

Our GfK NOP Global Online Panel provides access to a ready source of respondents in 30 countries. They allow the creation of representative samples of the population and are especially useful for the identification of niche samples. They facilitate speedy accurate research at a significant cost advantage to the traditional methodologies.

GfK NOP follows ESOMAR best practices and consequently all our panellists "double opt in" to take surveys from GfK NOP. They supply us with much information about themselves, which we keep to facilitate targeting of niche samples. We recruit them from participants in our offline surveys and from the websites and lists of literally hundreds of companies with whom we have partnered.

GfK NOP provides clients with access to the highest quality panels. The key characteristics of our GfK NOP Global Panels are:

**Multi - sourced:** Panellists are recruited online via a wide range of permission e-mail recruitment, affiliate networks and web site advertising, avoiding potential bias associated with panel recruitment from a single source or single methodology. We recruit from literally hundreds of web sites as well as from our face to face and telephone surveys.

**Research only:** GfK NOP panellists are only contacted by us for the purposes of conducting market research. Our panellists are not exposed to third party advertising or direct marketing campaigns, nor is their personal data sold to third parties.



**Carefully managed:** Panellists are invited to take surveys based upon a set of panel management rules. These rules are designed to minimise possible biases and to provide a positive experience for the panel member. Each panel has a dedicated panel support team available to provide help and assistance to the panellists.

**Frequently refreshed:** We continually recruit new members to our panel. This ensures that the panel is dynamic in nature and reflects any changes in the online population that might be occurring.

**Incentivised by intrinsic and extrinsic rewards:** Our research shows that panellists desire three types of rewards. They wish to be members of a community, in which they can express their views and receive active feedback, as well as rewards. Consequently, all our panel members join the GfK NOP community, and are rewarded by membership of that community, and by the use of our points scheme. This ensures that we have validated personal data from all panellists, thus removing any bias from multiple memberships, and we carefully monitor the participation rates of members to ensure that all panellists are fairly represented in both the samples and the resultant data.

**Deeply Profiled:** The resulting 30 national panels allow us to draw representative samples and provide us with access to hard to find minorities, which we have pre-screened from the main panel. At recruitment we collect, a large amount of the personal and household information and once they have "double opted in & started to take surveys we then offer panellists the opportunity to expand their profile information by completing separate business sector profiling surveys.

**Privacy & Data Protection:** Each panellist, whether they are a member of a GfK NOP proprietary panel or one of our many custom proprietary panels is treated with a high degree of concern for privacy and procedures are carefully followed to ensure respondent privacy is protected. These include compliance with the Health Insurance Portability and Accountability Act (HIPAA), the Gramm-Leach-Bliley Act, United States/European Union Safe Harbor principles, and Children's Online Privacy Protection Rule (COPPA). In addition, we fully subscribe to the privacy policies outlined by CASRO, the standard for all market research organizations [[www.casro.org](http://www.casro.org)], as well as the European ESOMAR code [www.esomar.org](http://www.esomar.org)

