

SIS INTERNATIONAL RESEARCH

Answers to ESOMAR's 37 Questions

to Help Buyers of Online Samples

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About SIS and this response

1984

Founded

135+

countries

50+

industries

SIS International Research supplies online sample as a managed service, typically as part of full-service research projects. Founded in 1984 and headquartered in New York, SIS conducts research across 135+ countries and 50+ industries, with particular depth in hard-to-reach B2B, technical and healthcare audiences.

SIS draws participants from four source types, blended per project:

- **SIS recruitment database:** opt-in consumer and B2B participants recruited, profiled and maintained by SIS.
- **B2B direct recruitment:** phone, email and LinkedIn recruitment of decision-makers, specialists and clinicians, using professional directories, associations and expert networks.
- **Vetted partner panels:** third-party online panels used to extend scale and country coverage.
- **Client-supplied lists:** a client's own customer lists, sampled and contacted on the client's behalf.

ESOMAR notes that the 37 Questions were not written for B2B samples. Because much of SIS's online work is B2B, answers below say where B2B practice differs from consumer practice.

QUESTIONS 1 TO 3

Company Profile

01

Q1

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?

SIS International Research has conducted market research and recruited research participants since 1984. Online sample is usually delivered as part of a full-service or fieldwork engagement, often alongside qualitative work such as focus groups and in-depth interviews.

SIS's sample work is strongest in hard-to-reach audiences: C-suite and functional decision-makers, IT and engineering specialists, procurement and industrial buyers, physicians and other healthcare professionals, and niche consumer segments. SIS has run studies across 135+ countries and 50+ industries.

SIS does not provide sample for direct marketing, lead generation or any other non-research purpose. All of SIS's participant and sample work is market research, and participant data is used only for research.

Q2

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?

SIS does not use automated sampling algorithms or a survey router; sampling is designed and monitored by people. On every project, a named SIS research director owns the sampling plan and sample-composition decisions, supported by a fieldwork manager who monitors incidence, quotas and quality throughout fieldwork.

SIS's fieldwork has been led by research directors with backgrounds in research design, quota sampling and B2B recruitment since 1984. Frontline recruiters and project managers are trained in-house by SIS on:

- Screener design, quota setting and quota monitoring.
- Respondent verification for B2B and healthcare audiences.
- Fraud indicators and in-survey quality checks.
- Data protection and confidentiality obligations.

Q3

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

SIS is a full-service research and strategy consultancy. Clients can buy sample only, fieldwork only, or a complete project. Services include:

- **Quantitative:** questionnaire design, survey programming and hosting (Qualtrics, SurveyMonkey), online surveys, CATI telephone interviewing, in-person intercepts and central location tests.
- **Qualitative:** focus groups (including SIS's New York focus group facility), online focus groups, in-depth interviews, ethnography, home visits and usability testing.
- **Recruitment:** B2B, healthcare and consumer recruitment for SIS-hosted or client-hosted surveys, groups and interviews.
- **Data and analysis:** data cleaning, tabulation, weighting, open-end coding, translation, analysis and reporting.
- **Strategy:** market entry and opportunity assessment, competitive intelligence and go-to-market research.

QUESTIONS 4 TO 11

Sample Sources and Recruitment

02

Q4

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

SIS derives participants from panel-type sources and direct recruitment. SIS does not use intercept sources such as offer walls, affiliate networks or Get-Paid-To rewards communities, either directly or through partners.

- **SIS recruitment database (panel):** individuals who have opted in to be contacted for research by SIS, consumer and B2B.
- **B2B direct recruitment:** custom, invitation-only recruitment by phone, email and LinkedIn, using professional directories and associations, plus third-party expert networks for specialist targets.
- **Partner panels (panel):** vetted third-party online panels, used to add scale, consumer reach and country coverage.
- **Client-supplied lists:** a client's customers, contacted by SIS on the client's behalf under the client's instructions.

The mix varies by country, audience and incidence. B2B and healthcare projects rely mainly on the SIS database and direct recruitment. Large consumer projects rely more on partner panels.

Q5

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

The SIS recruitment database and SIS’s direct recruitment are proprietary: SIS owns and runs them. Contacts sourced through third-party expert networks are not proprietary. SIS has no exclusive sources.

SOURCE	OWNERSHIP	SHARE OF SAMPLE
SIS recruitment database	Proprietary	Largest share on B2B and healthcare projects
B2B direct recruitment	Proprietary (SIS-run); expert-network contacts are third party	Senior and specialist targets
Partner panels	Third party	Largest share on high-volume consumer projects
Client-supplied lists	Client-owned	Project-specific

Shares vary by project. SIS states the planned source mix in each proposal and reports the delivered mix in the project field summary. Database counts by country and audience are provided with each feasibility estimate.

Q6

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

- **SIS recruitment database:** grown through targeted email invitations to professionals and consumers, sign-ups via SIS screeners and recruitment pages, phone recruitment, LinkedIn, and past participants who agree to be re-contacted. Every email identifies SIS and carries an opt-out.
- **B2B direct recruitment:** by invitation only. Recruiters identify qualified individuals by job function, company and industry, then invite them by phone, email or LinkedIn.
- **Partner panels:** recruited by each partner through its own channels. SIS reviews these when vetting partners (see **Q15**).

Joining the SIS database is open to anyone who completes a screener, but participation in any study is by invitation only, after screening. SIS uses non-probability (opt-in) methods and does not claim probability sampling. SIS does not use affiliate networks or incentivized referral programs.

SIS recruits in North America, the UK, Europe and Asia-Pacific. Where SIS's own reach is thinner, partner panels and local fieldwork partners supply a larger share.

Q7

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

SIS validates participants at recruitment and again at survey entry (see **Q25**).

ALL PARTICIPANTS

- Duplicate checks against the SIS database on email, phone and name.
- Survey-platform fraud checks: bot detection, duplicate-response and IP checks, and geolocation consistency.
- A dedicated third-party fraud-detection tool that scores device, IP and behavioral risk.
- Screener trap and knowledge questions; inconsistent answers disqualify.

B2B AND HEALTHCARE PARTICIPANTS

SIS verifies professionals against independent signals before they qualify:

- Corporate email domain matched to the stated employer.
- LinkedIn profile or other public record matched to name, title and company.
- Phone verification of role and decision-making authority for senior or high-value targets.
- Professional credentials for clinicians, through license or registry lookup (e.g., NPI in the U.S.).
- Prior project history with SIS, including past quality flags.

Partner panels: SIS selects partners that validate their members (identity, deduplication, fraud checks) before sending traffic, and applies its own entry and in-survey checks to all partner participants.

Q8

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

SIS recruits under its own name, SIS International Research (sisinternational.com). SIS does not operate a member app or panel portal.

Participants from SIS sources receive a unique survey link, mainly by email. Phone, SMS and LinkedIn are used to recruit, verify and schedule, and links can be sent through those channels too. Partner-panel participants arrive through each partner's own invitations and apps.

Q9

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

Managed service only. A dedicated SIS project team handles feasibility, sampling, fieldwork, quality control and delivery. SIS does not offer a self-serve platform or a buyer-facing API.

Q10

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

SIS is transparent about sources. Each proposal states the planned source mix, each field summary reports completes by source, and partner names are disclosed on request. Buyers can:

- Require SIS-only (proprietary) sample.
- Include or exclude named partners.
- Cap the share from any one source.
- Receive a source flag on every record.

Partner participants enter SIS-hosted surveys through unique-ID redirect links, so source and status are tracked per participant. SIS can also send participants into client-hosted surveys using the client's links and redirects.

Q11

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

SOURCE	BEST SUITED TO	LESS SUITED TO
SIS database and B2B direct recruitment	B2B, healthcare and niche audiences; longer surveys; recruit/recall (follow-up IDIs, focus groups, product tests); online focus groups and communities	Large gen-pop samples on short timelines
Partner panels	Consumer gen-pop and nationally representative quotas; high volumes; short, mobile-first surveys	Senior or highly specialized B2B targets
Client lists	Customer satisfaction, loyalty, win/loss and user research	Market-wide measurement

SIS-programmed surveys are mobile-optimized, and SIS can restrict a study to mobile or desktop. SIS recommends a maximum of 20 minutes for consumer surveys and 30 minutes for B2B surveys, with honoraria scaled to length and seniority.

QUESTIONS 12 TO 22

Sampling and Project Management

03

Q12

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

1. **Define the target** with the client: screener criteria, countries, sample size, quotas, incidence, survey length and timing.
2. **Plan the sample:** source mix, invitation volumes per source and quota targets.
3. **Program and test** the survey (or test the client's link), including redirects and quality checks, then soft-launch with about 10% of the sample to check incidence, length and data.
4. **Invite** selected participants in controlled batches, each with a unique link.
5. **Check at entry:** fraud scoring, deduplication and geolocation (see **Q25**).
6. **Screen and allocate** to quotas; over-quota and non-qualifying participants exit with the correct status.
7. **Monitor throughout fieldwork:** quota progress, incidence, length of interview and quality flags; replace removed completes.
8. **Clean, deliver and pay:** final quality review, data delivery, then honoraria.

For consumer studies, SIS recommends census-based quotas on age, gender and region, plus income, education or ethnicity where relevant. For B2B studies, SIS recommends firmographic quotas on industry, company size, job function, seniority and purchase-decision role. SIS sets interlocking quotas where the analysis needs them.

Q13

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

AUDIENCE	PROFILE DATA HELD ON 80%+ OF SIS DATABASE MEMBERS
Consumer	Name, email, country, region/postcode, age, gender
B2B	Name, email, phone, country, company, industry, company size, job title, function, seniority
Healthcare	Specialty, practice setting, years in practice, country

Profile data is collected directly from participants through sign-up and study screeners. For B2B participants, SIS also checks public professional information such as LinkedIn and company websites. SIS does not buy profile data from third-party data brokers. Profiles are updated whenever a participant completes an SIS screener.

SIS can append profile fields to the dataset where the participant has consented and the fields are needed for the analysis. For partner panels, profiling and appends depend on each partner.

Q14

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

SIS needs:

- Target definition and screener criteria.
- Countries and languages.
- Sample size and quota cells.
- Estimated incidence and length of interview.
- Device requirements.
- Fieldwork dates.
- Exclusions, e.g., past participation in the category.

SIS gives feasibility as a range, from a conservative to a stretch estimate. The range draws on database counts for the target, results from past SIS projects with similar targets, and partner feasibility checks. SIS flags quota cells at risk and offers options: more field time, adjusted criteria, added sources or higher honoraria.

Q15

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

SIS tells the buyer as soon as a shortfall is likely, explains the cause and proposes options. SIS names any new partner or sub-contractor and adds it only with the buyer's approval.

Before SIS uses a partner, SIS reviews:

- Recruitment sources and methods.
- Identity validation and fraud controls.
- Data protection compliance (e.g., GDPR, CCPA) and information security.
- Adherence to the ESOMAR Code and, where held, ISO 20252 certification.
- Reference projects.

Partners work under written agreements that include confidentiality and data-protection terms. SIS tracks each partner's performance on every project, including removal rates and quality flags, and stops using partners that fall below its standards.

Q16

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

No. SIS does not use a router or automated yield management. Participants from SIS sources are invited to one specific study through a personal invitation by email, phone or LinkedIn, with a unique link.

Some partner panels use routers. SIS discloses this when it applies and can ask partners to send direct invitations only.

Q17

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

Not applicable: SIS does not operate a router. Where a partner uses a router, SIS asks about its time limits as part of partner vetting.

Q18

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

SIS invitations state:

- That the invitation is from SIS International Research and is for research only.
- The estimated survey length.
- The honorarium amount and how it is paid.
- A broad topic where needed for B2B relevance, worded so it does not reveal the qualifying criteria.
- How to opt out, and a link to SIS's privacy statement.

Partner panels send their own standard invitations, which typically show length and reward only. Buyers can review SIS's invitation text before launch.

Q19

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

No. Each SIS invitation is for a single study. Some partner panels show members a list of available surveys with length and reward.

Q20

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

SIS can raise honoraria during field for the whole sample or for specific hard-to-fill cells. Changes that affect the budget are agreed with the client first. SIS records the honorarium offered to each participant and can flag it in the dataset. For partner panels, incentive changes are made through the partner.

Q21

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

SIS can add a participant satisfaction question to the end of any survey on request. On every project, SIS monitors drop-off points, participant complaints and feedback given to recruiters, and reports issues to the client. SIS does not hold normative satisfaction data.

Q22

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

Yes. SIS's field summary covers:

- Completes by source, country and quota cell.
- Incidence and median length of interview.
- Drop-out rate.
- Responses removed, with reasons.
- Fieldwork notes and issues.

A sample field summary is available on request.

QUESTIONS 23 TO 28

Data Quality and Validation

04

Q23

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

Each person can complete a given survey once. On SIS-hosted surveys, unique links, deduplication and SIS's fraud-detection tool enforce this across all sources. On client-hosted surveys, SIS supplies unique links and the client's platform controls apply.

SIS caps how often each database member is invited, so that small B2B and healthcare audiences are not over-surveyed. On request, SIS excludes anyone who took part in the same category within a set period, e.g., 3 or 6 months, using its participation records.

Because SIS does not route participants, people from SIS sources arrive directly from an invitation, not after other surveys. For partner-panel participants, prior survey-taking time depends on each partner's practices, which SIS reviews during vetting.

Q24

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

SIS's recruitment database holds for each member:

- Date joined and recruitment source/channel.
- Verification status and method (e.g., LinkedIn, phone, corporate email).
- Participation history: project, date and outcome (complete, screen-out, over-quota, removed for quality).
- Honoraria paid.
- Quality and fraud flags.

SIS can provide an aggregate project analysis and can append source, tenure and verification status to participant records in the dataset.

Q25

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

On SIS-hosted surveys, every participant from every source passes these checks at entry:

- **Unique link check:** each link works once and is tied to one participant ID.
- **Fraud-detection tool:** device fingerprinting, duplicate detection, IP reputation and VPN/proxy detection, and geolocation against the target country.
- **Survey-platform checks:** Qualtrics bot detection (reCAPTCHA), plus duplicate-response prevention in Qualtrics and SurveyMonkey.
- **Screening consistency:** key profile questions are re-asked and compared with stored profile data; mismatches are disqualified.

On client-hosted surveys, SIS verifies participants before sending unique links; in-survey checks are run on the client's platform.

For B2B and healthcare targets, high-value participants are verified before their link is sent (see **Q7**), and SIS can run post-survey callbacks on a share of completes. Duplicate devices and IP addresses within a survey are flagged for review, which also detects shared household accounts; shared corporate IP addresses are assessed in context.

SIS members have no password-protected accounts that could be taken over. Invitations go only to verified contact details, and each link can be used once.

Q26

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

SIS records the source of every participant. For trackers, SIS keeps the same sources, source proportions, quotas and screening wave to wave. Any change is agreed with the client before the wave starts. SIS reports the source blend per wave and can append source to every record.

Q27

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

Each member's record carries their quality history: accepted completes, removals for quality (speeding, straight-lining, failed traps, poor open-ends), fraud flags and client rejections. SIS uses this history to decide who is invited:

- **Fraud or identity misrepresentation:** permanent block.
- **Quality removals:** quarantine; repeated removals lead to a permanent block.
- **Clean history:** eligible for invitation, subject to the frequency limits in **Q23**.

Screeners re-ask key profile questions, and in-survey answers about role, company and experience are checked against the verified profile. Inconsistent participants are removed and flagged. For partner panels, SIS returns removed IDs and reasons to each partner for action.

Q28

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

SIS runs these checks during fielding, not only at the end, so poor responses are replaced while the survey is live.

BEHAVIOR	SIS CONTROL
(a) Random responding	Attention and trap questions, red-herring answer options, open-end review
(b) Illogical or inconsistent responding	Logic checks between related answers (e.g., company size vs. revenue, age vs. years in role)
(c) Overuse of "Don't know"	Share of non-substantive answers monitored and flagged above a threshold
(d) Inaccurate responding	Knowledge questions for B2B and healthcare targets; answers checked against profile data
(e) Incomplete responding	Only full completes counted; partials delivered only on request
(f) Speeding	Completes under 40% of the median length flagged

SIS also checks grids for straight-lining and open-ends for gibberish, copied text and duplicate answers across participants. Automated flags are reviewed by a researcher before removal. Clients receive the removed IDs and reasons, and removed completes are replaced at no extra cost.

QUESTIONS 29 TO 36

Policies and Compliance

05

Q29

Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).

Privacy statement: <https://www.sisinternational.com/privacy-statement/>

Key concepts it addresses:

- The personal data SIS collects (contact details and survey and screener responses) and when.
- That SIS does not rent, sell or share visitor information or mailing lists, except as reasonably needed to fulfill requests and payments, or where required by law.
- That participant information is treated as confidential.
- How screeners work: completing one does not guarantee selection or an honorarium.
- SMS consent for research scheduling, with opt-out by replying STOP.
- How to contact SIS about privacy: research@sisinternational.com.

Q30

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

SIS's practices are designed to meet the data protection laws of the jurisdictions where it operates and where its participants live, including:

- **US:** CCPA/CPRA and other state privacy laws.
- **UK:** UK GDPR and the Data Protection Act 2018.
- **EU/EEA:** GDPR.
- **Canada:** PIPEDA.
- **Australia:** Australian Privacy Act.

SIS also follows the ICC/ESOMAR International Code, the Insights Association Code of Standards and the MRS Code of Conduct. For healthcare research, SIS follows the BHBIA and EphMRA guidelines.

Legal basis and consent. Participants give informed consent when they join the SIS database and again at the start of each survey. The consent screen explains the purpose, how data will be used, that participation is voluntary, and how to withdraw. Initial outreach to business professionals relies on legitimate interests, with an opt-out in every message.

Data breach response. SIS's Data Breach & Security Incident Response Policy (SIS-POL-IS-002) covers detection, containment, assessment and notification. Where SIS processes data for a client, it notifies the client without undue delay. Where SIS is the controller, it notifies the supervisory authority within 72 hours where GDPR requires, and affected individuals without undue delay when a breach poses a high risk to them.

Cross-border transfer. SIS's core systems, Microsoft 365 and Google Workspace, are hosted in U.S. data regions. Transfers of EU and UK personal data rely on the EU Standard Contractual Clauses and the UK Addendum.

Data retention. SIS keeps identifiable data only as long as it is needed. Identifiable project data is deleted once the project is closed and deliverables are complete. Database records are kept until the member opts out or asks to be deleted. Retention rules are enforced in SIS's Google Workspace environment.

Data protection officer. Yes. SIS's Director of Operations, Damir Gilyaz, is SIS's designated data protection officer and is accountable for data protection and information security.

Q31

How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants? In your response, please address the sample sources you wholly own, as well as those owned by other parties to whom you provide access.

SIS-owned sources. Participants can:

- Decline or withdraw at any point in a survey.
- Unsubscribe through the link in every SIS email.
- Reply STOP to any SIS text message.
- Email research@sisinternational.com or call [+1 \(212\) 505-6805](tel:+12125056805) to access, correct or delete their data, or to leave the database.

SIS responds to rights requests within legal deadlines: one month under GDPR and 45 days under CCPA.

Partner panels. Each partner manages consent for its own members. SIS forwards any request it receives to the partner and actions it for any data SIS holds.

Client-supplied lists. The client is the data controller. SIS follows the client's instructions and passes requests to the client.

Q32

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

SIS's honoraria comply with the rules of each participant's country:

- **Tax:** honoraria are handled under U.S. tax information-reporting rules and equivalent rules elsewhere.
- **Healthcare:** honoraria for healthcare professionals are set at fair market value. In blinded research, payments generally fall outside U.S. Sunshine Act (Open Payments) reporting; for unblinded studies, SIS supports the sponsor's transparency reporting.
- **Anti-bribery:** honoraria are modest, fair-market-value payments for genuine research participation. For public-sector participants, SIS checks local and employer rules before paying.
- **Sanctions:** payments are screened against sanctions lists.

Honoraria are paid by electronic gift card, PayPal, bank transfer or check, depending on the country. SIS tracks regulatory changes through its memberships in ESOMAR, the Insights Association and the MRS.

Q33

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

SIS's recruitment database is for adults aged 18 and over. Research with children or young people is rare and is designed project by project:

- SIS contacts a parent or legal guardian first and obtains verifiable consent before any contact with the child.
- SIS applies national age definitions, COPPA in the U.S. (under 13) and GDPR age-of-consent rules by country.
- SIS collects the minimum data needed.

SIS follows the ESOMAR/GRBN Guideline on Research and Data Analytics with Children, Young People and Other Vulnerable Individuals.

Q34

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

Yes:

- **Data minimization:** screeners and surveys collect only the personal data the project needs.
- **Separation:** identifiable data is kept apart from survey responses, and client datasets are delivered de-identified, keyed by participant ID.
- **Access control:** access is restricted by role, and multi-factor authentication is enforced on Microsoft 365 and Google Workspace.
- **Encryption:** full-disk encryption on all company endpoints.
- **Data loss prevention and retention:** DLP and retention rules are configured in Google Workspace.
- **No on-premise servers:** SIS runs on cloud services; Microsoft 365 and Google Workspace are hosted in U.S. data regions.
- **Training:** all employees complete mandatory, recurring security awareness training.
- **Project review:** privacy is reviewed at project setup, e.g., when a client asks for identifiable data or recordings.

Q35

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

SIS's information security program includes:

- **Written policies:** Information Security Policy (SIS-POL-IS-001), Data Breach & Security Incident Response Policy (SIS-POL-IS-002) and Personnel Security & Pre-Hire Screening Procedure (SIS-POL-IS-003).
- **Technical controls:** enforced multi-factor authentication, full-disk encryption, and Google Workspace DLP and retention rules.
- **People:** pre-hire screening and mandatory, recurring security awareness training.
- **Accountability:** a single accountable owner for information security, the Director of Operations.
- **Vendors:** core platforms (Microsoft 365, Google Workspace, Qualtrics, SurveyMonkey) hold independent ISO 27001 and/or SOC 2 attestations.

SIS is not certified to ISO 27001 or SOC 2 and is not audited against a formal framework. The program does not currently include a formal asset-based risk assessment or internal audit process.

Q36

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

SIS is not certified to ISO 20252. SIS's processes follow the ICC/ESOMAR International Code, the Insights Association Code of Standards and the MRS Code of Conduct. SIS is a member of ESOMAR, the Insights Association and the MRS.

QUESTION 37

Metrics

06

METRICS

Q37

Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use.

SIS reports most of these metrics per project, by country and source, in its field summary. For SIS-owned sources, monthly trended reports are available on request, as is a sample field summary.

#	METRIC	SIS AVAILABILITY
01	Average qualifying or completion rate, trended by month	Per project: yes. Monthly trend: on request
02	Percent of paid completes rejected per month/project, trended by month	Per project: yes, with reasons. Monthly trend: on request
03	Percent of members/accounts removed/quarantined, trended by month	SIS database: on request
04	Percent of paid completes from 0–3 months tenure, trended by month	SIS database, from join dates: on request
05	Percent of paid completes from smartphones, trended by month	Per project on SIS-hosted surveys, from survey-platform device data
06	Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month	Per project: SIS-owned vs. partner split. SIS uses no intercepts
07	Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month	SIS database: on request

#	METRIC	SIS AVAILABILITY
08	Average number of paid completes per member, trended by month	SIS database: on request
09	Active unique participants in the last 30 days	SIS database: on request
10	Active unique 18–24 male participants in the last 30 days	SIS database (consumer members): on request
11	Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview	On request, by country; gen-pop feasibility draws mainly on partner panels
12	Percent of quotas that reached full quota at time of delivery, trended by month	Per project: yes. Monthly trend: on request



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