief overview of the survey topic
- The estimated time needed to complete the survey
- The reward or incentive offered for full participation

This structure ensures that participants are equipped to choose surveys that interest them while supporting higher engagement and better-quality data for our clients.



## 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?

At The Rewards Nation (TRN), we offer flexible incentive management to support both engagement and data quality throughout the fieldwork process. Our system allows for real-time adjustments to incentives, especially in situations where higher motivation is needed to reach specific audiences or fulfill low-incidence quotas.

### Increasing Incentives

We can increase incentive values for targeted sub-groups or demographic cells if response rates are lagging or if a particular audience proves difficult to reach. These adjustments are made in coordination with the client and can be implemented immediately without disrupting the overall project flow.

### Decreasing Incentives

In most cases, we do not reduce incentives once they have been communicated. Maintaining consistency in participant rewards is part of our trust-based approach, and we avoid any changes that could affect user satisfaction or perception.

### Tracking and Transparency

Any changes to incentives are recorded and can be flagged at the participant level in the final dataset. This allows clients to review and analyze participation behavior in the context of the incentive offered. These flags can support deeper insights into response motivation and help refine future study designs.

By giving clients the ability to scale incentives strategically, TRN ensures stronger participation, balanced quota completion, and the delivery of high-quality, representative data.



## **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)?**

Yes, The Rewards Nation (TRN) actively tracks participant satisfaction on a per-project basis. After each survey, participants are invited to provide feedback on several key aspects, including question clarity, survey flow, perceived value of the incentive, and overall experience.

### **Satisfaction Feedback Collection**

This post-survey feedback allows us to assess how each project is received by participants. It also gives us a direct line to identify friction points, optimize future survey design, and improve engagement.

### **Normative Data and Benchmarks**

TRN maintains a robust database of satisfaction metrics, categorized by variables such as survey length, research methodology, topic category, and audience type. We use these benchmarks to evaluate whether a project is performing within expected ranges and to share comparative insights with clients when requested.

By capturing and analyzing this data consistently, we ensure that our panelists enjoy a positive experience, and our clients receive reliable, high-quality responses. Ongoing satisfaction monitoring plays a key role in helping us sustain long-term panel engagement and deliver better research outcomes.



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

Yes, The Rewards Nation (TRN) provides a detailed debrief report upon request at the end of each project. These reports are designed to give clients a clear view of how the project performed, along with actionable insights that can support future research planning.

### What Our Debrief Report Includes

#### Project Summary

A high-level overview covering the study's objectives, target audience, methodology used, and overall execution timeline.

#### Demographic Breakdown

A detailed view of the respondent profile, including key variables such as age, gender, region, and other relevant quota groups.

#### Performance Metrics

Key statistics such as invitations sent, response rate, qualification rate, completion rate, and average survey length.

#### Dropout and Incidence Analysis

Insights into points of drop-off or friction during the survey, along with any notable patterns in screen-out or abandonment behavior.

#### Operational Notes and Resolutions

A summary of any challenges faced during fieldwork and the steps taken to resolve them, ensuring transparency and process clarity.

#### Participant Feedback (if available)

Where feedback was collected, we include a summary of participant satisfaction related to survey experience, incentives, and clarity.

While not every project requires a formal debrief report, TRN is always happy to provide one upon request. Our goal is to keep clients fully informed and supported, with reporting that adds value beyond just the raw data.



**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?**

At The Rewards Nation (TRN), we carefully manage survey participation frequency to protect data quality and ensure a positive experience for our respondents. We balance engagement with safeguards that reduce over-participation and survey fatigue.

### Participation Frequency

On average, a participant may qualify for and complete up to two surveys per 24-hour period. This limit helps maintain response integrity and encourages thoughtful participation. For more intensive studies, we monitor participation closely to avoid back-to-back involvement that could impact attention or response quality.

### Daily Time Thresholds

We cap total survey participation time to approximately 45 minutes per day per respondent. This limit is based on historical behavior patterns and industry best practices to ensure participants stay engaged without becoming fatigued.

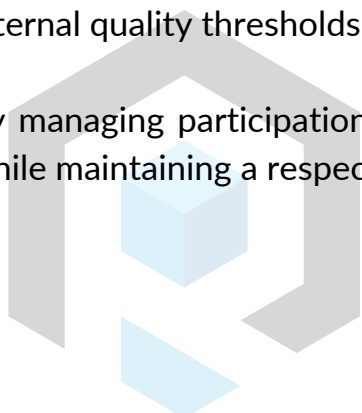
### Variations by Source

Our proprietary panel and intercept sources follow similar participation rules. However, intercept participants may be subject to slightly different thresholds based on the recruitment channel and the nature of the study. Any variation is carefully managed and monitored through internal controls.

### Tracking and Management

TRN uses a real-time tracking system that logs participation across all projects. This system records time spent, frequency of completions, and overall engagement history. It prevents over-inviting, flags excessive activity, and supports automated controls to ensure that participants meet our internal quality thresholds.

By managing participation carefully and applying consistent controls, we ensure high-quality data while maintaining a respectful, rewarding experience for our community.



**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?**

At The Rewards Nation (TRN), we maintain a comprehensive participant database that supports high-quality sampling, responsible engagement management, and detailed reporting. This data allows us to deliver better targeting, maintain panel health, and provide clients with transparency and context around the sample used.

### Data Maintained on Participants

#### Participation History

We track each respondent's survey activity, including completed surveys, topics, durations, and earned incentives. This helps monitor engagement and prevent over-participation.

#### Panel Join Date

The registration date is logged to measure tenure and panel lifecycle trends. It also helps identify fresh versus long-standing respondents.

#### Source or Recruitment Channel

We record the original entry point of each respondent, whether from our proprietary panel, intercept campaigns, referral programs, or third-party integrations.

#### Login and Activity Logs

We capture timestamps of recent logins and survey starts to measure platform interaction frequency and respondent availability.

#### Incentive Tracking

Rewards history is recorded to help ensure fairness, reduce fraud risk, and support incentive modeling across demographic segments.

#### Profiling Data

Each participant's profile includes demographic, behavioral, and psychographic attributes to allow for accurate targeting and quota management.



### Project-Level Reporting and Data Appending

We can provide clients with individual-level data analysis relevant to a project. This includes a breakdown of respondent engagement history, panel tenure, and source distribution. Additionally, we offer the option to append selected data points to the final dataset, giving buyers deeper visibility into the sample composition.

All shared data is anonymized and handled in full compliance with global data protection regulations. TRN prioritizes both transparency and participant privacy to ensure ethical and effective research outcomes.



**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.**

At The Rewards Nation (TRN), verifying participant identity is a critical part of our quality assurance process. We implement multiple layers of validation at the point of survey or router entry to ensure that each respondent is real, unique, and qualified to participate.

### Login Authentication

Participants must log in using a unique email address or username paired with a secure password. This gatekeeping step prevents unauthorized access and ensures that each participant session is tied to a verified account.

### Digital Fingerprinting

We assign a unique fingerprint to every participant based on a combination of device characteristics, browser details, and IP address. This technology helps detect duplicate accounts, identify unusual behavior, and prevent fraudulent participation.

### One-Time Passcode (OTP) Verification

For added identity confirmation, participants may be prompted to verify their mobile number using a one-time passcode. This step links the respondent to a verified phone number and adds another layer of authenticity, especially for sensitive or high-value studies.

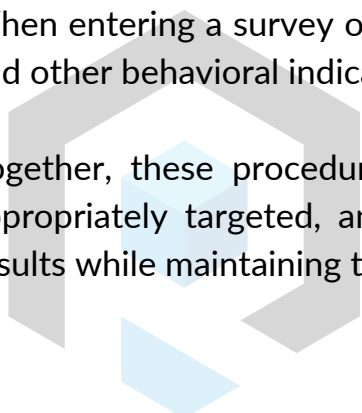
### Geo-IP Validation

At the point of entry, we validate IP addresses using tools such as MaxMind to detect proxies, VPNs, and blacklisted IPs. This process helps maintain geographic accuracy and excludes traffic from known fraud sources.

### Real-Time Eligibility Checks

When entering a survey or router, participants are screened for recent activity, device consistency, and other behavioral indicators to confirm identity and prevent multiple entries into the same study.

Together, these procedures ensure that each respondent entering a TRN survey is authentic, appropriately targeted, and contributing valid data. Our approach helps clients achieve reliable results while maintaining the highest standards of data quality and respondent security.



**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.**

At The Rewards Nation (TRN), managing source consistency and blend is a critical component of our sampling strategy. We take great care to ensure that sample composition aligns with project requirements and remains stable over time, especially in tracking studies.

### Managing Source Blend at the Project Level

We track the origin of every participant in real time, including recruitment source, join date, and panel segment. For each project, we actively monitor the distribution of sample sources to maintain the intended blend. Adjustments are made as needed to align with client specifications and to avoid overrepresentation from any single channel.

### Ensuring Long-Term Consistency in Tracking Studies

For trackers and longitudinal research, we apply consistent recruitment criteria and sampling logic across all waves. This includes using the same targeting rules, source channels, and quotas where applicable. We maintain historical benchmarks that guide our fieldwork teams in preserving the integrity of the sample from wave to wave.

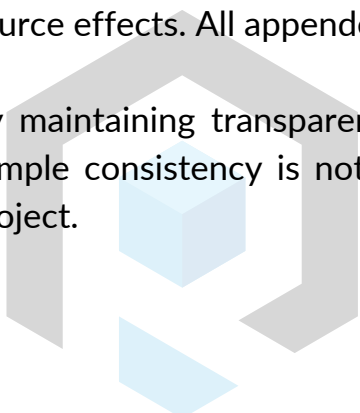
### Reporting and Transparency

TRN provides clients with detailed source composition reports, showing the breakdown of participants by source and channel. For multi-wave studies, we offer comparative views to identify any shifts or variations in blend, along with guidance on interpreting those changes.

### Appending Source to Participant Records

We can append source-level information directly to participant records in the final dataset. This allows clients to segment responses by origin and conduct deeper analysis to evaluate potential source effects. All appended data is anonymized and handled in compliance with privacy standards.

By maintaining transparency, documentation, and active source management, TRN ensures that sample consistency is not only preserved but fully visible to our clients throughout the life of a project.



**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?**

At The Rewards Nation (TRN), we maintain a comprehensive quality control framework to track participant health, flag risky behaviors, and ensure only high-quality respondents contribute to our research. This system is built on real-time monitoring, predictive quality scoring, and automated intervention protocols.

### Participant Health Metrics and Quality Tracking

#### Response Consistency

We regularly monitor for contradictions, illogical answers, and lack of attention across surveys. Responses that show inconsistent or conflicting information are flagged for review.

#### Completion Behavior

Participants with a pattern of partial completions, mid-survey exits, or high dropout rates are identified as lower reliability and may be temporarily excluded from active sampling.

#### Speeding and Straight-Lining

Our system tracks completion time benchmarks and identifies patterns such as rapid clicking or repeated answers that suggest disengagement.

#### Device and Behavior Analysis

We use device tracking, geo-validation, and behavioral fingerprinting to detect unusual or repeat access attempts that may indicate fraud or panel abuse.

### Quality Management Processes

#### Ongoing Quality Score

Every participant has a dynamic quality score based on their overall engagement history, consistency, and behavioral patterns. This score determines eligibility for future surveys and premium study invitations.



### Quarantine Protocol

When respondents fall below acceptable thresholds, they are placed in a quarantine status. During this period, they are restricted from participating while we conduct deeper analysis.

### Blocking and Removal

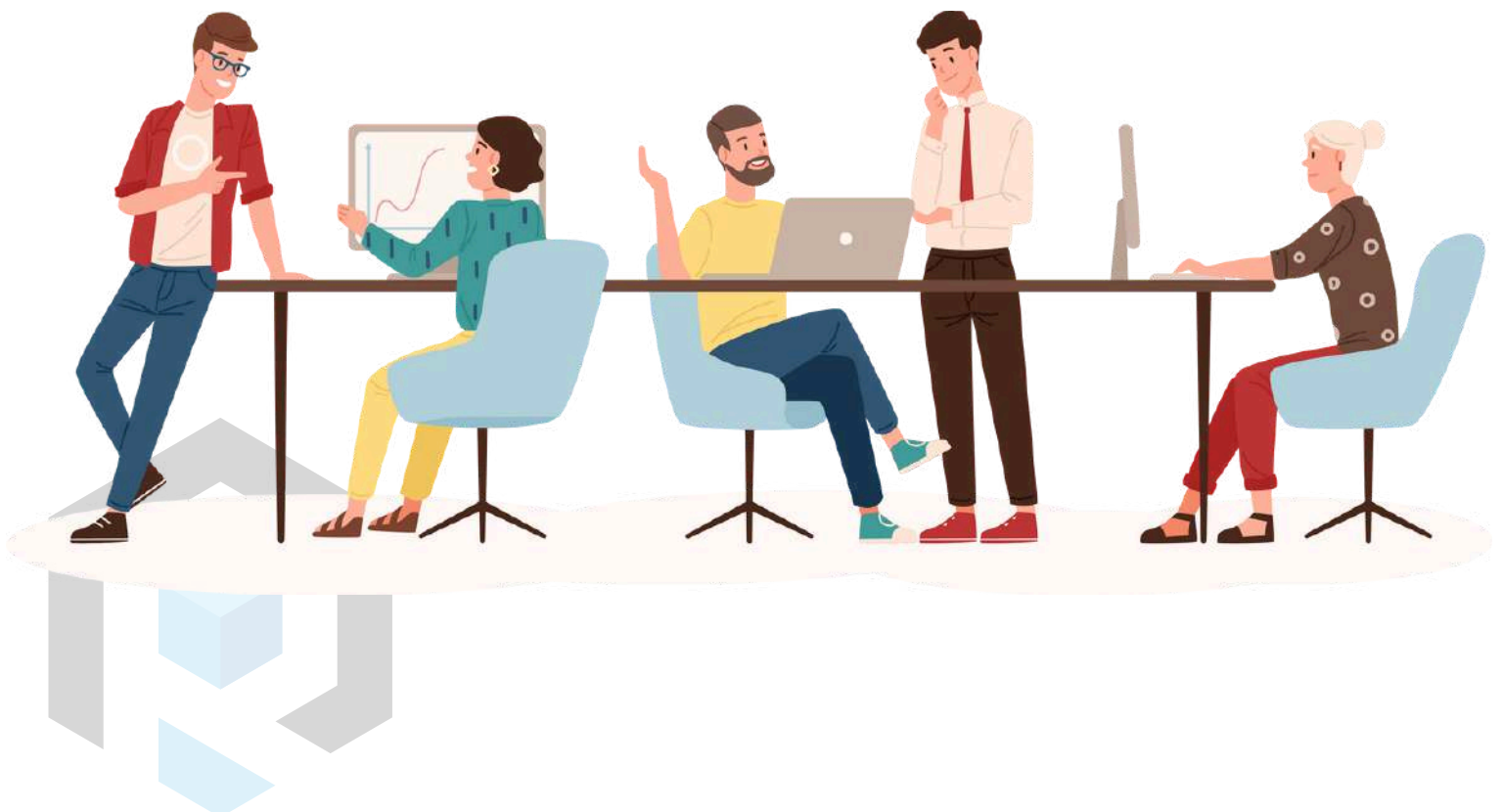
Participants who consistently display low-quality behavior, fraudulent patterns, or misrepresentation are permanently blocked from accessing the platform or surveys.

### Profile Validation Against Survey Responses

We actively compare known profiling data with in-survey answers to verify consistency. For example, if a respondent's profile indicates a specific profession or household size and their survey responses contradict that information, the system flags the discrepancy for further review. Repeated inconsistencies lead to quality score reductions or disqualification.

### Advanced Monitoring and Reporting

TRN's internal quality engine uses real-time analytics to track, score, and respond to participant behavior. Our system helps ensure that only engaged, reliable, and verified participants remain active in our panel. This approach supports data integrity across all projects and builds long-term value for clients through cleaner, more trustworthy insights.



**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?**

At The Rewards Nation (TRN), we apply a robust set of in-survey controls and backend checks to minimize undesired participant behavior and ensure data integrity. Our system combines automated validations, behavioral monitoring, and expert oversight to detect and mitigate quality risks across all survey projects.

#### **a. Random Responding**

To identify disengaged participants, we embed attention checks, trap questions, and logic verification items within the survey. Respondents who fail these checks are flagged and reviewed. Repeat failures result in data removal and participant exclusion.

#### **b. Illogical or Inconsistent Responding**

We design surveys with internal logic consistency in mind, using cross-validation between questions to catch illogical or contradictory answers. If inconsistencies are detected, the system flags the response set for additional review.

#### **c. Overuse of Item Nonresponse**

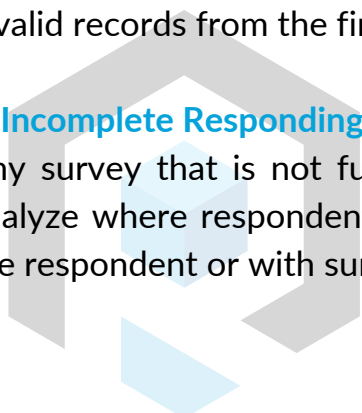
We monitor the frequency of “Don’t Know” and other neutral responses. Participants who select these options excessively, beyond acceptable thresholds, are reviewed for potential disengagement or pattern-based behavior.

#### **d. Inaccurate or Misaligned Responding**

We compare in-survey answers with each participant’s existing profile data. Discrepancies in key attributes, such as job title or household size, trigger internal alerts and can lead to the removal of invalid records from the final dataset.

#### **e. Incomplete Responding**

Any survey that is not fully completed is excluded by default. We also track dropout rates and analyze where respondents are exiting the survey. This helps identify whether the issue lies with the respondent or with survey design elements that may need improvement.



#### f. Too Rapid Survey Completion

We apply timing thresholds based on the average expected completion time for each survey. Participants who complete the survey in significantly less time are flagged as potential speeders. These cases are reviewed, and if engagement is deemed insufficient, their data is removed.

#### Real-Time and Post-Field Quality Controls

All these checks are conducted in real time during data collection and are followed by a layer of manual review before dataset delivery. TRN also applies automated filters and pattern analysis tools that continuously learn from past projects, improving detection with every cycle.

Through this multi-layered approach, TRN ensures that only thoughtful, high-quality responses are included in the final dataset, helping our clients make confident, data-driven decisions.



**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.**

You can access The Rewards Nation (TRN) participant privacy notice at the following link:  
<https://therewardsnation.com/privacy-policy/>

### Summary of Key Concepts in Our Privacy Policy

#### Information Collection

We explain what types of information we collect from participants. This includes personal data such as email addresses, demographic information, and survey responses, as well as technical data like IP addresses and device/browser identifiers.

#### Purpose of Data Use

All collected data is used exclusively for legitimate research purposes. TRN does not sell or repurpose participant data for advertising. We use the information to improve our services, support client research needs, and ensure respondent engagement.

#### Data Sharing and Third Parties

Our policy outlines the limited circumstances in which data may be shared with third parties, such as trusted research partners or analytics providers. All shared data is anonymized or aggregated, and subject to strict confidentiality agreements.

#### Data Security Measures

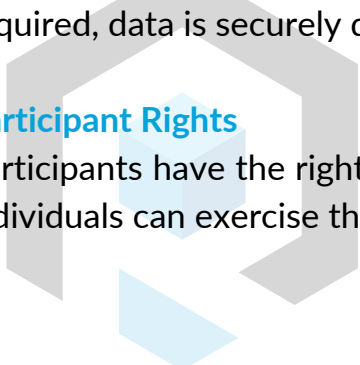
We describe how we protect participant data using encryption, secure servers, and internal access controls. TRN follows industry best practices to prevent unauthorized access, misuse, or loss of personal data.

#### Data Retention and Deletion

Participant data is retained only for as long as it is needed for research purposes. When no longer required, data is securely deleted following standardized protocols.

#### Participant Rights

Participants have the right to access, correct, or delete their personal data. Our policy explains how individuals can exercise these rights and what to expect from our response process.





### Policy Updates

We inform participants whenever our privacy practices are updated. Notifications are issued through appropriate channels to ensure transparency and continued trust.

### Contact and Support

The policy includes clear contact details for our data privacy team, so participants can ask questions or raise concerns at any time.

TRN's privacy framework is built around transparency, accountability, and compliance with international data protection standards, ensuring participants always understand how their information is collected and used.





**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 of personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?**

At The Rewards Nation (TRN), we are fully committed to complying with all applicable data protection laws across the jurisdictions where we operate. This includes regulations such as the GDPR, CCPA, and other regional and national frameworks. We have built a privacy-first infrastructure supported by documented policies, compliance programs, and oversight mechanisms.

#### Legal Basis and Consent

We rely primarily on informed, explicit consent as the legal basis for processing personal data. Before collecting any information, participants are clearly informed about the purpose of the data collection, how their data will be used, and who may access it. Consent is obtained through easy-to-understand notices and reinforced with participant controls that allow for opt-out or data access requests at any time.

#### Data Breach Response

TRN has a formal data breach response plan that includes rapid detection, internal escalation, investigation, and notification protocols. In the event of a breach, we notify relevant authorities and affected individuals in accordance with local legal requirements. Regular internal training ensures our staff remains prepared to respond promptly and effectively.

#### Cross-Border Data Transfers

To support international research, we implement cross-border safeguards such as Standard Contractual Clauses (SCCs) and rely on approved data transfer frameworks. We work only with third-party partners and processors who meet our compliance requirements and maintain adequate levels of data protection throughout the transfer and processing lifecycle.

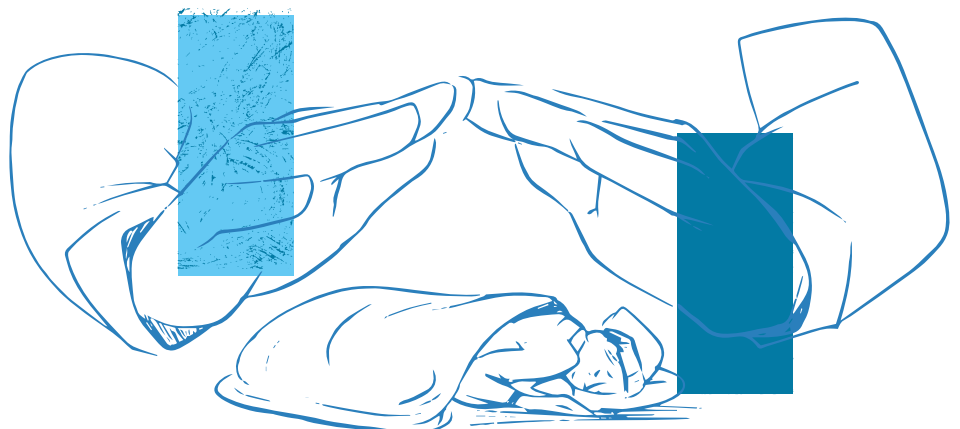
#### Data Retention and Deletion

Our data retention policy is based on the principle of data minimization. We retain personal data only for as long as necessary to fulfill the purpose for which it was collected. After this period, data is securely deleted in accordance with our internal guidelines. Participants can also request the deletion of their data in line with applicable regulations.

### Appointment of Data Protection Officer (DPO)

Yes, TRN has appointed a dedicated Data Protection Officer to oversee our global privacy practices and ensure compliance with all legal obligations. The DPO also serves as a point of contact for participants and clients who have data-related questions or concerns. Our DPO can be reached at [dpo@therewardsnation.com](mailto:dpo@therewardsnation.com).

TRN maintains a proactive, evolving approach to data protection by continuously reviewing regulatory changes, updating our internal protocols, and reinforcing our commitment to participant trust and data security.



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

At The Rewards Nation (TRN), we are committed to ensuring that participants have clear control over how their personal data is collected, used, and stored. Our systems are designed to make consent management simple, transparent, and fully compliant with global data protection laws.

### Providing Consent

Consent is requested during registration or prior to participation in any survey. Participants are informed of the purpose of the data collection, how their data will be used, and whether any third parties may access it. No personal data is processed until explicit consent has been given through a clear opt-in mechanism.

### Managing and Revising Consent

Participants can manage their consent preferences at any time through their secure user dashboard. They may withdraw consent partially or entirely for specific types of processing, such as survey invitations, profiling, or third-party data sharing. Upon receiving a change in preferences, we immediately update our systems to reflect the revised status and ensure that data processing halts accordingly.

### Access, Correction, and Deletion Rights

Participants can also request access to their data, request corrections to inaccurate information, or request full deletion of their records. These actions can be taken directly through their account settings or by contacting our support team.

### Support Channels

TRN provides multiple avenues for participants to receive help or ask questions regarding their data and privacy preferences:

- **Email support** through our dedicated privacy team
- **In-platform support tickets** from the participant dashboard
- **Live chat or hotline assistance** during support hours
- **Direct outreach to our Data Protection Officer** at [dpo@therewardsnation.com](mailto:dpo@therewardsnation.com)

All support requests related to personal data are handled promptly, with a standard response time of 72 hours or less.

### Third-Party Source Compliance

When working with external sample providers, TRN ensures that all partners follow the same high standards for consent collection and data protection. We only collaborate with providers who adhere to strong privacy practices and who offer participants the ability to manage their data rights.

Our focus on participant control and transparency helps maintain trust while meeting the highest standards for legal and ethical data handling.



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

At The Rewards Nation (TRN), we maintain a proactive compliance framework to ensure that our incentive programs, along with all aspects of our operations, adhere to the laws and regulations of every jurisdiction in which we operate. This includes tax laws, consumer protection rules, and incentive-related reporting obligations.

### Dedicated Compliance Oversight

We have a compliance team responsible for tracking and interpreting relevant legal developments globally. This includes laws that impact incentive payments, such as reporting thresholds, taxation policies, and digital rewards regulations.

### Regular Policy Reviews

Internal policies are reviewed regularly to ensure they remain up to date with any legislative or regulatory changes. When laws affecting incentive structures are updated or clarified, we promptly adapt our systems and communication processes to stay in alignment.

### Staff Education and Internal Controls

We provide regular training for employees who manage or process participant incentives. This ensures that all team members are fully aware of current legal requirements and apply them consistently in day-to-day operations.

### Legal Advisory and Risk Management

When necessary, we engage with external legal counsel to validate our understanding of local and international laws. This helps us manage complex legal scenarios, particularly in regions with varying compliance expectations around participant compensation.

### Participant Transparency

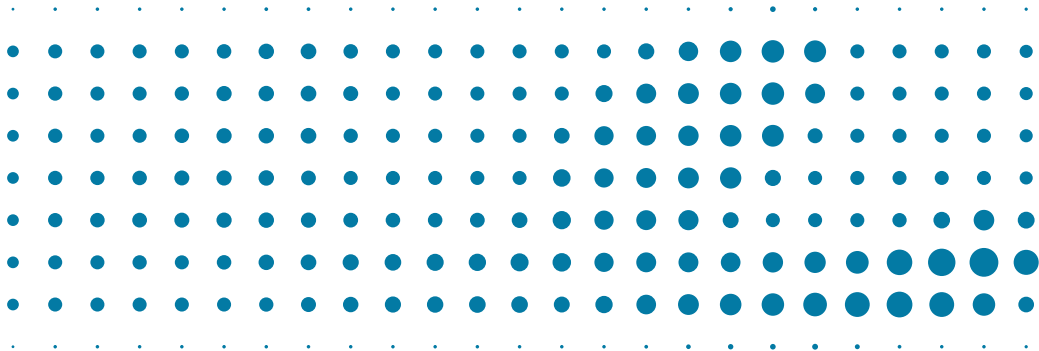
TRN is committed to keeping participants informed. We clearly communicate how and when incentives are delivered, including any legal obligations that may apply to them. If changes in local laws could affect the participant experience, we explain those changes in plain language before they take effect.

### Industry Affiliations and Best Practices

TRN maintains active memberships in research industry bodies that provide regulatory updates and compliance best practices. These memberships help us stay ahead of emerging standards and consistently align our operations with ethical research guidelines.



By embedding compliance into every layer of our incentive process, TRN ensures that participants are compensated fairly and legally, while clients benefit from research conducted with full regulatory integrity.





## **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?**

At The Rewards Nation (TRN), we uphold strict ethical and legal standards when it comes to collecting and processing the personal data of children and young people. Our approach is guided by global regulations and best practices, including those outlined by ESOMAR, GRBN, and other reputable industry bodies.

### **Age Verification and Access Control**

All participants must declare their date of birth at the time of registration. We restrict registration and participation to individuals who are 18 years or older by default. Age data is validated during onboarding to ensure only eligible participants can access general survey opportunities.

### **Research Involving Minors**

When conducting research that involves minors, we follow a parental recruitment model. Young people under the age of 18 may only participate in studies after receiving verified parental consent. In such cases, recruitment is initiated through a parent or legal guardian who is an existing panel member. Surveys are clearly marked, and access is granted only once appropriate consent has been obtained.

### **Compliance with Data Protection Laws**

We comply with international and regional data protection laws, including GDPR, COPPA, and equivalent frameworks that govern the collection of data from minors. Data collected from or about minors is handled with heightened security, limited retention, and clearly defined purposes, with parental oversight at every step.

### **Adherence to Industry Guidelines**

TRN follows ESOMAR and GRBN-recommended practices for working with young respondents. This includes using age-appropriate language, limiting sensitive content, and ensuring transparency in the research purpose.

By applying these safeguards, TRN ensures that research involving children or young people is conducted responsibly, transparently, and in full compliance with the law. We are committed to protecting the privacy and rights of younger participants and maintaining the highest ethical standards across all research engagements.

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

Yes, The Rewards Nation (TRN) applies the principles of data protection by design across all systems, tools, and workflows. From the early stages of project planning to the ongoing operation of our platform, we ensure that privacy and data protection are embedded into every step of our process.

### **Key Implementation Practices**

#### **Built-in Privacy from the Start**

Data protection is considered at the earliest stages of product development and research planning. Privacy impact assessments are conducted to identify and mitigate risks before any data is collected or processed.

#### **Data Minimization**

We only collect data that is directly necessary for the specific research purpose. By limiting the scope of personal information collected, we reduce risk and increase compliance with global privacy standards.

#### **Encryption and Secure Storage**

All personal data is encrypted both in transit and at rest using industry-standard encryption protocols. This protects data from unauthorized access and ensures confidentiality even in the event of a breach.

#### **Access Management**

Role-based access controls are enforced across all systems. Only authorized team members with a legitimate need are granted access to sensitive or identifiable participant data.

#### **Anonymization and Pseudonymization**

Participant identities are protected through the use of unique, non-identifiable codes. Survey responses are separated from personal identifiers to prevent direct linking of data to individuals.

#### **Real-Time Monitoring and Threat Detection**

Our infrastructure is equipped with real-time monitoring tools to detect anomalies, suspicious activity, and potential security threats. Any identified issues are escalated and resolved swiftly.

### Staff Training and Awareness

TRN team members undergo regular training on data privacy, security, and ethical handling of participant data. This ensures all staff understand their responsibilities and follow proper protocols.

### Audits and Continuous Improvement

Data protection controls are reviewed regularly through internal audits and external assessments. Any gaps identified are addressed promptly, and policies are updated as regulations evolve.

By integrating privacy into the core architecture of our systems, TRN ensures that participant data is protected not as an afterthought but as a foundational principle. This commitment strengthens trust and keeps our operations fully aligned with global data protection regulations.



**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?**

At The Rewards Nation (TRN), information security is a cornerstone of our operational integrity and client trust. Our compliance program is built around international standards and is supported by formal certifications that reflect our commitment to quality, security, and research excellence.

**Certifications and Frameworks We Comply With:**

- **ISO 27001:2022** – Information Security Management
- **ISO 9001:2015** – Quality Management Systems
- **ISO 20252:2019** – Market, Opinion, and Social Research

These certifications govern our approach to data protection, operational consistency, and research practices, ensuring that TRN meets global benchmarks for excellence.

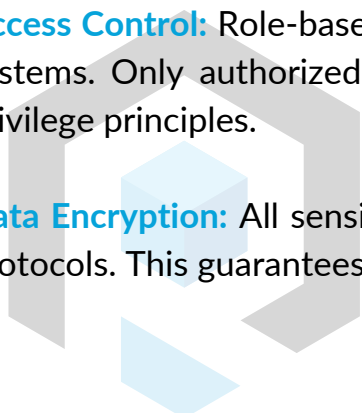
**Key Elements of Our Information Security Compliance Program:**

**Asset-Based Risk Assessment:** We conduct regular asset-based risk assessments to identify, classify, and protect both digital and physical assets. This allows us to proactively mitigate vulnerabilities based on real-world threats and evolving business needs.

**Internal Audit & Monitoring:** TRN maintains a rigorous internal audit schedule to evaluate compliance with our security policies, regulatory obligations, and ISO frameworks. This ensures that our controls remain effective, current, and responsive to any gaps.

**Access Control:** Role-based access and multi-factor authentication are enforced across all sensitive systems. Only authorized personnel have access to confidential information, governed by least-privilege principles.

**Data Encryption:** All sensitive data is encrypted both at rest and in transit using industry-standard protocols. This guarantees the confidentiality and integrity of data across its entire lifecycle.



**Incident Response Protocol:** We have a formal incident response plan to quickly detect, respond to, and report any data breaches or security events. The plan includes escalation paths and communication protocols to notify regulators and affected parties when necessary.

**Employee Training & Awareness:** Every team member undergoes regular training on cybersecurity best practices, phishing detection, and data handling protocols. This fosters a culture of security awareness across all departments.

**Continuous Improvement:** As part of our ISO 27001 and 9001 frameworks, we follow a continual improvement cycle. Security controls are constantly reviewed and refined in response to audits, monitoring, and global threat landscapes.

**External Validation:** In addition to internal oversight, TRN engages third-party security experts for vulnerability assessments and independent audits to further validate our controls and posture.

By aligning with these globally recognized standards and implementing layered security protocols, The Rewards Nation ensures the highest levels of data security, client confidence, and participant trust.





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

Yes, The Rewards Nation (TRN) is fully certified under ISO 20252:2019, the international standard for market, opinion, and social research. This certification ensures that we follow globally recognized best practices for project management, data collection, processing, and reporting.

#### In addition to ISO 20252, TRN is also certified in:

- **ISO 9001:2015** – Quality Management Systems, which reinforces our commitment to delivering consistent, high-quality research services.
- **ISO 27001:2022** – Information Security Management, ensuring that participant data and client information are protected under stringent security protocols.

Together, these certifications reflect TRN's end-to-end dedication to quality, compliance, and continuous improvement in every aspect of our research operations.





**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.**

At The Rewards Nation (TRN), we provide detailed and transparent reporting across all critical sample quality and performance metrics. These can be delivered in aggregate and broken down by country and sample source, ensuring complete clarity for buyers. The key metrics we provide include:

**Demographic Details:**

Age, gender, region, education, and other key demographic variables—customized by project scope and sample source.

**Profiles:**

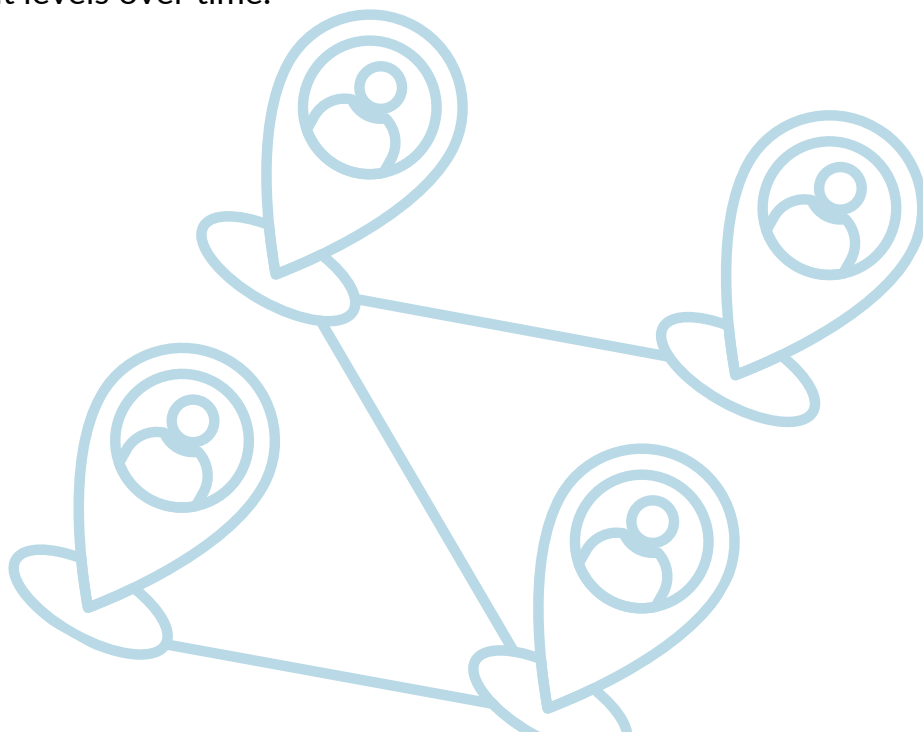
Deep profiling information (e.g., employment, income, tech usage, health, etc.) is maintained and regularly updated for enhanced targeting and segmentation.

**Survey Completion Ratio:**

We report the ratio of starts to completes, along with dropout rates and termination reasons—segmented by country and source for better performance tracking.

**Panel Engagement Timeline:**

Includes member join date, last activity date, historical participation patterns, and quality scoring history to give a full picture of engagement levels over time.



# Contact Information



For questions, contact us via the form below or details provided.



**Phone**

+1 (737) 316-2811



**Website**

[therewardsnation.com](https://therewardsnation.com)



**Email**

[support@therewardsnation.com](mailto:support@therewardsnation.com)

