moweb

37 questions to help you buy online samples

ESOMAR

37

moweb

1. What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?

moweb research was founded in 2004 and has been an independent provider of high-quality online research and sample ever since. In addition to our expertise in sample provision, we have extensive experience in full-service market research. Our directors and managers have spent many years in traditional (offline) market research roles before coming together under moweb research.

Currently, we handle approximately 1,000 projects per year, ranging from straightforward online sample delivery to comprehensive project execution. Our services include complex sample and questionnaire design, multimodal fielding across online and offline methodologies, as well as uni- and multivariate data analysis and reporting.

We are exclusively focused on market research and do not provide similar services for other purposes, such as direct marketing or advertising.

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

At moweb research, we have a dedicated team responsible for the development, monitoring, and continuous optimization of our sampling processes. Our experts have extensive experience in sampling methodologies, data quality management, and fraud prevention, ensuring a rigorous and methodologically sound approach to respondent selection.

We utilize proprietary sampling tools that allow us to construct complex samples based on specific population criteria while maintaining strict panel management rules. These tools factor in participation history, response rates, and engagement patterns to enhance targeting efficiency. Our system is continuously refined based on project performance data and evolving industry best practices.

To maintain the highest quality standards, our staff undergo regular training in sampling techniques, including quota management, probability-based approaches, and fraud detection. Training is provided through structured onboarding, internal workshops, and ongoing development sessions led by senior experts. Additionally, our team actively participates in industry conferences and committees to stay informed on the latest trends in sampling and data quality.

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

We offer more than just high-quality online samples. With our in-house survey software, we provide fully customized survey programming, allowing us to implement tailored solutions that meet even the most complex research requirements.

Beyond sample provision, our services include questionnaire design, survey hosting, fieldwork management, data processing, and advanced analytics. We support clients at every stage of the research process, ensuring seamless execution and delivering high-quality data.

Our flexibility and deep technical expertise allow us to adapt to diverse research needs while maintaining a strong focus on data quality and methodological rigor.

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

We primarily source respondents from our proprietary panels, which we operate and maintain with strict quality controls. New panel members are recruited through a diverse mix of online channels, including strategic partnerships, digital advertising, referral programs, and permission-based email campaigns. Our recruitment approach ensures a broad and representative sample while maintaining high engagement and data quality.

For niche audiences that are difficult to reach through traditional panels, we use targeted recruitment methods such as social media outreach and other specialized approaches. In these cases, clients are explicitly informed in advance about the recruitment strategy to ensure full transparency.

5. Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer? (Assume proprietary to mean that the sample provider owns the asset. Assume exclusive to mean that the sample provider has an exclusive agreement to manage/provide access to sample originally collected by another entity.)

The majority of our respondents come from our proprietary online access panels, which we manage and maintain with strict quality controls. These panels provide a highly engaged and diverse participant base, ensuring high data reliability and representativity.

In some cases, it may be necessary to supplement the sample—for example, when particularly large sample sizes are required, when targeting very specific audiences, or in regions with lower response rates. In such instances, we carefully select partner panels that meet the same stringent quality standards as our own. Before being integrated into our network, each partner panel undergoes a thorough evaluation to ensure consistency in recruitment methods, respondent engagement, and data integrity.

All participants, regardless of their source, are double opt-in verified, including those from partner panels. Over the past 20 years, we have reviewed and collaborated with numerous panels, but only a select few have consistently met our strict quality standards. This careful selection process allows us to maintain high data quality, even for large sample sizes or hard-to-reach target groups and markets.

For full transparency, clients are always informed in advance if partner panels are used in a project.

6. What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?

Our recruitment process is generally open to all, meaning anyone can register to join our panel. However, every participant must complete a double opt-in process before being eligible for surveys. This ensures that we work exclusively with genuinely interested and engaged respondents.

- We recruit participants through a diverse mix of channels, including:
- Targeted digital advertising (e.g., social media, search, and display ads)
- Strategic partnerships with trusted online platforms
- Affiliate networks – which represent one of several recruitment channels, used to diversify our sample
- Referral programs that incentivize existing members to invite new participants
- Permission-based email campaigns

For certain target groups, such as B2B professionals or other specialized audiences, we use dedicated channels that are not open to all. In these cases, recruitment is conducted through direct outreach, specialized partnerships, or professional networks.

Additionally, we also recruit via CATI-to-web through our sister institute that specializes in CATI. This approach allows us to effectively reach hard-to-reach target groups and complement our online panel.

The mix of recruitment channels varies by geography. In some regions, social media and digital advertising yield the best results, while in others, email campaigns, CATI-to-web, or affiliate networks are more effective in achieving a balanced and representative sample.

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

Ensuring the authenticity and uniqueness of our participants is a top priority. We apply a multi-step validation process to verify identities, prevent fraudulent activity, and maintain high data quality.

Our validation measures include:

- Double opt-in registration: Every participant must confirm their registration via email before being eligible for surveys.
- Email and IP verification: We check for duplicate registrations and suspicious IP addresses to prevent multiple accounts from the same source.
- Device fingerprinting: Unique digital identifiers help us detect and block fraudulent accounts.
- Behavioral tracking: We monitor response behavior to identify inconsistencies, such as speeders, straight-liners, or suspicious answer patterns.
- Re-validation campaigns: Panelists are regularly prompted to update their profile information to ensure data accuracy.

For specialized target groups, such as B2B professionals, additional manual verification steps may be implemented to confirm their industry background and job role.

Through these measures, we ensure that all respondents are real, unique, and actively engaged in the research process.

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

Our main proprietary panel operates under the brand myiyo. Participants can access surveys via the myiyo website, where they manage their accounts, redeem rewards, and participate in studies.

In addition to the web platform, we also offer a dedicated myiyo mobile app for both iOS and Android. This allows respondents to conveniently complete surveys on their smartphones and enhances engagement through a seamless user experience.

Survey invitations are primarily sent via email, and respondents access surveys through unique, personalized links. Our platform is fully responsive, ensuring a smooth experience across all devices.

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

We offer a managed service model, ensuring that every project benefits from our expertise in sample selection, fieldwork management, and quality control. Our team oversees the entire process, from defining the target audience to delivering high-quality data, ensuring that each study is tailored to meet the specific needs of our clients.

While we do not currently offer a self-serve platform or direct API integration, we work closely with our clients to streamline sampling processes and integrate with their workflows where needed.

10. If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend). Do you let buyers control which sources of sample to include in their projects, and if so how? Do you have any integration mechanisms with third-party sources offered?

The majority of our sample comes from our proprietary myiyo panel, which we manage and maintain with strict quality controls. In some cases, such as when targeting highly specific audiences or requiring particularly large samples, we supplement our proprietary panel with carefully selected partner sources that meet the same quality standards. Clients are always informed in advance if external sample sources are used. When preparing an offer, we clearly indicate whether the sample will come exclusively from our proprietary panel or if additional sources will be included.

If partner panels are integrated, we ensure full transparency regarding their use and can provide details on the sample composition upon request. Clients also have the option to specify exclusions or preferences regarding sample sources to align with their research needs. All third-party sources undergo a thorough review process, and their respondents must meet the same double opt-in and quality validation standards as our own. While we do not offer direct API integration for external sources, we maintain flexible sourcing strategies to optimize feasibility while upholding strict data quality controls.

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

Our proprietary panel is highly flexible and suitable for a wide range of research applications. The structured panel management allows us to efficiently conduct longitudinal studies, including product tests and recruit/recall situations, where participants need to be re-contacted.

Survey length is an important factor. While our panelists are accustomed to both short and long surveys, engagement tends to be higher with shorter questionnaires. Generally, all surveys should be mobile-optimized to ensure maximum feasibility. Desktop-only surveys can significantly limit reach, and in some markets, where smartphone penetration is particularly high, they may not be feasible at all.

Recruitment for online focus groups and research communities is possible but reserved for selected clients. Since our panelists are a valuable resource, we carefully manage participation in such projects to maintain engagement and ensure long-term panel quality.

12. Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that "looks like" the target population? What demographic quota controls, if any, do you recommend?

Survey invitations are sent via multiple channels, including email, push notifications in our mobile app, and direct access through our panel website, where participants can view available surveys. In every case, respondents can only participate in studies to which they have been explicitly invited.

Respondents are selected based on their profiling data and project-specific criteria to ensure a targeted and relevant sample. Once a participant enters the survey, additional screening questions may be used to refine eligibility before they proceed to the main questionnaire.

To align the sample with the target population, we implement demographic quota controls where necessary. The type and structure of quotas are determined in consultation with the client to ensure feasibility while meeting research objectives.

Market conditions also influence feasibility and representativity. In some countries, certain demographic groups are harder to reach online, which should be considered when defining quota structures. Our team advises clients on best practices to ensure a balanced and achievable sample composition while maintaining high data quality.

13. What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?

We maintain extensive profiling information on our panel members, with at least 80% of participants providing detailed B2C-related data, including age, region, education, employment status, household composition, and consumer behavior. For B2B participants, we capture relevant business-related attributes such as industry, job role, company size, and decision-making authority.

All profiling information is collected directly through our structured profiling questionnaire and is stored in our database. Updates are conducted regularly, with stable attributes such as education level or country of residence reviewed annually, while dynamic attributes like purchase intent, job status, or media consumption habits are refreshed more frequently, typically every six months.

Profiling data can be provided as an additional dataset upon request. Clients are encouraged to specify any required profiling variables in advance to ensure that only participants for whom this information is available are invited to the study.

14. What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?

To provide an accurate feasibility estimate, we require key project details, including the target population, sample size, estimated incidence rate, survey length, field time, and any quota requirements. Additional factors such as screening criteria, device restrictions, and incentive structures can also influence feasibility and should be communicated in advance.

Feasibility estimates are based on historical data, ongoing fieldwork experience, and market-specific response patterns. Where necessary, we provide upper and lower feasibility ranges to account for potential variability in response rates. If a study includes particularly niche target groups or strict quotas, we conduct additional checks to assess feasibility under realistic field conditions.

Our team works closely with clients to set expectations and, if needed, suggest adjustments to maximize feasibility while maintaining high data quality.

15. What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/sub-contractors?

If a project proves challenging to complete in field, we first assess possible adjustments in collaboration with the client. This may include extending the field time, adjusting quotas, or refining screening criteria to improve feasibility while maintaining data quality.

If additional sample sources are required, we inform the client in advance and discuss the available options. Any third-party sample used must meet the same strict quality criteria as our proprietary panel. We only work with carefully vetted partners who adhere to our standards for respondent validation, data integrity, and double opt-in procedures.

All external sources undergo a thorough certification process before integration, and their performance is continuously monitored. If third-party sample is used, we ensure full transparency regarding its inclusion and maintain strict oversight to safeguard data quality.

16. Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential participants asked to participate in a study? Please specify how this is done for each of the sources you offer.

We do not use a survey router. Participants are only invited to specific surveys for which they qualify based on their profiling data and study requirements.

Survey invitations are sent through email, push notifications in our mobile app, and direct access via our panel website, where participants can view and access surveys they have been explicitly invited to. Each invitation contains a unique, personalized survey link to ensure controlled participation and prevent duplication.

Respondent allocation follows a structured approach, ensuring that participants are only invited to surveys that match their profile. This targeted method helps maintain high data quality, prevents survey fatigue, and ensures a positive panelist experience.

For studies requiring niche audiences or specific recruitment strategies, we may use alternative invitation methods, such as direct outreach through specialized channels. However, regardless of the recruitment method, all participants must meet the same validation and quality standards before being included in any research study.

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

We do not employ a survey router; therefore, participants are not placed into a queue awaiting survey qualification. Instead, they are invited directly to specific surveys based on their profiling data and the study's requirements.

18. What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?

Before deciding to participate in a survey, potential participants receive key information, including the estimated completion time and the incentive offered for participation. The survey topic is always presented in a generalized manner to prevent participants from deducing possible qualification criteria from the title. This ensures that responses are not influenced by preconceived expectations and helps maintain data integrity.

This information is provided consistently across all invitation channels, including email, push notifications through our mobile app, and the survey dashboard on our panel website.

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

Participants do not have unrestricted access to a selection of surveys. They can only take part in studies for which they have been explicitly invited based on their profile data and study requirements. However, invited surveys are visible in their panel dashboard, where they can see the available studies they qualify for.

For each survey, participants are provided with key details, including the estimated completion time and the incentive they will receive upon successful completion. The survey topic is always presented in a generalized manner to prevent respondents from identifying potential qualification criteria.

20. What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during the course of a survey? If so, can this be f lagged at the participant level in the dataset?

Incentives are primarily determined before fieldwork begins and are set based on factors such as survey length, complexity, and target audience. However, we have the flexibility to adjust incentives during the course of a survey if necessary, for example, to improve feasibility in hard-to-reach sub-groups or to accelerate fieldwork in low-response segments.

Any incentive adjustments are applied systematically and transparently, ensuring that panelists are informed of the compensation they will receive before starting the survey. If incentives are modified for specific sub-groups, this information can be tracked internally. Upon request, we can provide an indicator in the dataset to flag participants who received adjusted incentives.

21. Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?

We actively monitor participant satisfaction to ensure a positive survey experience and maintain long-term engagement within our proprietary panel. After completing surveys, panelists have the opportunity to provide feedback on various aspects of the survey, including clarity, length, technical issues, and overall experience.

While we track satisfaction metrics internally, we do not systematically generate normative benchmarks across projects by length, type, subject, or target group. However, we use aggregated insights to continuously improve survey design recommendations and optimize participant engagement. If specific feedback is required for a project, we can analyze trends and provide general guidance based on our experience with similar studies.

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

We provide debriefs upon request to give clients insights into fieldwork performance and key data quality metrics. A typical debrief report may include information on response rates, dropout rates, quota performance, incidence rates, and any notable trends observed during data collection.

The format and level of detail depend on the client's needs and the complexity of the project. If issues arise during fielding, we proactively communicate them and include relevant findings in the debrief. While we do not provide standardized debrief reports for every project, we are happy to share relevant insights and performance summaries when needed.

23. How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?

Participation frequency is carefully managed to balance respondent engagement and data quality. Panelists can take part in multiple surveys, but participation is regulated to prevent survey fatigue and professional respondents. We apply internal limits on the number of surveys a respondent can complete within a given time frame, ensuring that panelists do not participate in excessive numbers of studies within short periods.

The specific frequency of survey participation varies depending on factors such as target group availability, survey complexity, and fielding requirements. While there is no strict universal limit, we monitor activity patterns to ensure high response quality and minimize biases that could arise from overexposure to research.

Before entering a new survey, respondents may have participated in prior studies, but we do not allow continuous participation in back-to-back surveys without limits. The mean and maximum survey participation times before entering a study vary based on panelist activity and survey availability. We manage this through automated tracking and engagement controls to maintain a diverse and high-quality sample.

24. What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?

We maintain a range of metadata on our panelists to ensure transparency, quality control, and efficient sample management. This includes registration date, recruitment source, participation history, and response behavior. We also track engagement metrics such as survey completion rates, dropout patterns, and historical response consistency.

This data is stored in our system and used internally for panel management, quality assurance, and fraud prevention. Upon request, we can provide aggregated project-level analyses, such as participation rates and dropout trends. However, for privacy and data protection reasons, we do not share individual-level metadata unless explicitly agreed upon before fielding.

If needed, certain metadata points can be appended to participant records in the dataset, provided this is arranged in advance to ensure compliance with our internal policies and data protection standards.

25. Please describe your procedures for confirmation of participant identity at the project level. Please describe these procedures as they are implemented at the point of entry to a survey or router.

We implement multiple identity verification measures to ensure that only genuine, unique participants enter our surveys. At the project level, each respondent is authenticated before accessing a study using a combination of technical and behavioral validation techniques.

Every participant must complete a double opt-in process at registration, confirming their identity and willingness to participate in research. At the point of survey entry, additional checks are applied, including unique survey links, IP tracking, device fingerprinting, and duplicate detection to prevent multiple entries from the same respondent. Suspicious activity, such as VPN usage or inconsistent geolocation data, triggers additional review or exclusion.

To further enhance data quality, we monitor behavioral patterns such as response speed, straight-lining, and inconsistent answers. If irregularities are detected during a survey, participants may be removed, and their data flagged for further review. These processes ensure that only high-quality, verified respondents contribute to research projects.

26. How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?

We carefully manage source consistency at the project level to ensure high data quality and comparability, particularly for tracking studies. Our proprietary panel serves as the primary sample source, and if additional sample sources are required, they are selected based on predefined quality criteria to ensure methodological consistency.

For trackers, we apply strict sample management protocols to maintain the stability of the sample composition over time. This includes consistent targeting, recruitment methods, and quota management across waves. Any necessary adjustments due to feasibility constraints are communicated in advance to minimize potential biases.

27. Please describe your participant/member quality tracking, along with any health metrics you maintain on members/participants, and how those metrics are used to invite, track, quarantine, and block people from entering the platform, router, or a survey. What processes do you have in place to compare profiled and known data to in-survey responses?

We employ a comprehensive quality tracking system to monitor participant behavior and ensure high data integrity. Each panelist's engagement and response patterns are continuously evaluated using a combination of automated and manual checks.

Key health metrics include response rates, dropout behavior, survey completion times, consistency across studies, and answer patterns. We flag participants who exhibit suspicious behavior, such as speeding, straight-lining, contradictory responses, or failing attention checks.

Participants identified as potential quality risks are quarantined for further review and, if necessary, blocked from participating in future surveys. If a panelist fails multiple validation checks, they may be permanently removed from the panel. We also track profile consistency by cross-referencing self-reported data with survey responses. If significant discrepancies are detected, the respondent is flagged for further investigation.

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

We implement multiple automated and manual quality control measures to detect and mitigate undesired response behavior. Our survey platform is equipped with built-in validation tools that monitor response patterns and flag suspicious behavior in real-time.

To address random or illogical responding, we incorporate logic checks and attention checks throughout the survey. If respondents fail these checks or provide contradictory answers, they may be disqualified.

For overuse of item nonresponse ("Don't Know"), we track the frequency of such responses and flag participants who exhibit excessive use of this option across multiple items.

Inaccurate or inconsistent responding is detected through internal profile consistency checks, where self-reported profiling data is compared against in-survey responses. Large discrepancies trigger further review.

Too rapid survey completion is monitored at multiple levels. We track the total interview duration and compare it to realistic expectations based on previous survey waves or pilot testing. Additionally, we analyze response times at the individual question level to detect instances where participants answer significantly faster than what would be required to read and process the question. Speeders who exhibit unnatural response behavior are flagged for removal or further review

Additionally, we use technical tools to detect multiple participations and fraudulent behavior by analyzing digital fingerprints, IP tracking, and other device-based indicators. To further enhance data quality, we conduct AI-driven open-end analysis to identify low-effort responses, detect patterns of unnatural text input, and ensure meaningful verbatim feedback.

By combining automated detection tools with manual quality checks, we ensure that only high-quality responses are included in the final dataset.

29. Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses.

Our privacy policy outlines how we collect, process, and protect personal data in compliance with the General Data Protection Regulation (GDPR) and other applicable laws. It covers data collection, use, sharing with third parties, and storage/retention practices. The full privacy notice can be accessed at:

https://www.myiyo.com/en/privacy/

During registration, participants must accept our general terms and conditions as well as our privacy policy. By accepting, they explicitly consent to data collection and processing for market research purposes. These documents are always available on our panel website, and participants are required to acknowledge any fundamental changes to the privacy policy.

Key aspects covered in the privacy notice include:

- Purpose of Data Processing: Personal data is collected solely for market research purposes.
- Data Protection & Security: Measures in place to protect personal data from unauthorized access.
- Use of Cookies & Tracking: Tracking technologies to maintain security, prevent duplicate participation, and ensure data integrity.
- Sharing of Personal Data: Data is only shared as necessary for research purposes, adhering to strict confidentiality standards.
- User Rights: Participants have the right to access, correct, delete, or restrict processing of their personal data.

30. How do you comply with key data protection laws and regulations that apply in the various jurisdictions in which you operate? How do you address requirements regarding consent or other legal bases for the processing personal data? How do you address requirements for data breach response, cross-border transfer, and data retention? Have you appointed a data protection officer?

We fully comply with applicable data protection laws and regulations, including the General Data Protection Regulation (GDPR) in the EU and other relevant frameworks in the jurisdictions in which we operate. All panelists must provide explicit consent before their personal data is processed. During registration, they agree to our privacy policy and terms and conditions, which outline how their data is collected, stored, and used for market research purposes. Our processing activities are based on legitimate interest and consent, ensuring compliance with GDPR and other applicable laws. Participants can withdraw their consent at any time.

We have a structured data breach response plan in place, which includes immediate incident assessment, containment, and notification procedures. In the event of a breach, affected parties and relevant data protection authorities are informed in accordance with legal requirements. Where data transfers outside the EU are necessary, we ensure compliance with GDPR Chapter V by using Standard Contractual Clauses (SCCs) or other legally recognized mechanisms to protect participant data.

Personal data is stored only as long as necessary for research purposes and in compliance with applicable laws. Once the data is no longer needed, it is securely deleted or anonymized. Retention periods vary depending on the type of data and legal obligations. We have appointed a Data Protection Officer (DPO) who oversees compliance with data protection regulations and ensures the security and confidentiality of participant data. Participants can contact the DPO at datenschutzbeauftragter@mo-web.net for any privacy-related inquiries.

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

Participants provide their consent for data processing during the registration process by accepting the privacy policy and terms and conditions. Consent is explicitly required before they can participate in surveys.

Participants can manage and revise their consent at any time through their account settings. They have the option to update or delete their profile, adjust communication preferences, or withdraw their consent entirely, which leads to the deletion of their account and all associated personal data.

We offer support in the respective local language of each participant. Our support team can be contacted via email or through the contact form on our website. Additionally, participants can reach out to our Data Protection Officer for any privacy-related inquiries.

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

We continuously monitor and comply with applicable laws and regulations in all markets where we operate, including those related to incentive payments. This includes tax regulations, reporting obligations, and any restrictions on participant compensation.

Incentives are processed in accordance with local legal requirements, and participants are informed about potential tax implications where applicable. Payments are made through legally compliant channels, specifically PayPal or bank transfer, ensuring transparency and security. If specific legal restrictions apply to incentive payments in certain countries, we adapt our processes accordingly to remain fully compliant.

Regulatory developments are regularly reviewed, and our policies are updated to reflect any changes in legislation. This ensures that our incentive structures remain legally compliant while maintaining a fair and transparent experience for participants.

33. What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?

We strictly adhere to ESOMAR and GRBN guidelines, as well as all applicable data protection laws, including the General Data Protection Regulation, when handling the personal data of children and young people. Our panel is primarily designed for adult participants, and we do not actively recruit minors.

If a research project requires the participation of young people, we ensure that all necessary legal and ethical safeguards are in place. This includes obtaining explicit parental or guardian consent where required by law. Any data collected from minors is processed with heightened security measures and used exclusively for research purposes, with no commercial exploitation.

Our systems prevent unauthorized participation by underage users through age verification checks during the registration process. If we detect that a participant has falsely provided their age, their account is removed immediately, and any collected data is deleted in compliance with our privacy policies.

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

We fully integrate data protection by design and by default into all our systems and processes to ensure compliance with GDPR and other relevant data protection regulations. From the initial development stage of our systems to daily operations, privacy considerations are embedded to minimize risks and protect participant data.

All collected personal data is strictly limited to what is necessary for research purposes, ensuring that no excessive or unnecessary data is stored. Data minimization, pseudonymization, and encryption are core principles applied throughout our data processing workflows. Access to personal data is restricted to authorized personnel on a need-to-know basis, and robust authentication mechanisms are in place to prevent unauthorized access.

We regularly conduct privacy impact assessments for new processes and system developments to identify and mitigate potential data protection risks. Security and compliance are further strengthened through continuous monitoring, regular audits, and system updates to align with the latest data protection standards.

By integrating privacy into every aspect of our operations, we ensure that participant data is handled with the highest level of security and transparency.

35. What are the key elements of your information security compliance program? Please specify the framework(s) or auditing procedure(s) you comply with or certify to. Does your program include an asset-based risk assessment and internal audit process?

We maintain a comprehensive information security compliance program to ensure the protection of participant data and research integrity. Our security measures align with GDPR requirements and industry best practices.

Key elements of our security framework include data encryption, access controls, regular security audits, and continuous monitoring. All personal data is securely stored on protected servers with strict access limitations. Multi-factor authentication and role-based access controls ensure that only authorized personnel can access sensitive information.

We conduct asset-based risk assessments to identify potential security threats and implement preventive measures accordingly. Our internal audit process includes regular evaluations of security protocols, penetration testing, and compliance reviews to maintain high security standards.

Our security policies and procedures are continuously reviewed and updated to address emerging threats and ensure ongoing compliance with data protection and security regulations.

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

We adhere to industry best practices and ensure that our processes align with recognized quality standards such as ISO 20252. While we are not formally certified under ISO 20252, we implement stringent quality control measures in line with its principles, covering areas such as panel management, data collection, validation procedures, and security.

Our internal quality framework includes rigorous participant validation, continuous data monitoring, and strict adherence to GDPR and ESOMAR guidelines. We are committed to maintaining high data quality and transparency across all research projects.

If specific certifications or compliance requirements are necessary for a project, we are happy to discuss additional measures to meet client expectations.

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

We can provide aggregated data on sample performance and panel composition at both the country and source level. The availability of specific metrics depends on project requirements and data access policies. Upon request, we can supply the following insights:

- Average qualifying or completion rate, trended by month
- Percentage of paid completes rejected per month/project, trended by month
- Percentage of members/accounts removed or quarantined, trended by month
- Percentage of paid completes from panelists with 0-3 months tenure, trended by month
- Percentage of paid completes from smartphones, trended by month
- Percentage of paid completes from proprietary panel members vs. external sources, trended by month
- Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month
- Average number of paid completes per member, trended by month
- Active unique participants in the last 30 days
- Active unique 18-24 male participants in the last 30 days
- Maximum feasibility in a specific country with nat-rep quotas, seven days in field, 100% incidence, 10-minute interview
- Percentage of quotas that reached full completion at the time of delivery, trended by month

moweb research gmbh
mertensgasse 12
40213 düsseldorf
deutschland

info@mo-web.net
t +49 211 8282800
f +49 211 8285429
mowebresearch.com