



GMO Research

Quality Management Standard Guideline

This guideline is based on ESOMAR "28 QUESTIONS TO HELP RESEARCH BUYERS OF ONLINE SAMPLES"(hereinafter, ESOMAR 28) and CASRO "CODE OF STANDARDS AND ETHICS FOR SURVEY RESEARCH" (hereinafter, CASRO Code) and JMRA "Internet Survey Quality Guarantee Guideline" (hereinafter, JMRA guidelines)

ESOMAR28 ····· The new 28 Questions to Help Buyers of Online Samples guide, is a revision of ESOMAR's 26 Questions and is also designed to provide a standard set of questions a buyer can ask to determine whether a sample provider's practices and samples fit with their research objectives.

CASRO ····· The Code has been organized into sections describing the responsibilities of a survey research organization to Respondents, Clients and Outside Contractors and in reporting study results.

JMRA Guideline To ensure the quality of online surveys, JMRA has studied the policies of international bodies such as ESOMAR to developed quality guidelines in Japan. The guidelines in this report are based on the JMRA report published in 2006.

(※1)ESOMAR ··· ESOMAR(European Society for Opinion and Marketing Research) was founded in September 1948 in Amsterdam and currently has 4,000 members in over 90 countries.

(※2)CASRO ··· CASRO(Council of American Survey Research Organizations)was founded in 1975, and represents more than 300 companies and market research operations in the United States and abroad.

(※3)JMRA ····· JMRA(Japan Marketing Research Association) was established in 1975 and is currently the largest marketing research association in Japan.

All data for this document is based on statistics from December 2012 to present.

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Introduction

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Definitions

Word	Definition
Panelist	Individuals that have given their permission to take part in online surveys.
Panel	Group of panelists.
Panel Mix	Method of building one unique virtual panel after de-duping multiple panels.
Media Site	The organization that has a large database of members that is the source of recruiting panelists.
Panel Partner Panel	The members from the media site that have given their permission to take part in online surveys.
Panel Partner	The company that manages the panelists that were recruited to take surveys from the media site.
infoQ	The proprietary panel operated by GMOR in Japan.
GMO Research Cloud Panel	The panel mix platform the GMOR has developed through system connections with multiple panels. For panels in Japan, this is called Japan Cloud Panel.
GMO Research Network Panel	Panel partners GMOR has access to globally.
Japan Doctor Cloud Panel	The Medical Panel GMOR offers.

About GMO Research

◆ESOMAR 28

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

◆CASRO Code

(None Available)

◆JMRA Guideline

(None Available)

◆GMOR Reply

GMO Research Institute Inc. was established in April 2002 with the goal of using P2P technology for data spread, collection, and research. In September 2006, GMO Research Inc. merged with GMO Research Institute Inc. After the merger, the company name was commonly changed to GMO Research Inc. In 2009, Japan Market Intelligence (JMI) becomes a wholly owned subsidiary of GMO Research, Inc. (as GMOR hereunder)

GMOR currently has a working history with 500 companies in over 25 countries. Domestically in Japan, GMOR has a working track history with the top research firms registered in the Japan Marketing Research Association (JMRA). Yearly about 4,000 surveys are conducted.

In addition to online sampling, GMOR also conducts online recruiting, Home Use Test, Programming, and Hosting. After JMI became a wholly owned subsidiary, access to new technology was made. Technology tracking consumer human behavior to the latest IT technology for survey methodology was made available. In addition, JMI was rewarded the Best Methodology paper at the 2006 Esomar Congress after conducting a customer satisfaction paper using mobile phones on site location.

※P2P is peer to peer computer networking.

GMO Research Panel Strengths

- ◆ ESOMAR 28
(NA)
- ◆ CASRO Code
(NA)
- ◆ JMRA Guideline
(NA)

Cloud Panel, Japan Doctor Cloud Panel

infoQ (Japan) was established by recruiting from affiliate programs and various media sites, in addition to the acquisition of multiple panel sites operated by market research companies to curtail any bias from one source of sampling. There is a specific department that specializes in panel quality and management that consistently conducts quality checks.

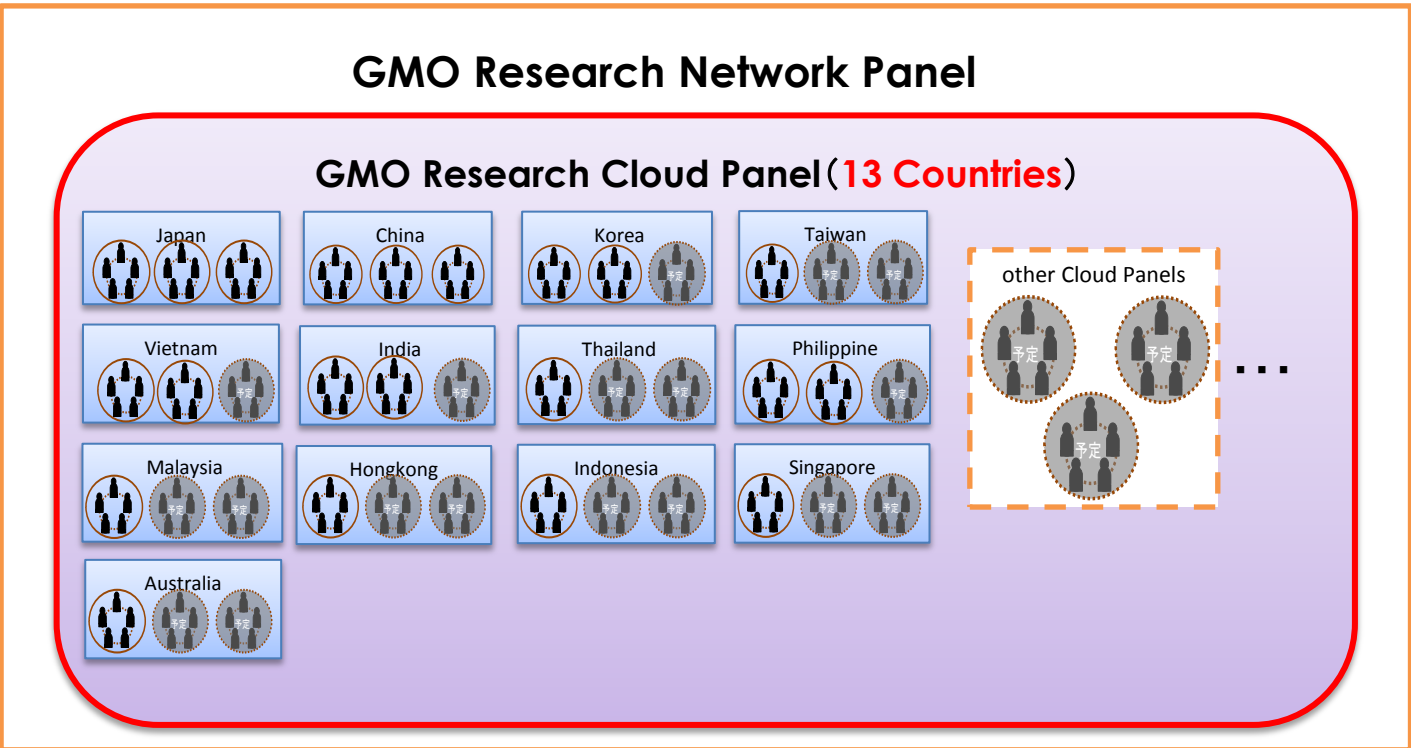
GMOR also conducts quality measurement studies to investigate the quality of responses within the panel and those results are shared with the clients. In addition, GMOR offers an industry leading feasibility tool and client tool that allows the client to control the entire sampling process from the order to data delivery. By using the know-how gained from operating the proprietary panel infoQ, GMOR has created a panel mix network (Cloud Panel) that allows us to collect samples that are not completely reachable from proprietary panels such as youth and seniors. The survey responses from Cloud Panel are also monitored to assure the highest level of quality responses to the client.

GMOR keeps a record of survey responses from each panelist, which prevents from sending too many invitations to one group.

This prevents specific panelists from getting more surveys than others. Furthermore, it prevents panelists from getting use to taking so many surveys. The system is not only for infoQ, but our entire Cloud Panel.

GMOR Network Panel

With respect to panel partners overseas, partners are selected based on our internal selection standards by our global survey team. As there is a global survey team that specializes in overseas research, communication between clients and suppliers are smooth.



Quality Measurement Standards

◆ESOMAR 28

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

◆CASRO Code

(NA)

◆JMRA Guideline

(NA)

Cloud Panel, Japan Doctor Cloud Panel

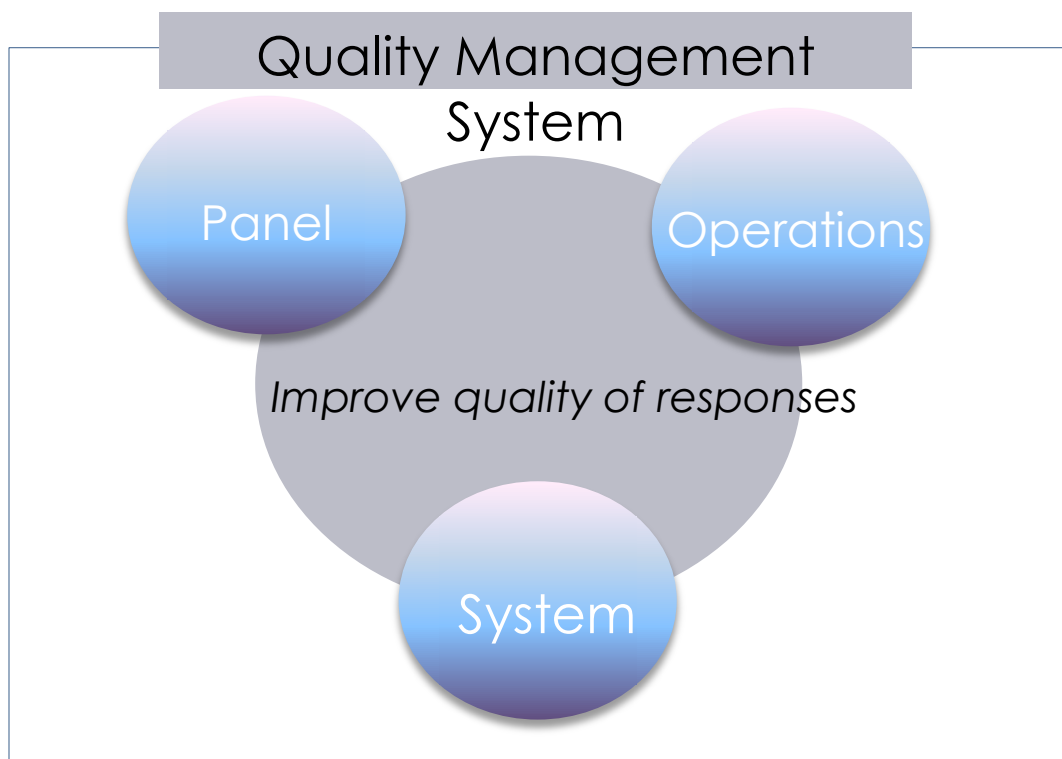
Quality management is broken down into three major categories: panel quality, operations quality, and systems quality. This quality guideline conforms with the JMRA and ESOMAR guidelines and is cleared for the entire Cloud Panel network. The quality management guidelines are shared with the client for them to better understand our service.

There is a random check once a month from the quality management team to make sure operation quality control is being conformed to company guidelines.

GMOR Network Panel

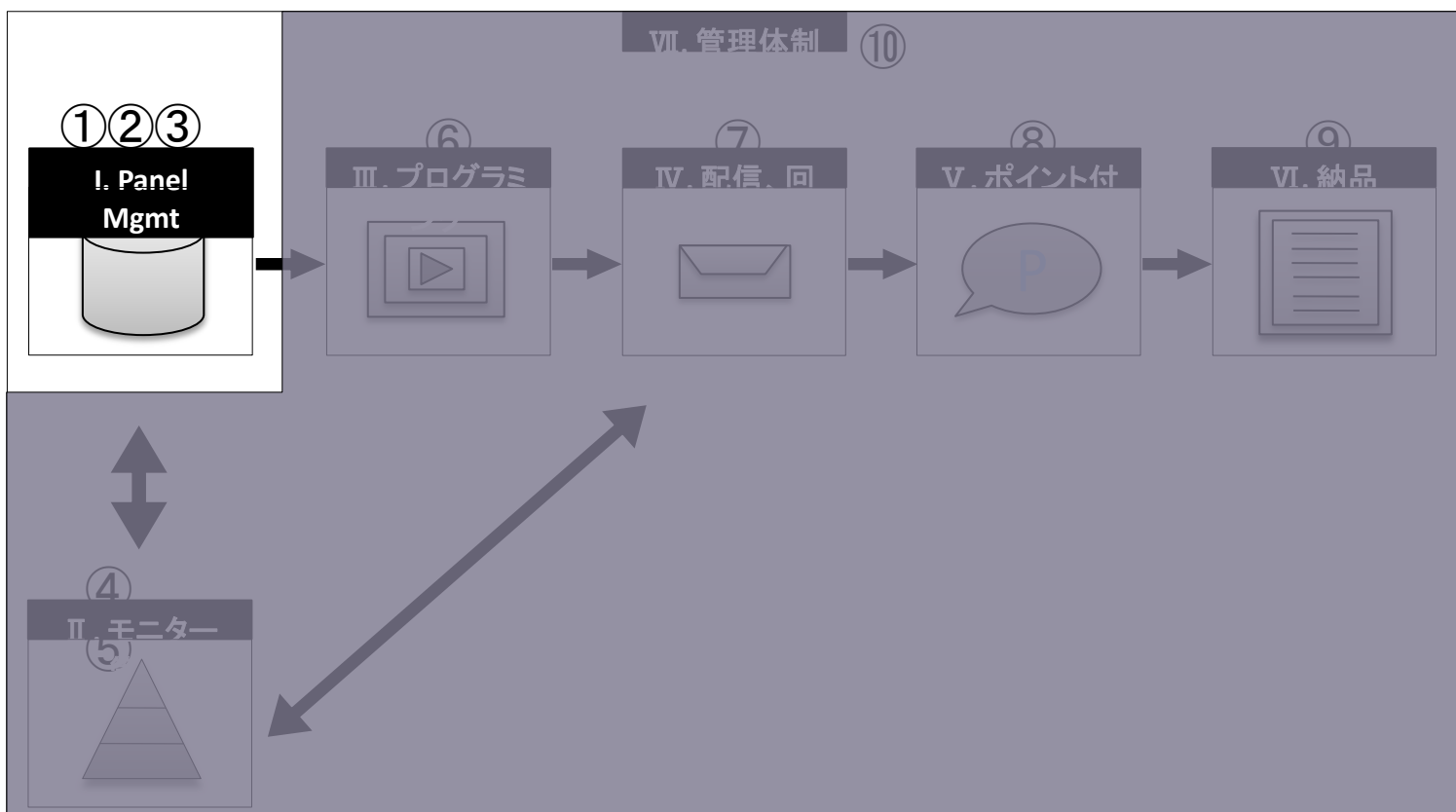
For overseas panels, GMOR confirms the panel quality, operations quality, and systems quality of each partner. However, since these are not proprietary panels, GMOR receives the ESOMAR 28 responses to make sure the partner clears the quality standards. We have our partners at the same level of quality for operations and systems quality as in Japan. The entire project flow for both Japan and global projects are made in a manual to guarantee the highest level of quality and process management.

Conducting the same process with projects in Japan, random quality check is conducted once a month to make sure operation quality control is being conformed to company guidelines.



I . Panel

1) Panel Development Standards	P. 10
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1. Panel Development Standards

1-1. Eliminate Bias

◆ESOMAR 28

2. 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?

◆CASRO Code

(NA)

◆JMRA Guideline

2-1. Process of Building Access Panel

Access panels for internet surveys is divided into the following two categories.

1. Access panel recruited by active outreach from a research agency
2. Access panels recruited passively

In any case,

- Demonstrate that the access panel is for people that wish to register on their own terms.
- Disclose information on how access panel was built to client (extraction methods and procedures)

◆GMOR Standard

Cloud Panel	
<p>GMOR has used the synergy of the GMO Internet Group since the establishment of the company. The GMO Group has access to about 22 million users per month which is ranked top 10 in Japan for Nielson Net Ratings. GMOR has used various banners and advertisements in addition to a Facebook page to recruit the 500,000 research only panelists of infoQ.</p> <p>Using the know how collected from establishing the proprietary panel infoQ, GMO Research has created the Japan Cloud Panel. Currently GMO Research has access to a research panel with about 3 million unique panelists. In Asia, GMOR partners with established, local online sampling companies to build Cloud Panels.</p>	
GMO Research Network Panel	Japan Doctor Cloud Panel
<p>Using the know-how gathered from conducting studies in Japan, GMOR conducts surveys with strategic partners globally. GMOR is also partnering with various companies on joint product development products to be able to conduct studies globally with the same quality standards as Japan.</p>	<p>As doctors cannot be recruited from consumer sites, GMOR has partnered with a company that has created a medical panel through an online community specifically for doctors.</p>

1-2. Accessing respondents that are hard to collect over the Internet.

◆ESOMAR 28

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

◆CASRO Code

(NA)

◆JMRA Guideline

(NA)

◆GMOR Standard

Cloud Panel, Japan Doctor Cloud Panel

For groups that are not use to taking online surveys such as seniors, GMOR can access these respondents offline using the Conformat system with CATI and CAPI methodology. In addition, Cloud Panel is primarily selecting partners that GMOR lacks representation from the Internet population.

GMO Research Network Panel

GMOR has partnerships with suppliers that meet the quality standards of the company. We select suppliers that meet the specific needs of our clients. For example, in China we have access to a panel with members that have a relatively high income to meet the needs of our clients that are primarily interested in conducting research with the middle class and above. For countries where internet penetration is comparatively low, we conduct surveys using CATI or CAPI.

2. Registration Standards

2-1. Panelists solely for Market Research

◆ESOMAR 28

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

◆CASRO Code

C(10) If a Research Organization uses a sample source (including a panel owned by the Research Organization or a subcontractor) that is used for both survey research and direct marketing activities, the Research Organization has an obligation to disclose the nature of the marketing campaigns conducted with that sample source to Clients so that they can assess the potential for bias.

◆JMRA Guideline

2-10. Only use panelists for research purposes
Panelists will only be sent market research surveys.

◆GMOR Standard

Cloud Panel, Japan Doctor Cloud Panel
All panels are used solely for market research. We do not send direct mails for promotional surveys. People that do not pass our permission page are not sent surveys.
GMO Research Network Panel
For Global studies, only those panelists that agree to take part in market research surveys are given access to the study. This message is clearly stated to our strategic suppliers.

2-2. Identification

◆ESOMAR 28

22. 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 and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

◆CASRO Code

(NA)

◆JMRA Guideline

2-4. Identification

In order to eliminate multiple registration impersonation in the access panel, identity is being verified. Information on how to verify identity is disclosed at the request of the client.

Duplicate Check includes name, date of birth, address, and phone number / Log in using password, email address, and date of birth / There is a registration, such as bank account.

◆GMOR Guideline

Cloud Panel	
When panelists exchange points for monetary incentives, a home address or bank account confirmation is necessary. For network panels, each supplier has a confirmation procedure. A duplication procedure is in place between infoQ and the network panels to make sure the same mail address is not registered twice within the network.	
GMO Research Network Panel	Japan Doctor Cloud Panel
For all global suppliers, we confirm the confirmation procedure with each company. For example, in countries where the privacy policy is not stringent, the suppliers check the registered address from the country to the address registered in the panel. For countries that have identification cards, that information is checked back to the registration information in possible countries.	There is no duplication within the panel. Confirmation is used by checking with Nihon Ultmarc INC., the official medical database in Japan. In addition the password to log in is sent by mail or fax to the medical office to make sure the actual doctor registers.

2-3. Permission

◆ ESOMAR 28

(NA)

◆ CASRO Code

(1) The Research Organization must:

- (a) Disclose to panel members that they are part of panel.
- (b) Obtain panelist's permission to collect and store information about the panelist.
- (c) Collect and keep appropriate records of panel member recruitment, including the source through which the panel member was recruited.
- (d) Collect and maintain records of panel member activity.

(7) Research Organizations should carefully select sample sources that appropriately fit research objectives and Client requirements. All sample sources must satisfy the requirement that survey participants have either opted-in for research or have a reasonable expectation that they will be contacted for research.

◆ JMRA Guideline

2-2. Registration of Access Panel

To those that have interest to join the panel need to be presented the terms of the access panel and after they agree to participate be registered and accepted.

4-8. Cookies

If you want to use cookies, the reasons have to be disclosed to the panelist at the time of registration or before the survey.

If cookies are being used to confirm the validity of the respondent or lessen the burden of the respondent by preventing answering the same question multiple times, these reasons need to be written out. It needs to be clearly stated that cookies can be deleted by adjusting the browser settings, or a warning about cookies can be displayed.

◆ GMOR Standard

GMO Research Network Panel

For the proprietary panel infoQ, all members are explained the site is for research purposes. For partner panels, only those that agree to our terms are registered.

※Members that do not agree to terms and conditions will not be registered.

In addition, infoQ is actively recruiting members that have an interest in surveys.

During the time of registration, members are asked to agree to our privacy policy, cookie tracking, age limit, and confirm family members are not working for a research company.

In addition, it is made clear that all surveys are for research purposes and there is understanding of penalties for false answers and prohibited behavior, and surveys are done on a voluntary basis.

Panelists are also told beforehand that the incentives are points that can be exchanged for gift certificates or cash from online banking. There is confirmation from the panel partners that they are getting permission from the respondents to take part in surveys.

2-4. Double Opt In

◆ESOMAR 28

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

◆CASRO Code

(NA)

◆JMRA Guideline

(NA)

◆GMOR Standard

Cloud Panel, Japan Doctor Cloud Panel

Our proprietary panel infoQ follows the double opt in process. The following explains the process.

Step 1:

Panelists are asked to fill in the following information from the registration page: e-mail address, name, age, and region. After filling in this information, a confirmation mail is sent to the panelist.

Step 2:

Once the panelist clicks on the URL within the e-mail sent, the e-mail address is activated.

Step 3:

After the panelist enters the remaining demographic information, the account is activated. The registration process is not complete until all 3 steps are completed. Panelists will not get surveys until all three steps are completed. Panelists are able to opt out of the panel at any time. All network suppliers have also implemented a double opt in process.

GMO Research Network Panel

All global suppliers have a double-opt in process implemented.

2-5. Duplicate Registration

◆ESOMAR 28

6. If, on a particular project, you need to supplement your sample(s) with sample(s) 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?

◆CASRO Code

(NA)

◆JMRA Guideline

(NA)

◆GMOR Standard

Cloud Panel	
<p>GMOR is strategically partnering with companies that have strong reach to segments of the Internet population where GMOR lacks sample. For example, teens. By incorporating the technique of panel mix sampling, GMOR eliminates sampling bias from one unique source. In addition, GMOR conducts a daily duplication test with e-mail addresses and a profiling surveys to check for duplicate demographic information to ensure that the panel is always unique.</p> <p><Standard for Duplication Check></p> <ol style="list-style-type: none"> 1. Duplication Check with e-mail address 2. Check the Zip Code, Date of Birth, Gender from the profiling survey 	
GMO Research Network Panel	Japan Doctor Cloud Panel
<p>Panel registration standards are confirmed from the ESOMAR 28 of each partner.</p>	<p>There is no duplication with the panel. Confirmation is used by checking with Nihon Ultmarc INC., the official medical database in Japan.</p>

2-6. Panel Retirement

◆ESOMAR 28

(NA)

◆CASRO Code

C(4) Panel members must be given a straightforward method for being removed from the panel if they choose. A request for removal must be completed as soon as practicable and the panelist must not be selected for future research studies.

◆JMRA Guideline

2-11. Withdrawal of membership from Access Panel
 Joining the access panel is optional. Those that wish to withdraw from the panel will have this procedure taken in a timely manner.

◆GMOR Standard

Cloud Panel, Japan Doctor Cloud Panel

For all panels, members are free to join and withdraw at any time. However, since this is a panel mix, the removal process takes up to 8 days. Invitations will not be sent to those members who have completed the withdrawal process.

GMO Research Network Panel

The withdrawal policy varies with the panel, but the process for each partner is confirmed from the ESOMAR 28.

2-7. Minimum Age Requirement

◆ESOMAR 28

28. 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 United States, do you comply with?

◆CASRO Code

(NA)

◆JMRA Guideline

2-9. Surveys for Children

If children under junior high school register into a panel, the consent of a parent or guardian must be obtained.

Also, if you ask a child under junior high school to take a survey, the consent of a parent or guardian needs to be obtained. The notice of the survey needs to be posted on the web site or directly by sending an email.

◆GMOR Guideline

Cloud Panel, Japan Doctor Cloud Panel

In Japan the JMRA has set a 15 year old age limit for any person to join an online panel community. For all panels GMOR operates, we follow the age limit. For surveys that require samples from those younger than 15 years old, parents can invite their children to take part in the survey together. GMOR has data access to parents and children, making parent-child surveys easy to target.

GMO Research Network Panel

We check the ESOMAR 28 to make sure our partners are following local rules and regulations regarding children and young people.

3. Demographic Information

3-1. Available Attributes

◆ESOMAR 28

12. 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?

◆CASRO Code

(NA)

◆JMRA Guideline

2-3. Attributes and Configuration of Access Panel

It is necessary to be able to extract basic demographic information (gender, age, place of residence, occupation, etc.) from the Access Panel.

◆GMOR Guideline

Cloud Panel	
<p>■All Panelists Gender, Age, Prefecture</p> <p>■From respondents that have taken profiling survey, we have detailed attributes Postal Code City Marital Status Members in the household Drivers License Mobile Phone <i>In addition to 200 attributes</i></p>	
GMO Research Network Panel	Japan Doctor Cloud Panel
<p>In addition to age, gender, and region that is held for all panelists like Japan, each partner holds various profiling information on the panel.</p>	<p>■Information Kept on Doctors Gender, Age, Area, Specialty, Qualifications, Place of Work, Years of Experience</p>

3-2. Update on Registered Attributes

◆ESOMAR 28

12. 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?

◆CASRO Code

(NA)

◆JMRA Guideline

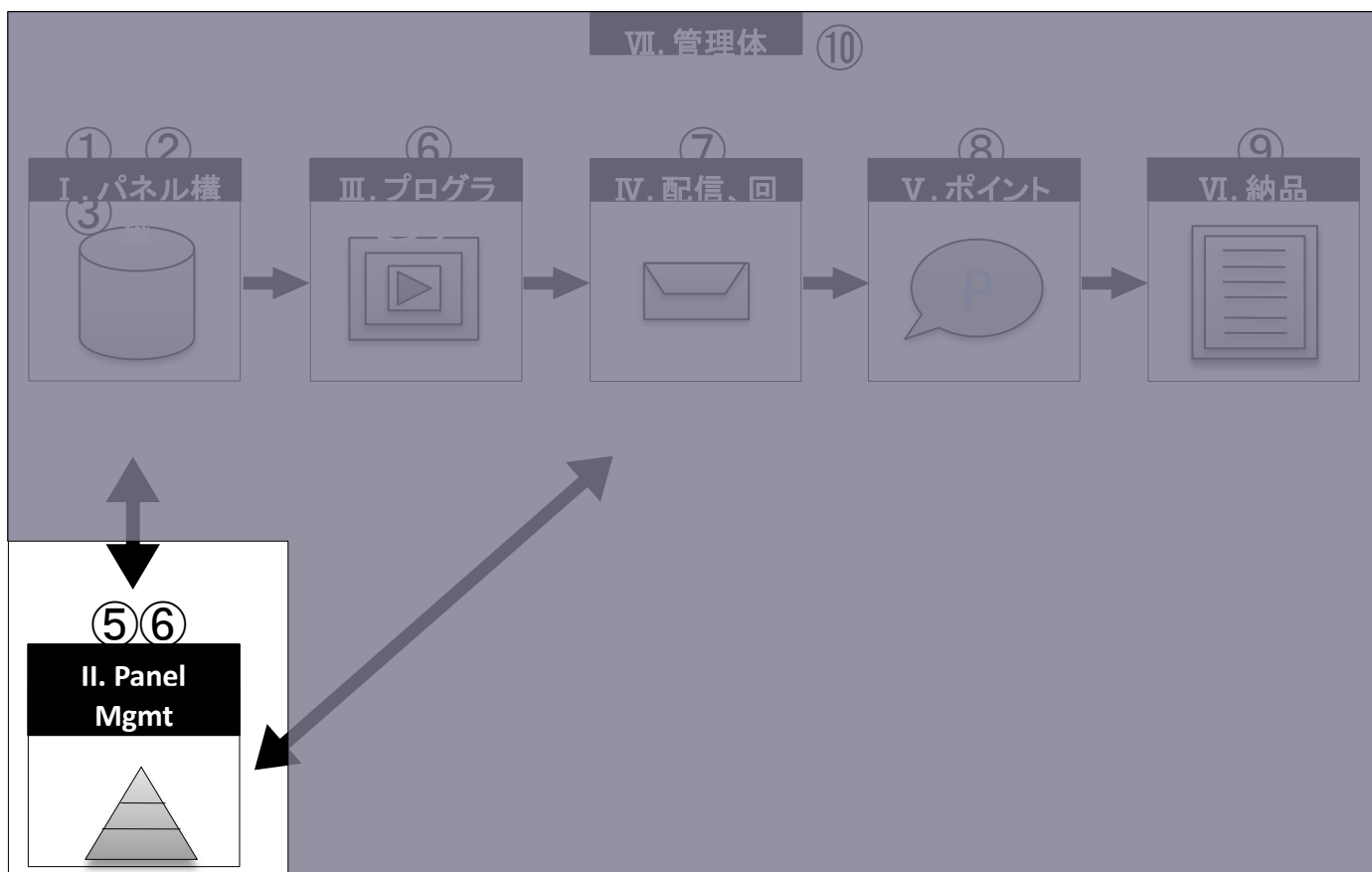
(NA)

◆GMOR Guideline

Cloud Panel	
<p>Panelists are required to update their registered information once a year to have access to surveys. In addition we send profiling surveys to all our panelists once every three months.</p> <p>(※For registered panel information, see 3-1 as a reference)</p>	
GMO Research Network Panel	Japan Doctor Cloud Panel
<p>Panel update information is confirmed from the ESOMAR 28 responses of each partner.</p>	<p>Doctor information is updated once a year with all panelists.</p>

II . Panel

- 4) Fraudulent Response Prevention P. 22
- 5) Management Standard for Panelist Status P. 24



4. Prevention of Fraudulent Responses

4-1. Prevention of Fraudulent Responses for Online Surveys

◆ ESOMAR 28

22. 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 and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?

18. 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 (too rapid survey completion)? Please describe these procedures.

◆ CASRO Code

(NA)

◆ JMRA Guideline

2-7. Exclusion of ineligible members from the access panel

To maintain the quality of the access panel,

there needs to be a regulation to pin point and delete respondents that should not be in the access panel.

The procedure of extracting respondents need to be disclosed to clients at the time of their request.

Note) Items such as the following can be considered the standard

- 1) E-mail address does not exist.
- 2) Panelist does not take a survey for a certain period of time
- 3) Incorrect answer is found several times.

4-7. Caution on taking survey

Determine the criteria for fraudulent responses and remove from the survey participation list.

◆GMOR Guideline

GMO Research Network Panel
<p>GMOR has the following definitions for fraudulent responses.</p> <p>■ Classification of Fraudulent Respondents</p> <p>1) Fraudulent Respondents (Yellow Card) Panelists that have been marked to have given fraudulent responses from our standards in the past 180 days</p> <p>2) Ineligible Respondents (Red Card) Those that have been flagged (yellow card) three times in the past 180 days. Those that have given fraudulent responses in the trap survey that GMOR runs once every 3 months.</p> <p>■ Fraudulent Response Standards</p> <p>1) False Attributes Those respondents that provide 2 contradicting attributes compared to the registered information: Gender, Age (Year Month Day), and Region.</p> <p>2) Contradicting Answers (Screening ⇄ Main Survey) Obvious contradiction throughout the survey. For example, claims to have purchased Harry Winston in the past year, but responds to not having bought any watch or jewelry in the past year.</p> <p>3) Bad Responses Open ended answers have responses with no meaning, contradicting responses</p> <p>■ Management Method and Term of Check Education survey to teach the proper way of taking surveys and Trap survey to track fraudulent responses are conducted once every three months.</p> <p>■ Strategy Delete all ineligible panelists from the panel.</p> <p>■ Management Checkers The data quality check is conducted by the operations team in addition to the panel management department in accordance to internal standards.</p> <p>■ About overseas panels For fraudulent respondents, Education survey and Trap survey are sent out four times per year, same as Japan.</p>

4-2. Prevention of Fraudulent Responses for Offline Surveys

◆GMOR Standards

GMO Research Network Panel
<p>For offline studies, we receive feedback from the client and GMOR makes the final decision on whether to give a red card and count as an ineligible panelist.</p>

5. Panelist Status Management Standard

5-1. Valid Panelist Definition

◆ESOMAR 28

(NA)

◆CASRO Code

(NA)

◆JMRA Guideline

2-8. Disclosure on the number of members in the access panel

As a general rule, on a regular basis the panel company needs to confirm that the panelist has intentions to participate in surveys.

This total number needs to be open to the public as the size of the panel.

◆GMOR Guideline

Cloud Panel, Japan Doctor Cloud Panel
All panelists are considered valid except for the following cases: Duplication, Ineligible respondents (red flag), Retired respondents, and invalid e-mail. Every year the panel size increases about 20%, but at the same time 17% retire from the panel. The annual retention rate is approximately 103%. Within the group that retire from the panel, about 6% are due to changes in living environment. Those that retire due to red flags or violated our quality management standards are less than 1%. About 10% are due to invalid e-mail address.
GMO Research Network Panel
We decide on our partners after confirming the admission rate, natural fall out rate, withdrawal rate, and retention rate. The actual fall out rate varies with the country and panel, but approximate figures are 25% to 35%. The people that do not access a survey for one year is counted under this definition.

5-2. Active Panelist Definition

◆ESOMAR 28

(NA)

◆CASRO Code

C(8) Research Organizations should manage panels to achieve the highest possible research quality. This includes managing panel churn and promptly removing inactive panelists.

◆JMRA Guideline

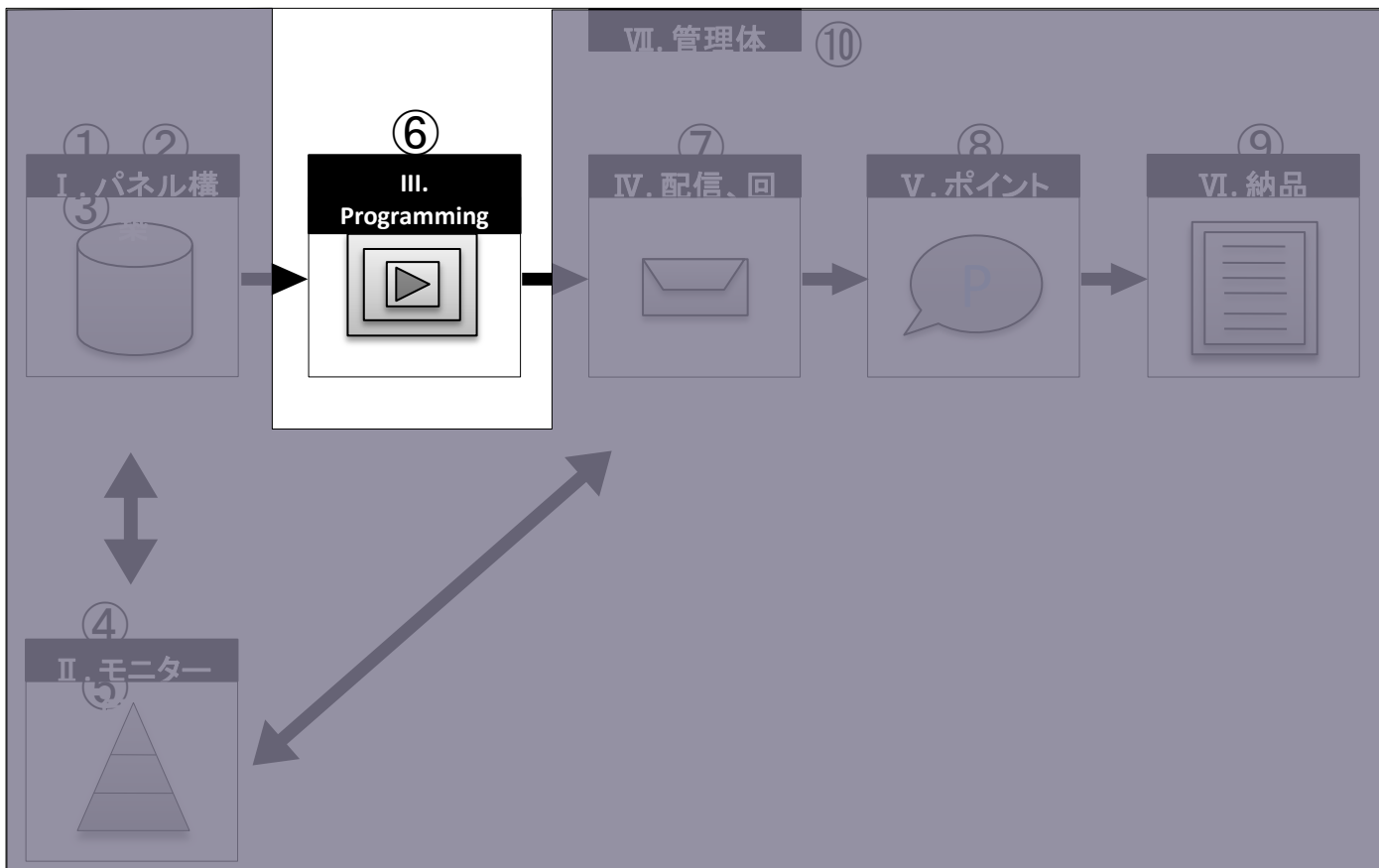
(NA)

◆GMOR Guideline

Cloud Panel, Japan Doctor Cloud Panel
Panelists that have taken a survey in the last 180 days is considered active. Typically inactive panelists do not receive invitations.
GMO Research Network Panel
Panelists that have taken a survey once in the last six months to one year.

III. Programming

6) Programming Management Standards P. 26



6. Programming Management Standards

6-1. Survey Programming

◆ESOMAR 28

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

◆CASRO Code

(NA)

◆JMRA Guideline

3-1. Survey Design

The researcher designs the survey by understanding the limitations of an online access panel. The researcher must explain to the client the limitations of the internet so there are no misunderstandings.

3-3. Creating a Survey

The questionnaire is designed with the consideration that the respondent is a common internet user and that the survey is accessible on a common OS and browser.

4-9. Handling of images and videos

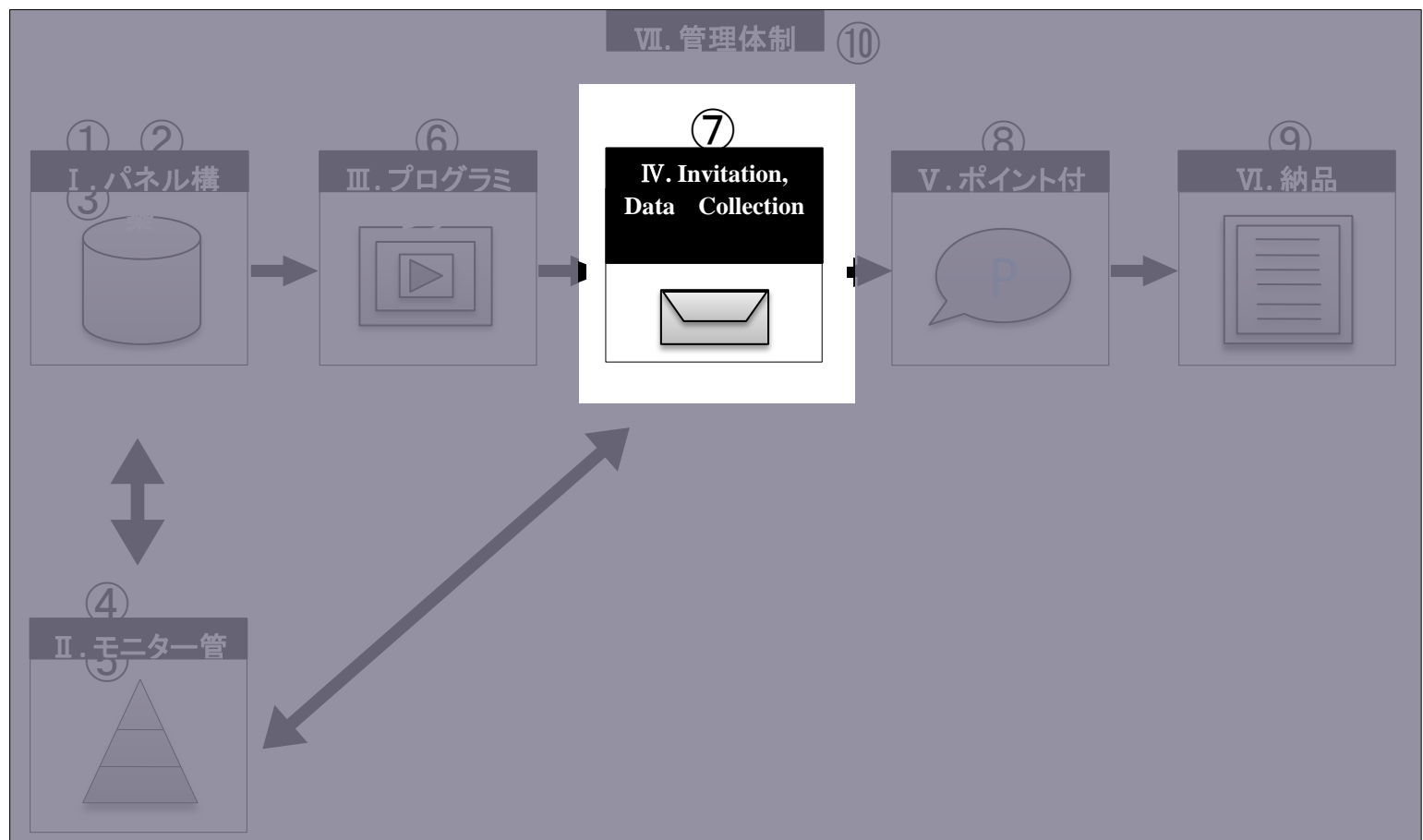
When using images and video as a presentation of the survey, the copyright laws have to be taken into consideration.

◆GMOR Standard

GMO Research Network Panel	
■Survey Design	A check process is in place to make sure the questionnaire does not have contradicting logic or is written out in a way that will lead to multiple claims. All pictures and video shown to the panelists will only be done with permission. There will be data protection so respondents cannot copy the image with their mouse.
■Programming	Surveys are programmed exactly the way it has been requested from the client. To prevent human error, after the programmer has finished and checked the work, the survey will be passed for a double check. Double checkers use a check sheet when looking over programmed surveys.
■Test Responses	Before launching any survey, all questionnaires are tested in the same environment as an actual respondent.

IV. Invitations, Data Collection

7) Invitation Management Standards P. 28



7. Invitation Management Standards

7-1. Limits on the number of Invitations Sent

◆ESOMAR 28

19. How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample sources?

20. How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

◆CASRO Code

(6) Research Organizations should take steps to limit the number of survey invitations sent to targeted respondents by email solicitations or other methods over the Internet so as to avoid harassment and response bias caused by the repeated recruitment and participation by a given pool (or panel) of data subjects.

◆JMRA Guideline

2-6. Survey intervals

In order to prevent certain panelists from getting too many surveys and creating a bias with the responses, there needs to be a limit to the number of invitations a panelists can receive in one month or create an interval. The intervals need to be disclosed to the client at their request.

◆GMOR Standard

Cloud Panel, Japan Doctor Cloud Panel
<p>On average a panelist receives 4 to 5 surveys per month. Depending on the survey topic and required target, some panelists may get more surveys than others. To provide the most accurate targeting, demographic surveys are sent to all panelists every three months. With more precise targeting, panelists are less likely to get a survey that they would not qualify for. We send demographic surveys to all of our network panels as well to increase the chance of survey participation.</p> <p>For tracking surveys, past participants can be tracked so the same person does not answer the same survey twice.</p>
GMO Research Network Panel
<p>The standards from each partner are checked and confirmed, before partnering with the partner.</p>

7-2. Response Rate and Drop Out Rate

◆ESOMAR 28

(NA)

◆CASRO Code

(NA)

◆JMRA Guideline

(NA)

◆GMOR Standard

Cloud Panel, Japan Doctor Cloud Panel
<p>Dropout rates will vary by length of study, but after panelists enter the survey the rate is about 1%-10%.</p> <p>For the proprietary panel infoQ, response rates are 30% to 40% from the invitations that are sent. Although there are some differences in the partner panels, the response rates are 10% to 40%. However, by targeting respondents that took our profiling surveys, the response rates are 60% to 80%.</p> <p>GMOR has an industry leading feasibility tool that gives accurate feedback on sample collection to the client.</p>
GMO Research Network Panel
<p>Response rates and Drop Out rates are shared by our partners and can be provided to the client by request.</p>

7-3. Sampling Method

◆ESOMAR 28

3. If you provide samples from more than one 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?
 7. What steps do you take to achieve a representative sample of the target population?

◆CASRO Code

C(7) Research Organizations should carefully select sample sources that appropriately fit research objectives and Client requirements. All sample sources must satisfy the requirement that survey participants have either opted-in for research or have a reasonable expectation that they will be contacted for research.

◆JMRA Guideline

3-2. Extraction of Panelists

Extract panelists that are the subject of the survey.

2-6. Survey intervals

In order to prevent certain panelists from getting too many surveys and creating a bias with the responses, there needs to be a limit to the number of invitations a panelists can receive in one month or create an interval. The intervals need to be disclosed to the client at their request.

4-3. Data Collection Methods

As a common rule, data is collected by the time period set from the client. However, if the target is pretargeted or the incidence rate is available, there can be a limit set on the number of data collected. In this case the number of invitations sent needs to be controlled. If there is a deadline for the survey, the panelist needs to take the survey by the deadline.

* If the study period is too short, there is a higher chance of bias in the data

◆GMOR Standard

Cloud Panel, Japan Doctor Cloud Panel

Panelists can be targeted from basic attributes (gender, age, place of residence, etc.).

In addition to the basic attributes, pin point targeting is possible by using the results of the profiling surveys.

※ For information on the special panel data refer to section 3-1

Our proprietary system sends invitations out randomly so the invitations are evenly distributed. In addition, our system can keep a track record of past responses from tracking surveys to prevent panelists from getting the same survey twice. Invitations can be sent on the specific time and date set by the client.

In addition, to avoid invitations from being sent too much at one specific time, mail invitations can be controlled and sent at different times.

With the multiple panel partners, periodical research is conducted to make sure there is no bias in the data.

GMO Research Network Panel

The invitation standards vary by country to fit the lifestyle of the panelists. For global panels, timers can be set for invitation send outs as well.

7-4. Tracking of past survey responses

◆ESOMAR 28

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

21. 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 project analysis of such individual level data?

◆CASRO Code

C(9) Research Organizations must maintain survey identities and email domains that are used exclusively for research activities.

◆JMRA Guideline

4-3. Data Collection Methods

As a common rule, data is collected by the time period set from the client. However, if the target is pretargeted or the incidence rate is available, there can be a limit set on the number of data collected. In this case the number of invitations sent needs to be controlled. If there is a deadline for the survey, the panelist needs to take the survey by the deadline.

◆GMOR Guideline

Cloud Panel, Japan Doctor Cloud Panel
<p>All survey data and registration information from the past 180 days is managed in the database.</p> <p>In addition data older than 180 days is stored in back up and can be retrieved.</p> <p>Registration information that does not disclose the individual (gender, age, region) can be provided to the client. In addition, past survey responses is stored in the database and be shared with the client if requested. With the multiple sources of survey data that GMO Research has, industry leading feasibility is available. To give the most accurate feedback on feasibility the following information is necessary: sample size, deadline, basic attributes (gender, age, region), and detailed attributes (product usages, etc).</p>
GMO Research Network Panel
<p>GMO Research only partners with panels that can track past survey activity.</p>

7-5. Survey invitations mail domain

◆ESOMAR 28

(NA)

◆CASRO Code

C(9) Research Organizations must maintain survey identities and email domains that are used exclusively for research activities.

◆JMRA Guideline

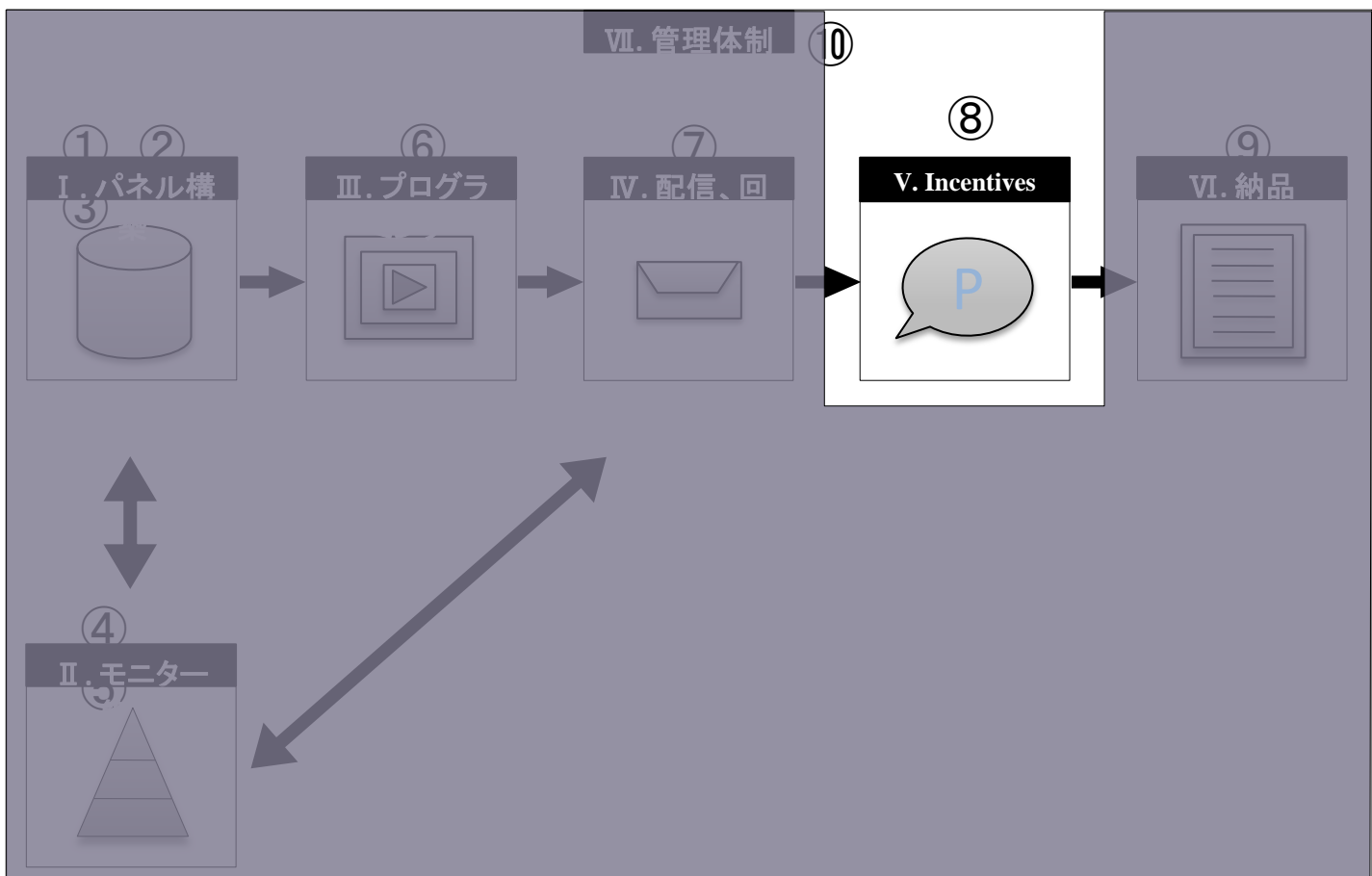
(NA)

◆GMOR Guideline

GMO Research Network Panel
<p>infoQ (proprietary panel operated by GMOR) and most panel partner panels possess and maintain email domains for research activities.</p>

V. Incentives

8) Incentive Management Standard P. 33



8. Incentive Management Standard

8-1. Point Rule

◆ESOMAR 28

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

◆CASRO Code

(NA)

◆JMRA Guideline

4-4. Incentives

Incentives are not a lottery system. In case of a lottery, the number of winners have to be stated clearly in addition to contacting the winners.

◆GMOR Standard

Cloud Panel, Japan Doctor Cloud Panel
GMOR has adopted a point system as incentives for taking surveys. The point varies depending on the length of survey and content. Points are given in accordance with the values set forth by GMOR. The type of points vary with infoQ and the panel partners, but all points can be exchanged for either cash, gift certificates, or other services. For more information on incentives, refer to section 8-2
GMO Research Network Panel
Incentive rules vary with the panel partner for our global network.

8-2. Type of Points

◆ESOMAR 28

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

◆CASRO Code

(NA)

◆JMRA Guideline

(NA)

◆GMOR Standard

Cloud Panel, Japan Doctor Cloud Panel
As a general rule, respondents are given incentives for all surveys. Profiling surveys are lottery system and this is made clear to the respondent. For more information on incentives, see section 8-2
GMO Research Network Panel
After completing the survey, respondents are given incentives or receive qualifications for a lottery.

8-3. Specified volume of survey length

◆ESOMAR 28

13. Please describe your survey invitation process. What is the proposition that 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.

◆CASRO Code

(NA)

◆JMRA Guideline

4-6. Report on Survey Progress

Since it is difficult to grasp the overall volume of a survey, this information needs to be

provided to the respondent beforehand.

Unless the length of survey varies greatly on the responses, the length of interview or questions need to be shared with the panelist.

◆GMOR Standard

GMO Research Network Panel

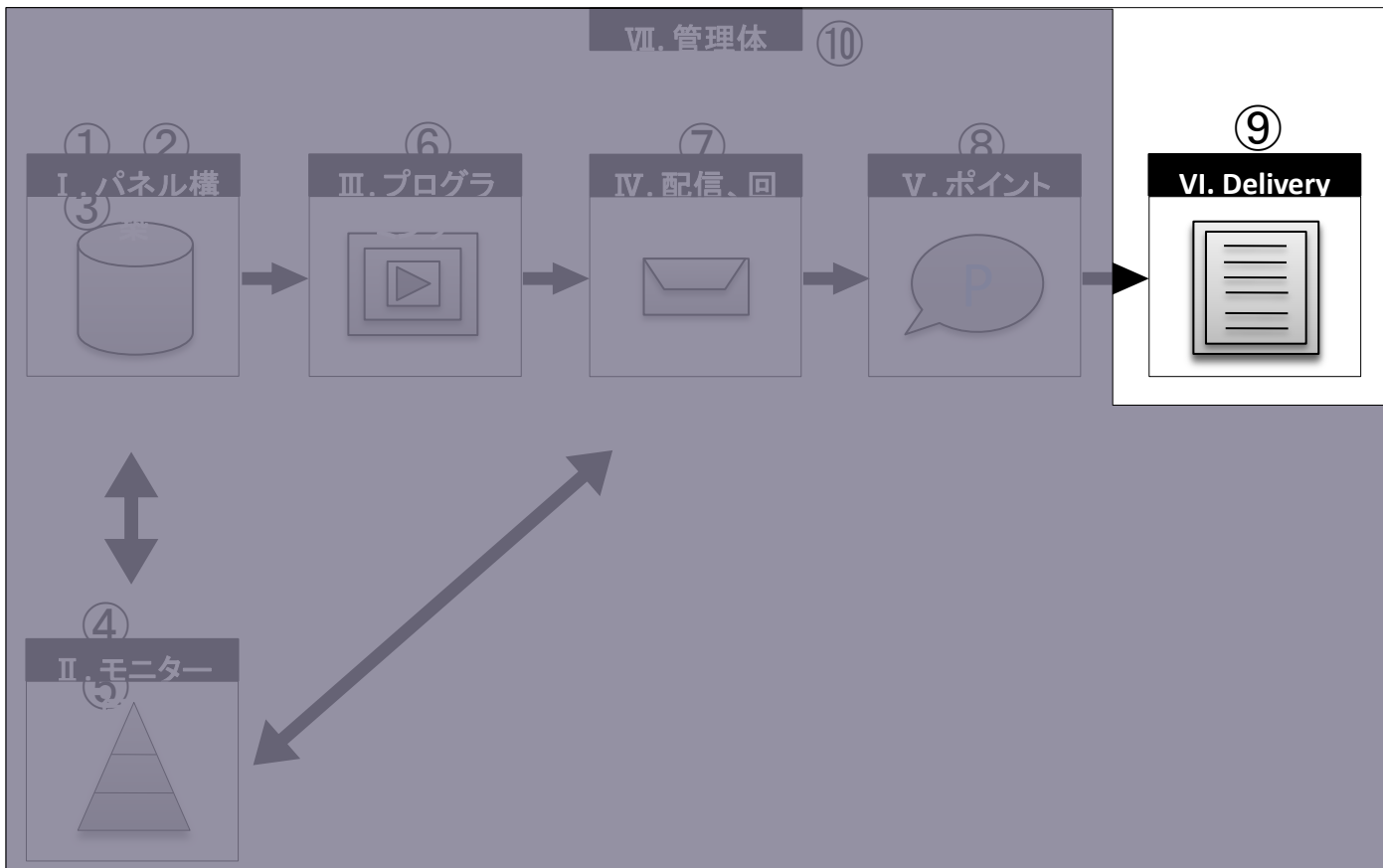
When sending invitations to panelists, the following information is always displayed: Survey Name, Number of Questions, Deadline, and Number of Points.

If the survey is a lottery, the content of the lottery is shared: Number of Winners, Day of Lottery, Method of Notice.

With this information the panelist can choose whether or not they want to participate.

VI. Delivery

9) Delivery Standards P. 36



9. Delivery Standards

9-1. Standards for Data Delivery

◆ESOMAR 28

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

◆CASRO Code

(NA)

◆JMRA Guideline

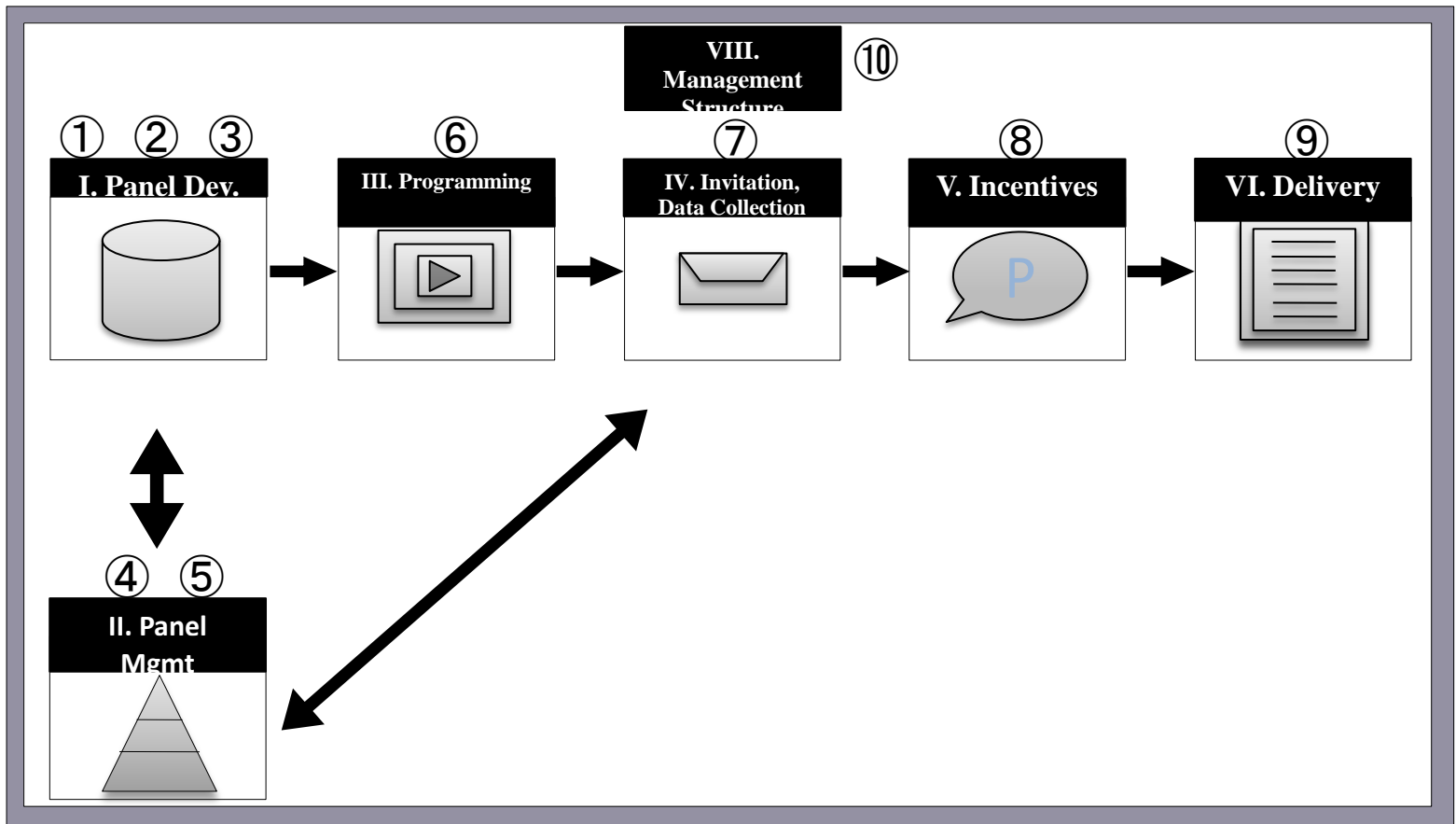
(NA)

◆GMOR Standard

Cloud Panel, Japan Doctor Cloud Panel
<p>Being able to connect our panel to multiple survey systems including the various ones our clients have is one of our strength. Depending on the system used, registered attributes and survey length can be sent to the client in addition to the raw data.</p> <p>If the client system is being used for the survey we collect a 20% buffer as it is difficult to confirm the quality of the data. In regards to survey updates, GMOR has a system of sending out a confirmation email to the client at the start of the survey and end of the survey.</p> <p>In addition the invitation size and number of completes is shared with the client to grasp the response rates. For large scale projects a debriefing is done to discuss with the client the points that went wrong and analyze ways to improve for the next project. For our alliance partners we carry out periodical meetings regardless of survey volume to share recent updates and knowledge.</p>
GMO Research Network Panel
<p>Communication is not only done by e-mail and phone with global partners. There are cases when GMOR staff visit panel partners directly to grasp the survey process. Same as Japan we partner with companies that can grasp the response time and number of invitations sent and this information can be sent to clients as needed. Depending on the project, a sampling report can be provided to the client.</p>

VII. Management Structure

10) Standards for Management Structure P. 38



10. Standards for Management Structure

10-1. Approach to protecting Personal Information

◆ESOMAR 28

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

◆CASRO Code

C(5) A privacy policy relating to use of data collected from or relating to the panel member must be in place and posted online. The privacy policy must be easy to find and use and must be regularly communicated to panelists. Any changes to the privacy policy must be communicated to panelists as soon as possible.

◆JMRA Guideline

4-5. Information shared to the Panelist

Before the start of the survey, the following information is shared with the Panelist.

1. Purpose of Survey
2. The name of the organization conducting the survey
3. Contact phone number or e-mail
4. Fieldwork time
5. Type of Incentives
6. Privacy policy

◆GMOR Standard

GMO Research Network Panel

In Japan we are Privacy Mark certified.

To make sure respondents can feel comfortable registering and taking surveys, GMOR has taken the following measures to manage and operate the panel.

1. Personal Information Protection Management System Program is in place.
2. Staff is regularly educated on the protection of personal information.

Our Privacy Policy can be checked from the following link:

<http://infoq.jp/p/docs/privacy.html>

In addition, panelists will be able to refer to the privacy policy at any time from the top page of the site.

10-2. Disclosing of Information

◆ESOMAR 28

(NA)

◆CASRO Code

(2) Upon Client request, the Research Organization must disclose:

- (a) Panel composition information (including panel size, populations covered, and the definition of an active panelist).
- (b) Panel recruitment practice information.
- (c) Panel member activity.
- (d) Panel incentive plans.
- (e) Panel validation practices.
- (f) Panel quality practices.
- (g) Aggregate panel and study sample information (this information could include response rate information, panelist participation in other research by type and timeframe, see Responsibilities in Reporting to Clients and the Public).
- (h) Study related information such as email invitation(s), screener wording, dates of email invitations and reminders, and dates of fieldwork.

C(10) If a Research Organization uses a sample source (including a panel owned by the Research Organization or a subcontractor) that is used for both survey research and direct marketing activities, the Research Organization has an obligation to disclose the nature of the marketing campaigns conducted with that sample source to Clients so that they can assess the potential for bias.

◆JMRA Guideline

2-3. Attributes and Configuration of Access Panel

It is necessary to be able to extract basic demographic information (gender, age, place of residence, occupation, etc.) from the Access Panel.

2-5. Update on Access Panel

Periodically the basic attributes of the access panel is shared to the public.

2-8. Disclosure on the number of members in the access panel

As a general rule, on a regular basis the panel company needs to confirm that the panelist has intentions to participate in surveys. This total number needs to be open to the public as size of the panel.

◆GMOR Standard

●Panel book

Cloud Panel, Japan Doctor Cloud Panel

Once every three months a panel book is made consisting of all panelists that can be reached for a survey.

GMO Research Network Panel

Panel book is updated once a year.

The report of quality measurement study for all panels is updated twice a year.

●Special Panel (Profiling Survey)

Cloud Panel	Japan Doctor Cloud Panel
Once every three months a profiling survey is sent to all our panelists in Japan. For Asia panels, profiling is done once or twice a year.	—
GMO Research Network Panel	
—	

10-3. Approach to Quality Management and Research

◆ESOMAR 28

3. If you provide samples from more than one 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?

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

24. Do you use data quality analysis and validation techniques to identify inattentive and fraudulent respondents? If yes, what techniques are used and at what point in the process are they applied?

◆CASRO Code

(NA)

◆JMRA Guideline

5-1. Information included in the Survey Report

To evaluate the quality of the survey results the following information is included

1. Survey Purpose
2. Survey Target: Attributes of Target (※)
3. Area
4. Extraction Method (※)
5. Fieldwork time
6. Methodology(※)
7. Number of Invitations
8. Number of valid responses
9. Response Rate
10. Organization running the survey
11. Weight Value(If implemented)(※)

◆GMOR Standard

Cloud Panel	Japan Doctor Cloud Panel
<p>Quality Measurement Studies are conducted on a periodic basis to measure the characteristics of online surveys. The results are shared to clients and can be used for their future reference.</p> <p>In addition, clients cooperate with GMOR in sending the IDs of fraudulent respondents. By working with the client, GMOR can also grasp the overall quality of the panel.</p> <p>Past Quality Measurement Studies</p> <ol style="list-style-type: none"> 1. Variations in Responses with Panels 2. Variations in Responses with Points 3. Influence of Survey Length 4. Influence of Survey Length Part 2 5. Respondent burden on Matrix questions 6. Respondent burden on Scale Questions 	
GMO Research Network Panel	
<p>Periodic quality measurement studies are conducted to study the characteristics on online research by country. These results are shared with the client and can be used for their reference.</p> <p>Past Surveys</p> <ol style="list-style-type: none"> 1. Response characteristics of 3 panels in China 2. Response characteristics of 6 countries in Asia 	

10-4. Improvements

◆ESOMAR 28

16. Do you measure respondent satisfaction? Is this information made available to clients?

◆CASRO Code

(NA)

◆JMRA Guideline

(NA)

◆GMOR Standard

●Maintenance and Enhancement of Survey Motivation

GMO Research Network Panel

Periodic customer satisfaction surveys are conducted with the panelists and this feedback is used to improve our service.

●Panelist Support

GMO Research Network Panel

There is a department that handles questions and inquiries from the respondents. In addition, the content of the panelists feedback is taken into consideration to improve the overall quality of our service.

◆ESOMAR 28

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

◆CASRO Code

(3) Stewardship of the data collected from panelists is critical:

(a) Panels must be managed in accordance with applicable data protection laws and regulations.

(c) Upon panelist request, the panelist must be informed about all personal data (relating to the panelist that is provided by the panelist, collected by an active agent, or otherwise obtained by an acceptable method specified in a Research Organization 's privacy policy) maintained by the Research Organization. Any personal data that is indicated by panel member as not correct or obsolete must be corrected or deleted as soon as practicable.

(11)All data collected on behalf of a Client must be kept confidential and not shared or used on behalf of another Client (see also Responsibilities to Clients).

◆JMRA Guideline

4-1. Identification

In order to avoid an answer from someone else's behalf, steps must be taken to assure personal authentication.

4-2. Duplication

To avoid multiple responses from the same person, measures have to be taken. If cookies are used, permission from the respondent is necessary.

6-1. Prevention of unauthorized access

Data collected from a survey is stored in a server and cannot be accessed by third parties.

(Establishment of firewall, and encryption of data is a common tactic)

6-4. Security

To prevent employees from leaking personal information, necessary countermeasures need to be in place.

5-2. Method of Managing Survey Results

Survey results are saved for one year. Results cannot be easily matched the individual information.

◆GMOR Standard

All (Japan Cloud Panel, GMO Research Network Panel Japan Doctor Cloud Panel)

■Management of Data Center

In order to protect from natural disasters such as earthquakes and unauthorized access, server that includes personal information is stored in a remote location. The data center is under tight security and cannot be easily accessed.

■Use of SSL

Certified by GlobalSign, the most secured SSL (Secure Socket Layer) encrypted communication technology is currently being used. Furthermore, the panelist information being sent is encrypted by SSL before sending to the Internet.

This is to prevent interception by third parties and stealing of information.

The database server in a state to ensure security.

■Installation of Firewall

By installing a firewall, unauthorized entry is prevented.

■ Access Control

Only the department that manages personal information has access to this data and no other parties have access. In addition, each staff is allocated one PC and is required by rule to lock their PC whenever leaving their seat. In addition, all employees can only access the office with a security card that needs to be screened in 2-3 locations. All survey data sent to the client does not include personal information.

■Own Delivery System

Because delivered data may contain sensitive information or personal information, a delivery system was purchased to control access and set limits of access by IP address.

There are some surveys where panelists enter personal information.

For these types of surveys, data is stored in a security protected network folder or a CD-ROM with a password and given directly to the client.

After 90 days has passed from the time personal information is handed to the client, they are required to delete this information.

10-6. System reliability, security, and robustness

◆ESOMAR 28

(NA)

◆CASRO Code

(NA)

◆JMRA Guideline

6-2. Ensure the safety of data

When panelists input data and even when the information is forwarded, third parties must not be able to access the data.

※ A general measure is the use of SSL communication

6-3. Preparation for System downtime

Even in the event of an accident such as a power failure or malfunction, the protection of the data needs to be ensured with the system.

※) Below are examples

- Anti-virus measures
- Multiple servers
- Load test
- Regular backup of data
- Installation of uninterruptible equipment

◆GMOR Guideline

●System Reliability and Security

GMO Research Network Panel

There is a 24 hour monitoring system to check for unauthorized access and server overload. As a result there is an early response in the event of a system failure.

●Mobility

GMO Research Network Panel

■ Back Up

To be able to run our service even in the case of an emergency, there are multiple firewalls, application servers and database servers.

■ Disaster Prevention

To prevent lost data, periodic back up is taken place. As a result, even if there is a natural disaster in each data center, disaster recovery is possible.

(Made)	:	2005/12/16
(Revised)	:	2007/8/30
(Revised)	:	2010/10/1
(Revised)	:	2012/1/31
(Revised)	:	2012/12/28
(Revised)	:	2014/6/30
(Revised)	:	2016/6/29