Response to ESOMAR 28 Questions to Help Research Buyers

BORDERLESS ACCESS™

Redefining Reach and Insights

COMPANY PROFILE

Q1. What experience does your company have in providing online samples for market research?

Borderless Access is a digital MR solutions provider with over a decade's experience in building and managing panels across geographies and cultures.

Borderless Access provides access to experiences and life moments of engaged consumers by leveraging technology and community analytics. We service a global clientele of MR firms, Ad Agencies, Consultancy firms, and End Enterprises who need responsive, high quality, valuable insights from hard-to-reach audiences (B2B & Specialist Audiences such as those from the Healthcare industry) from across developed and rapidly growing economies around the world.

With over 5.81 million validated panelists, conducting 6.86 million+ surveys annually on an average, our proprietary panels represent 95% of the online population in each of our markets. We currently have panelists in 34 countries and we keep adding new markets to our offerings.

Our global footprint and partnerships let us reach over 100 million consumers across 65 countries. In addition to our proprietary panels, we have built over 100 custom panels. We also offer niche audience panels for IT, mobile, travel, automobile, healthcare, and finance. Our B2B panel is over 2 million strong with in-depth profiling aimed at addressing the demands of research studies in the B2B domain. These include role at work, decision-making authority, industry, company size, and job titles.

Our samples are solely provided for third-party research.

SAMPLE SOURCES AND RECRUITMENT

Q2. Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

Borderless Access actively manages research panels in all our markets. The panel is drawn from multiple sources and recruitment involves the use of a broad array of techniques to select unique and responsive members. Targeted recruitment (from authentic sources such as top websites/web portals) and regulating panel joins (through 'invitation-only') work towards ensuring that the panel contains interested and active participants. Recruitment is designed to meet the demographic needs of a panel that is truly representative of the online population of the market.

Our recruitment methodology is an optimum mix of both online (invite-only; from top domains; from an array of more than 1000 targeted affiliate sites) as well as offline methodologies (largely to recruit C-level executives/decision makers and low incidence groups).

Our recruitment sources are primarily banner advertisements on leading portals/vertical websites including top-ranked websites, global job portals, through referral programs search and content network, email campaigns and social networking sites. The sampling frame for online recruitment represents over 95% of the country's online users. Focused recruitment activities are conducted once a quarter for consumer panels and once a year for B2B panels.

Q3. If you provide more than one type of sample source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?

We use actively managed proprietary panels to provide credible and quality responses that are representative of all demographics of the online population in our markets. We do not use river sampling, web intercept sampling and direct marketing lists. Our feasibility representation at the time of bidding is exclusively from our proprietary panel base. If we fall short of the target completes, we request our client's permission to take assistance from other sample providers.

We follow these quality measures to reduce duplication of respondents significantly:

- The panel vendors chosen are high-quality sample providers who have their own proprietary panels and adhere to norms and regulations set by leading industry bodies.
- Our in-house digital fingerprinting tool collects information about a respondent's computer and uses cookies to create a fingerprint unique to the respondent's computer. Once fingerprinted, the computer can be identified every time the same survey link is clicked; it then blocks the respondent from participating in the same survey more than once.
- For select studies, we implement Relevant ID digital fingerprinting tool, which captures cross panel duplicates.

Q4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

Our panel base is an actively managed community of individuals who have registered to voice their opinion in research surveys. We use our panels only for market research and do not share panelists' information with third parties for any other marketing activities.

Q5. How do you source groups that may be hard to reach on the internet?

We are the pioneers of online panels' research in India. After building panel expertise in India over a decade ago, we expanded to other BRIC markets followed by Mexico. Since then we have built a panel base of over 5.81 million validated & proprietary panelists across 34 countries, with Ghana, Qatar and Kuwait added recently. On an average, we conduct over 6.86 million surveys annually.

As all these countries are at different stages of socio-economic development with varying internet penetration. We source hard to reach groups with a weak online presence using CATI/CLT methodology. The market dynamics determine which method needs to be used. For e.g., CLT methodology is used for projects in India. We recruit the respondent's offline and invite them to a central location to take the survey online. In this way, the interview is self-administered and there is no interviewer bias, just like in an online survey. We employ CLT only on prior approval from the client.

We continuously strive to tap these "hard to reach" cohorts (and empanel them) through various methods; including participation on bulletin boards and blogs, social media and specific interest groups, targeted internet advertising and through articles of related interest across geographies. For e.g., our B2B IT Professional Panel is recruited from publishers in leading IT portals, networking sites targeting IT professionals, newsletters targeting IT/Software developer communities and also through websites offering content relevant to IT professionals.

Q6. If, on a particular project, you need to supplement your samples with samples from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third party provider?

We prefer using proprietary panels for the majority of our projects. As our sample sources are unique, there are no deviations in research findings. For studies that involve hard to reach segments or groups not represented by our proprietary panels, we rely on our network of partners. For such special cases, we notify our clients at the feasibility stage and maintain transparency throughout the process. Our partners are affiliated with international market research governing bodies and have valid credentials.

SAMPLING AND PROJECT MANAGEMENT

Q7. What steps do you take to achieve a representative sample of the target population?

With our proprietary community management tool – SmartSight, we capture and store all profiling information for each of our panelists. As per the project specifications the sample team does a quick search and pulls out the required sample based on the sample size, demography, quota groups, etc. The sample is then randomly pulled out and sent using a black box algorithm. This process ensures that we are representative of key demographics like age, gender and region.

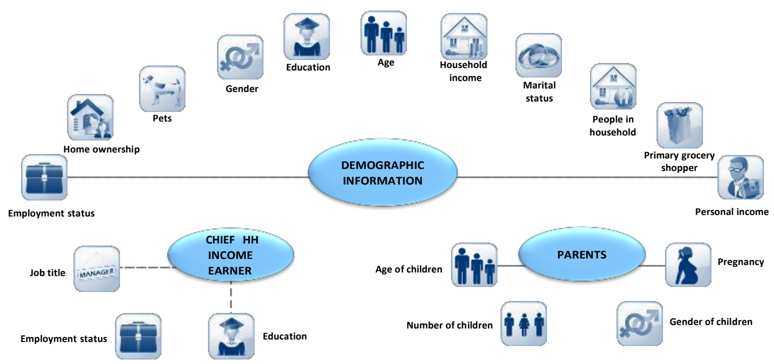
Q8. Do you employ a survey router?

No. We have over 5.81 million+ double opt-in panelists and deploy targeted email invites to them. We do not use survey routers to provide completes to a survey.

As we do not employ a survey router **Q9, 10 & 11** are **NOT APPLICABLE**

Q12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low-incidence projects dealt with?

At the registration stage, we profile respondents on 8-10 data field points and then gather over 80 additional details through a second survey that follows immediately. The figure below includes some of these parameters for general demographic screening:



The basic demographic profile is available for 90% of panelists and detailed data for about 45% panelists. We continuously improve these numbers.

While the survey questions are being answered, our systems intelligently gather and profile information for all respondents. This helps us send targeted surveys, which yield higher response rates and reduce in-field time for our clients.

For specific requirements, we conduct "Quick In-depth Profiling" (QIP). QIP narrows the generic panel data to a list of potential respondents and re-profiles them into sub-verticals as per study requirement.

Q13. Please describe your survey invitation process. What is the proposition people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails

Our Survey invitation process is as follows:

1. A sample matching the client's requirements is taken from the database
2. The sample is then checked for frequency limiters. Our panelísts do not take more than 4 surveys a month. Frequency limiters ensure that this condition is met.
3. The shortlisted group of panelísts is sent direct invites at their validated email addresses with project details and timeline for completion.
4. Reminders are sent as per predefined conditions.

Panelísts are given points per survey. Points are calculated as per length of interview, target audience and complexity of the study.

Lower points are given for "screen-outs" and "quote-full"; higher points are given for successfully completing the survey. The point value associated with each survey/interview is calculated to ensure that panelísts are satisfied with their incentives.

Email invites sent to panelists include details viz. points for completing the survey, validity of the survey, terms and conditions, privacy policy, login details, points in current account and timeline for redeeming them.

We send SMS reminders to panelists that are part of our mobile verified panels and have agreed to receive communication from us.

Q14. Please describe the (various) incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Our incentives are tailored marketwise. Respondents have the following options:

- Online shopping coupons from leading e-commerce websites
- Redeeming points as cash through PayPal
- Charitable donations to international charities

The point value associated with each survey/interview is carefully calculated to ensure that panelists feel satisfied with their incentives. Some of the parameters associated with a survey that influence the points include length of the interview, target audience, complexity of the study, etc.

Q15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

To predict the project feasibility accurately, the specifications need to be clearly stated at the bidding stage. These specifications include:

- Target group
- Incidence rate
- Quotas

We are transparent in sharing feasibility estimates with our clients. We share the feasibility information at the bidding stage itself and suggest an alternative approach if required. We engage with partners only after the client's approval.

Q16. Do you measure respondent satisfaction? Is this made available to clients? Using your own resources?

Our feedback mechanism includes polls, feedback surveys, and social media updates. All panelists are encouraged to give their feedback on the channel of their choice. Our exit process ensures that unsubscribes are thoroughly analysed. This information is shared with clients on request.

We also measure the respondent satisfaction quarterly using feedback surveys. Respondent satisfaction is an important part of our "Panel Quality Maintenance Policy". This policy ensures:

- All respondents have attractive and easy to redeem incentives
- All respondents are actively engaged (birthday wishes, season's greetings, latest offers, etc.)
- Whenever possible, panelísts are informed of the context of the study they have participated in
- All customer queries are addressed by our support teams
- Social media engagement and customer support is carried out through social networks. We encourage respondents to share their feedback on social networks.
- Incentives are based on respondent feedback and preferences

Q17. What information do you provide to debrief your client after the project has finished?

A debrief report that includes details of responses is shared with clients at their request.

Clean Data Map is provided for all surveys programmed by us. A customer satisfaction survey is sent to all clients after completing each project to ensure we are aware of our shortfalls and improve the customer experience going forward. Responses to all CSAT surveys are monitored and analysed.

DATA QUALITY AND VALIDATION

Q18. Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know"), or (d) speeding (rapid survey completion). Please describe these procedures sources?

Our Panel Building and Panel Engagement teams keep a check on panel data quality at all stages of the survey.

Our validation checks measure inattentive respondents, overuse of non-response and speedsters and remove them from our database. Few of these validation checks are:

1. Adding 3-4 types of quality check questions within 20% to 75% of the survey. These checks are turned on only when we are managing a full-service project for our client.
2. For ad-hoc studies, we recommend that our clients add the quality checks within their surveys so that bad respondents can be screened out during the survey participation stage itself.
3. Our proprietary digital fingerprinting tool screens out professional respondents from taking the survey. It also blocks multiple responses from the same computer.

For detailed information on validation checks refer our Whitepaper on Panel Quality here.

Q19. What limits, if any, do you place on solicitation for surveys? i.e. how often can any individual be contacted to take part in a survey whether they respond to the contact or not? How does this vary across your sample sources?

Our panelísts receive not more than 4 invites a month and are eligible to participate in only one open survey at a time. However, this number can vary based upon specific project requirements or client requests.

These limits are placed on business, consumer and niche panels; they do not vary by sample source.

Q20. What limits, if any, do you place on survey participation? i.e. how often can any individual take part in a survey? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

We pay special attention to Panel response quality and have developed a system to ensure all quality checks are followed. Our panelists do not receive more than four invites a month; an active panelist is not enrolled in any other open survey simultaneously. This is done to ensure our panelists do not become professional respondents by repeatedly answering surveys or add any potential biases to the survey data. This also keeps burn-out incidents in check and helps maintain equilibrium. The limit set on participation does not vary by sample source, but by audience. For example – the B2C audience does not receive more than 4 surveys a month and the niche/B2B audience does not receive more than 4 invites a month.

However, the number can be restricted or elevated depending upon the demographic and the complexity of the study.

Q21 Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a per job analysis of such individual level data?

Our proprietary panel management tool – SmartSight captures participation history, date of entry, source, etc. We maintain such records for internal analysis of respondent activity. For e.g., a low-level participation will be followed by a small feedback survey and if the issue persists the respondent will be removed from the panel.

This individual-level data is shared with our clients on request.

Q22. Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

We adhere to following rules during recruitment:

1. By Invitation Only - Prohibits professional survey takers as we recruit only validated individuals cross-checked against all recruitment sources
2. Double opt-in - After the initial invitation and enrolment, new members are sent a follow-up mail to validate their email ids along with cross-checking of earlier provided information. Roughly 40% of respondents are flushed out by our system due to contradictions in the responses. It also helps in further in-depth profiling
3. Dummy surveys - All respondents are taken through a series of dummy surveys that check for inconsistencies in responses. This filters dubious and uninterested respondents.
4. Mobile number verification – Respondents need to verify a PIN shared on their mobile phones during the recruitment and at the time of redemption. Mobile phone verification is active for IT business panels in six of our eleven markets (Brazil, Mexico, Argentina, India, China & Indonesia). We are working to extend this capability for all our panels. Respondents who fail to verify the pin are screened out.
5. Social media verification – Respondents are given bonus points for connecting their social media profile with their panelist account. The information provided during recruitment is verified against their social media profiles. This gives us a more accurate understanding of respondents.
6. Physical address verification - The member information is cross-checked against the government and third-party postal information. This is applicable only to our India panels.
7. Digital fingerprinting – Our proprietary community management solution – SmartSight, includes a digital fingerprinting tool that is implemented at the recruitment stage. This ensures genuine respondents.
8. Block fake email addresses – SmartSight is programmed to recognize temporary inboxes and email domains. These are flagged in our database and constantly refreshed.

Q23. Please describe the 'opt-in for market research' processes for all your online sample sources.

Borderless Access selects only those respondents who are willing to be a part of the panel and use the internet at least 2 hours every week. Our panelists follow the following panel recruitment process:

- Click on an invitation to join the panel
- Send a follow-up email confirmation to double opt-in
- Complete a basic (B1) background and demographic survey

Q24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

www.borderlessaccess.com/privacy-policy

Being a leading online research agency, we are an active member of key global industry bodies such as ESOMAR, CASRO, MRA and AMA and adhere to their respective codes.
We are also GDPR compliant: www.borderlessaccess.com/GDPR-policy

Q25. Please describe the measures you take to ensure data protection and data security.

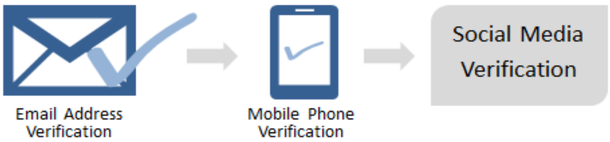
A brief description of each of the measures is outlined below:

- SmartSight is hosted in a secure and safe environment with continuous and adequate back-ups of data.
- All Server/LAN/Networking equipment is confined to a separate enclosed room and the location is accessible only to authorized personnel.
- The team at Borderless Access has restricted access to the actual panel database for security purposes
- To prevent any virus/malware from entering the company infrastructure via the electronic route, all machines including email servers are monitored in real-time by anti-spyware and other relevant firewall applications.

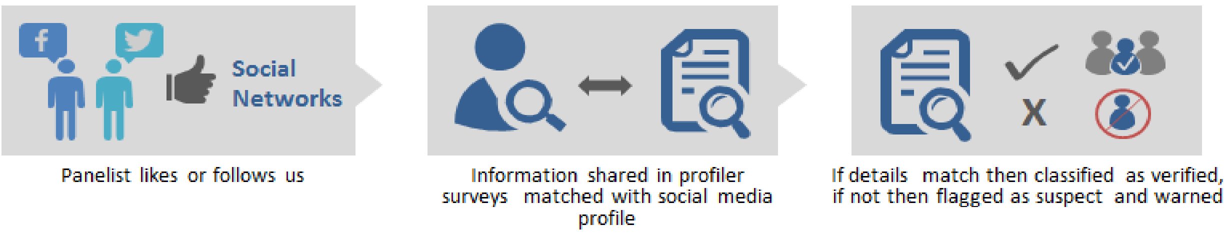
We are sensitive towards maintaining the confidentiality of our client's Intellectual Property and instill the following features (on client's request) that help secure the data:

- **Password Protection** - We enable password protection that gives one common password for respondents to which only they will have access. Post participation, this password will expire and respondents will not be able to access the survey again.
- **Secure Sockets Layer (SSL) Option** - We protect online surveys by taking advantage of secure socket surveys, which is the industry standard encryption technology. SSL adds another layer of security and ensures that no one else has access to the data. The technology encrypts online survey and data during the respondent's session.
- **Locking Text / Images** - We implant a security feature that protects the text/images of the survey to prevent users from stealing online survey content. This prevents anyone from copying or saving (either through drag-and-drop or by right-clicking on a computer) any text or image from an online survey.

Q26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?



- An initial ‘test’ survey is required to be completed. Incorrect/fraudulent respondents are identified and removed
- Mobile phone verification – Unique identification number is sent to the respondent’s mobile phone
- Social Media Verification



Q27. Are you certified to any specific quality system? If so, which one(s)?

Borderless Access has been awarded the Grand Mean Project Certification from Sample Source Auditors (Mktg Inc.) for exceeding their quality parameters as a sample source that does not exhibit outlier characteristics.

Q28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example, COPPA in the The United States, do you comply with?

We conduct surveys with children and young people. However, there is increased complexity in conducting these surveys. We seek consent and send the survey invites to the parents/ responsible adults/ legal guardians requesting them to chaperone the surveys their child or young people take. We ensure the highest ethical standards, avoiding harm or abuse of the data subjects involved. However, the response rates for such surveys are significantly lower.

As a committed member, we abide by the standards laid by ESOMAR and for any survey that requires targeting age groups below 17 years; explicit permission is obtained from a parent or legal guardian to invite a child to participate.

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