

# Company Profile

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

Blazeview is dedicated to gathering, analysing, and delivering insights since 2024. Our leadership team is composed of industry veterans with over 10 years of experience in market research.

Utilising various reliable recruitment sources, we currently maintain a panel of over 600,000 highly qualified active respondents across 20 countries. Beyond our proprietary panels, we offer access to additional panelists worldwide through our extensive network of trusted partners. Collaborating with 30+ market research platforms, media agencies, consulting companies, we specialise in recruiting highly specific target audiences, including hard-to-reach respondents.

Our commitment to quality ensures high-quality data and consistently representative survey results. All panels accessed via our platform are operated in compliance with accepted industry codes, including, but not limited to ESOMAR and the Insights Association.

We focus exclusively on market research services and do not offer direct marketing solutions.

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

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

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

To maintain the highest quality standards, our staff undergo regular training in sampling techniques, including quota management, probability-based approaches, and fraud detection.

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

Blazeview is a full service, end-to-end market research company.

We offer a comprehensive range of market research services, covering the entire process from survey design and execution to advanced data analysis and detailed reporting. We provide cutting-edge technology for conducting online research and deliver expert consultation to ensure our clients receive actionable insights tailored to their strategic needs.

## Sample Sources and Recruitment

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

At Blazeview, we take a strategic and adaptive approach to participant sourcing, blending our proprietary panel with targeted intercept methods to provide high-quality, diverse samples tailored to our clients' specific research needs.

**Panel Sources:** Our primary resource is our extensive proprietary online panel([www.opinionrealm.com](http://www.opinionrealm.com)). Every panelist voluntarily opts in through a rigorous multi-step recruitment process, which includes email verification and a comprehensive quality assessment survey to confirm eligibility. To recruit panelists, we leverage multiple channels, including online advertising, targeted email outreach, and collaborations with trusted third-party platforms.

**Intercept Sources:** To complement our core panel, we also utilize intercept techniques to reach niche or underrepresented audience segments. These participants are sourced through carefully curated invitations across various online platforms, including affiliate networks and social media channels.

This approach allows us to enhance sample diversity and meet specialized research demands with precision.

### **5.Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?**

We fully own and manage our proprietary panel.

In some cases, it may be necessary to supplement the sample. For example, when particularly large sample sizes are required, when targeting very specific audiences, or in regions with lower response rates. In such instances, we supplement our core panel with targeted intercept methods, accounting for around 15% of the total sample.

All participants, regardless of their source, are double opt-in verified, including those from partner panels. This careful selection process allows us to maintain high data quality, even for large sample sizes or hard-to-reach target groups and markets.

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

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

**Proprietary Panel Recruitment:** Our primary recruitment strategies include targeted digital advertising, social media outreach, and referral-based programs. Individuals joining through these channels undergo a thorough profiling process to assess their eligibility and engagement. Additionally, for specialized audience segments, we deploy direct invitations to ensure we meet our clients' unique research requirements.

**Specialized Recruitment for Niche Audiences:** For our B2B and industry-specific panels, we leverage specialized recruitment approaches, including participation in sector-focused events, professional conferences, and collaborations with key industry organizations.

**Intercept Recruitment:** When research demands access to broader or hard-to-reach demographics, we complement our proprietary panel with intercept recruitment strategies. These involve sourcing respondents through affiliate networks and targeted digital campaigns. Though a smaller component of our overall recruitment efforts, these methods are rigorously monitored to maintain data integrity and panel quality.

**Geographical Adaptation:** Our recruitment strategies are tailored to different regions, taking into account factors such as internet penetration rates and cultural nuances. In digitally advanced markets, we emphasize online campaigns, whereas in regions with lower digital access, we rely more on direct outreach and referral-based recruitment.

While Blazeview primarily follows an invitation-based recruitment model, we maintain the flexibility to incorporate selective open recruitment when needed. Rather than probabilistic sampling, we focus on in-depth profiling and stringent quality control to ensure a well-balanced, representative panel across all regions and demographics.

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

At Blazeview, maintaining the authenticity, uniqueness, and reliability of our participants is a top priority. We leverage advanced technology alongside meticulous manual reviews to uphold the highest standards of data quality and integrity.

**Email Verification:** Every participant must verify their registration via email confirmation, ensuring the authenticity of their email address and access credentials.

**Geo-IP Validation:** Blazeview employs Geo-IP validation to confirm participants' geographic locations, filtering out proxy users and blacklisted IPs to prevent fraudulent activity and maintain data accuracy.

**Mobile Number Verification:** We implement One-Time Password (OTP) authentication for mobile number validation. This process is periodically repeated for existing panelists to reinforce authenticity and prevent duplicate entries.

**Comprehensive Profiling Questionnaire:** Upon joining, participants complete an extensive profiling questionnaire covering 200+ attributes. This enables precise respondent matching for surveys and helps identify inconsistencies in responses.

**CAPTCHA and Anti-Bot Security:** To prevent automated sign-ups, our registration process includes CAPTCHA verification, ensuring that only real individuals can join our panel.

**Digital Fingerprinting Technology:** To detect and prevent duplicate or fraudulent registrations, we use digital fingerprinting technology that tracks device and browser characteristics, ensuring each participant is unique.

**Behavioral and Activity Monitoring:** Our system continuously tracks participant behavior, including survey completion patterns, response times, and consistency. Any anomalies are flagged for review, allowing us to maintain high-quality responses.

**LinkedIn Verification for B2B Panels:** For our business research panels, we incorporate additional verification steps, such as cross referencing professional details on LinkedIn to confirm employment status and industry affiliation.

Manual Quality Audits: Our dedicated quality assurance team conducts manual reviews of new registrations and flagged profiles, ensuring adherence to Blazeview's stringent participant validation standards.

By implementing these rigorous multi-layered verification processes, we guarantee that every participant is real, unique, and qualified. This commitment to data integrity ensures that our clients receive precise, reliable, and trustworthy insights for their research projects.

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

Opinionrealm is our proprietary brand name for our panels. We have a dedicated panelist platform where the panelist can login and check their profile, answer profiling questions to see better and more suited survey opportunities, check all survey related transactions, check wallet balance, redeem rewards, chat with our panel manager etc. All survey opportunities first land in the survey section of the panelist account, and then are sent to the registered emails of the panelist.

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

We offer managed services through our team of project management professionals.

We also offer API integration by adapting to our client's integration model through our vastly experienced technical team.

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

At Blazeview, we are dedicated to offering transparency and flexibility in sample composition, allowing our clients to have full confidence in the quality and diversity of their data.

Transparency: We provide clients with detailed insights into the composition of their samples, including the sources used and any third-party providers involved. In cases where multiple sources are blended, clients are informed about each source's specific contribution. This commitment to transparency fosters trust and ensures clarity throughout the data collection process.

Client Control: During the project planning phase, clients have the flexibility to influence the sample sources. While we uphold stringent quality standards for all external sources through a rigorous vetting process, clients can request or exclude particular sources based on their research requirements. Our project management team works closely with clients to ensure the sample selection meets their specific project goals.

Integration with Third-Party Sources: When additional sources are necessary to meet niche or specialized needs, we seamlessly integrate third-party respondents. All external respondents undergo the same strict quality checks as our proprietary panel, including measures to avoid duplication and ensure data consistency.

Sample Consistency for Longitudinal Studies: For multi-wave studies or longitudinal research, we establish a clear sample composition plan at the start of the project. This

ensures sample consistency across all waves, maintaining the reliability and comparability of data over time.

By combining transparency, client control, and seamless integration, Blazeview delivers customized, high-quality samples that meet client objectives while ensuring data integrity and reliability.

**11. Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, is the 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?**

For product testing or research studies we offer high respondent engagement through our proprietary panel and only engage the users who are willing to participate in multiple waves of research, and potentially we have a long-term relationship with participants. Our recontact rates specifically for consumers audiences are 50-60% and B2B is 20-30%. We have higher representation of mobile as well as desktop participants respondents that make our users available to access the survey and record their participation with no hurdles, we engage our participants for 1 min-30 min length surveys for higher response rate. Also, neither we recruit for communities nor we run the online focus groups.

## **Sampling & Project Management**

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

Survey Invitation: We send out study invitations to potential participants over various channels such as email, SMS, or notifications within their dashboard. The invitation typically includes a brief description of the study, its purpose, and incentives or rewards are offered for participation.

Screening and Qualification: Participants who receive the invitation undergo a screening process to determine their eligibility for the study. Where we ask to answer a series of questions or complete a short survey to ensure they meet the specific criteria set by the research project. This helps ensure that the sample is representative and suitable for the study's objectives.

Inform Consent and Privacy: Participants who pass the screening are usually presented with an informed consent form that outlines the purpose of the study, data collection procedures, confidentiality measures, and any privacy considerations. Participants are required to provide their consent before proceeding with the survey.

Survey Participation: Once participants provide their consent, they proceed to the survey itself. The survey can be accessed through an online platform or over their mobile on any social links they registered with us. Participants are guided through the survey questions, which can include multiple-choice, open-ended, or interactive formats. The survey is designed to gather the necessary data based on the research objectives.

Data Collection and Quality Control: During the survey, data collection and quality control measures are implemented to ensure the accuracy and reliability of the responses. This

includes checks for inconsistent or incomplete answers, response time monitoring, or attention-check questions to verify participant engagement.

**Survey Completion and Submission:** Participants complete the survey by responding to all the required questions.

**Incentive Fulfillments:** Participants are incentivised or rewarded for their participation, by monetary compensation, gift cards, Paypal, UPI, or any other agreed-upon form of compensation.

**Data Analysis and Reporting:** After survey completion, we proceed with data analysis if the survey is hosted at our end, where the collected responses are processed, aggregated, and analyzed to derive insights and findings. The results are typically compiled into a comprehensive report or presentation, which is then shared with the client or research stakeholders.

We take several steps to achieve a sample that "looks like" the target population. These steps aim to ensure that the sample is representative of the characteristics, demographics, and behaviours of the target population.

**Sampling Methodology:** We employ techniques such as random sampling, stratified sampling, or quota sampling to ensure that participants are selected in a way that reflects the target population's diversity and composition.

**Demographic Quotas:** We set demographic quotas to ensure proper representation within the sample. These quotas are established based on the known or estimated demographics of the target population. By setting quotas for age, gender, income, geographic location, or other relevant factors, we aim to achieve a balanced representation of these characteristics within the sample.

**Panel Recruitment and Maintenance:** We invest in building and maintaining diverse and engaged participant panels and in continuous process to recruit and onboard participants from various demographic groups, aiming to achieve a broad representation of the target population. Regular panel maintenance, including participant profiling and updating, helps us to ensure the ongoing diversity and relevance of the panel.

**Panel Profiling and Screening:** We collect detailed information about participants' demographics, preferences, interests, and behaviours. This profiling helps us to understand the characteristics of our panel members and select participants for specific research studies based on who fits with the target population. Additionally, screening questions are used to further refine the sample by filtering out participants who do not meet the specific criteria for a given study.

**Post-Sampling Weighting:** After data collection, We also apply post-sampling weighting techniques to adjust the data and align it with known population characteristics. Weighting ensures that any imbalances or deviations in the sample composition are accounted for and corrected, leading to a sample that more closely resembles the target population.

**Validation and Quality Control:** Also to have quality deliverable we employ validation measures to verify the authenticity and accuracy of participant information. By validating participant identities, checking for duplicate registrations, and monitoring response behaviour, they aim to maintain the quality and integrity of the sample. This helps ensure that the sample accurately represents the intended population.

**13. What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply**

**these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?**

At Blazeview, we place great emphasis on comprehensive participant profiling to ensure precise targeting and the highest quality data collection. More than 80% of our global panel members have in-depth profiles, enabling us to deliver highly customized, representative samples. The key profiling attributes we gather include:

Demographics: Age, gender, location, ethnicity, marital status, education level, and household income.

Lifestyle and Interests: Technology usage, hobbies, travel preferences, media consumption habits, and purchasing behaviors.

Employment Details: Occupation, industry, job title, job function, employment status, and company size.

Household Information: Household size, number and ages of children, home ownership status, and household purchasing power.

Product and Service Usage: Information regarding product preferences, brand loyalty, shopping habits, and service usage.

Collection and Updates: This profiling data is collected directly from panel members during the registration process via detailed questionnaires and is updated through periodic surveys designed to gather key information. Panelists are encouraged to review and refresh their profiles at least semi-annually, with more dynamic data points (such as shopping habits or media consumption) updated more frequently based on survey responses.

For intercept participants, we initially collect basic demographic data, and if they transition to active panelists, we collect additional profile details and update them over time to further enrich their profile.

Data Accuracy and Appending: At Blazeview, we gather all profiling data directly from participants, ensuring authenticity and accuracy without relying on third-party sources. This commitment to data integrity helps us maintain a current and reliable database of panel members. Additionally, upon request, we can append these detailed profiles to survey datasets, providing valuable context that enhances the depth and analysis of the research results.

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

We prioritize delivering accurate and reliable project feasibility estimates by evaluating key factors and maintaining transparent communication with our clients. To ensure a solid feasibility assessment, we focus on the following essential elements:

Project Objectives: A thorough understanding of the research goals and desired outcomes enables us to allocate the appropriate resources and design the most effective approach to meet client expectations.

Target Demographics: Clear demographic details such as age, gender, geography, and other key audience characteristics help us assess panel availability and suitability for the research, ensuring the best fit for the project.

**Sample Size:** The required number of completed responses directly impacts the feasibility of the project. Larger sample sizes may demand more complex recruitment strategies or longer timelines, which are accounted for in our feasibility analysis.

**Length of Interview (LOI):** Survey duration is a crucial factor in respondent engagement and completion rates. We incorporate the expected LOI into our feasibility evaluation to set realistic timelines and optimize response rates.

**Incidence Rate (IR):** Understanding the qualification rate helps us anticipate recruitment challenges, particularly when targeting niche or specialized populations. This insight allows us to fine-tune the recruitment strategy and timeline.

**Fieldwork Timeline:** The allocated time for data collection impacts planning and scheduling. Tight timelines may pose challenges in reaching specific or low-incidence groups, while extended timelines offer greater flexibility in recruitment.

**Additional Requirements:** Any specific client needs such as quotas, screening criteria, or unique instructions are reviewed in detail to ensure we can meet these expectations without compromising data quality.

**Boundary Setting for Feasibility Estimates:**

To provide clients with reliable feasibility estimates, we take the following approach:

**Analyze Historical Data:** Leveraging data from similar past projects allows us to set realistic benchmarks for response and completion rates.

**Account for Real-Time Variables:** Seasonal trends, project complexity, and other real-time factors are considered to refine our estimates.

**Provide a Range of Estimates:** We offer both minimum and maximum expectations, providing clients with a transparent view of potential outcomes for more informed planning.

At Blazeview, we ensure open and collaborative communication with our clients throughout the feasibility process. This helps to set clear, realistic expectations and ensures the smooth execution of projects, ultimately leading to valuable, actionable insights.

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

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

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

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

**16. Do you employ a survey router or any yield management techniques? If yes, please describe how you go about allocating participants to surveys. How are potential**



**participants asked to participate in a study? Please specify how this is done for each of the sources you offer. Biases of varying severity may arise from prioritization in the order in which surveys are presented to participants or the methods used to allocate a participant to one of the various surveys for which they may appear to qualify.**

We do not employ a sample router. Panelists are selected for a project randomly among those that meet the criteria of the project.

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

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

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

**17. Do you set limits on the amount of time a participant can be in the router before they qualify for a survey? An excessive amount of time spent in a router answering screening questions may cause a participant to become fatigued, potentially impacting data quality.**

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

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

At Blazeview, we prioritize transparency, ensuring that potential participants are fully informed before engaging in any survey.

Survey Topic: Participants receive a clear and concise description of the survey, allowing them to understand the subject matter and assess its relevance to their interests.

Length of Interview (LOI): The estimated time required to complete the survey is clearly communicated upfront. This helps participants evaluate whether they can commit to the survey and manage their time effectively.

Incentives: We outline the rewards or incentives available for completing the survey, ensuring participants understand the value of their time and effort.

This information is consistently communicated across all sampling methods whether through our extensive panel or intercept sampling channels. From email invitations to panel members to real-time prompts for intercept participants, blazeview fosters a transparent, user-friendly experience that ensures participants feel well-informed and confident in their involvement

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

No, Blazeview does not allow participants to choose surveys from a selection of surveys.

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

We have the ability to adjust incentives being offered to potential participants during the course of a survey. This flexibility allows us to optimize response rates, engagement, and data quality.

We can flag the incentive level at the participant level in the dataset. This helps us track and analysis of the relationship between incentive levels and participant behaviours or responses

We emphasize that any adjustments to incentives should be handled with caution and follow ethical guidelines. We ensure that participants are treated fairly, incentives are allocated appropriately, and any changes in incentive levels are clearly communicated and documented.

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

Yes, we measure participant satisfaction at the individual project level to assess the overall experience and gather feedback for continuous improvement.

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

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

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

After field work on a project is finished, Blazeview can provide the following data upon request:

Date of study set-up, launch and completion  
Number of invitations sent  
Number of complete, quota full and screen-out interviews  
Response and drop-out rate  
Incidence rate  
Average and median survey length

Since we always try to meet our clients' demands, we are also open to prepare other reports if needed and requested by the client. Upon the conclusion of every project, we send a quick survey to our clients in order to receive their feedback on project management satisfaction.

## Data quality and Validation

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

At Blazeview, we carefully manage survey participation frequency to maintain high-quality data and minimize participant fatigue. Participants are typically allowed to take part in up to two surveys within a 24 hour period, ensuring balanced engagement while maintaining the quality of responses.

We closely monitor the total time each participant spends on surveys to avoid fatigue. Participation is generally capped at approximately 45 minutes per day, allowing for sustained engagement and high-quality responses without overburdening respondents.

These participation limits are consistently applied across all sample sources, with the same guidelines for both panel members and intercept participants. However, we remain flexible, making adjustments based on project needs or participant feedback, ensuring that we balance flexibility with data integrity.

To efficiently manage and track survey participation, we utilize a real-time tracking system that logs each participant's survey history. This system helps prevent over-invitation, ensuring that respondents are not fatigued or exposed to too many surveys, contributing to both a positive participant experience and the accuracy of collected data.

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

**Participation History:** We monitor recent survey participation, documenting topics, durations, and the incentives earned by participants, allowing us to track engagement.

**Date of Entry:** The date a participant joins our panel is recorded, helping us assess panel engagement and behavior over time for better project planning.

**Source/Channel:** We track how participants are recruited, whether through our proprietary panel, partner panels, or other sources, providing insight into the effectiveness of our recruitment channels.

**Login Activity:** We log participants' last login and survey start dates, giving us a clearer picture of their engagement levels with the platform.

**Incentive History:** Detailed records of the rewards and incentives participants have received for their participation, helping us tailor future offers and track participation motivations.

**Profiling Information:** We capture essential demographic and behavioral data that enables us to align the right surveys with the appropriate audience for more relevant insights.

We maintain a range of metadata on our panelists to ensure transparency, quality control, and efficient sample management. This includes registration date, recruitment source,

participation history, and response behavior. We also track engagement metrics such as survey completion rates, dropout patterns and historical response consistency.

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

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

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

At Blazeview, we apply rigorous identity verification procedures at the project level to ensure the integrity and reliability of the data we collect. These measures are implemented as participants enter a survey or routing process:

**Login Authentication:** Participants are required to log in using a unique username and password to access surveys, providing a foundational layer of security that prevents unauthorized access.

**Digital Fingerprinting:** Blazeview uses advanced digital fingerprinting technologies to create unique identifiers for each participant, based on their IP address, device ID, and browser information. This helps detect and prevent duplicate or fraudulent accounts, ensuring the authenticity of respondents.

**Mobile Authentication (OTP Verification):** To further verify participant identity, we send a one-time passcode (OTP) to the participant's registered mobile number. Participants must enter this code to access the survey, confirming they are associated with a valid, verified individual.

**Geo-IP Validation:** We utilize services such as MaxMind to validate participant IP addresses, filtering out proxies and blacklisted IPs. This process helps maintain the integrity of our data by excluding potentially fraudulent users.

By integrating these multiple layers of identity verification, Blazeview ensures that participants are genuine, the data collected is accurate, and our surveys meet the highest standards of quality and security.

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

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

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

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

We carefully manage source consistency at the project level to ensure high data quality and comparability, particularly for tracking studies.

Our proprietary panel serves as the primary sample source, and if additional sample sources are required, they are selected based on predefined quality criteria to ensure methodological consistency.

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

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

At Blazeview, we place a strong emphasis on participant quality and data integrity, employing a comprehensive system to track participant performance and engagement throughout their interaction with our platform. Our participant quality tracking system integrates health metrics and proactive measures to uphold high data quality standards across all projects.

**Quality Tracking Metrics:**

**Response Consistency:** We continuously monitor participant responses for inconsistencies or unusual patterns, such as contradictions or excessively repetitive answers, which may indicate low-quality data.

**Completion Rates:** We track survey completion rates and identify participants who frequently drop out or fail to fully engage with the survey. This helps us manage respondent behavior and prevent data bias.

**Response Patterns:** By analyzing response patterns like straight-lining or identical answers, we can detect signs of participants speeding through surveys without genuine engagement.

**Behavioral Flags:** We utilize device and behavioral checks to flag participants whose responses or activities display suspicious or inconsistent patterns.

**Quality Management Processes:**

**Quality Score:** Each participant is assigned a dynamic quality score based on their participation history and response behavior. This score guides our decisions regarding future survey invitations and ensures only high-quality respondents are invited.

**Quarantine Status:** If a participant exhibits signs of providing poor-quality data, they may be placed on quarantine status, limiting their participation while their behavior is assessed further.

**Blocking:** Participants who repeatedly fail to meet quality standards are blocked from further participation, ensuring that only reliable respondents are included in our studies.

**Data Comparison and Validation:** We compare participant profile data with in-survey responses to identify discrepancies. Any inconsistencies between their known data and survey answers trigger further investigation, and participants with persistent discrepancies may be flagged or excluded from future surveys.

**Advanced Monitoring:** Using real-time analytics, we continuously monitor participant behavior and data quality. This proactive approach allows us to detect and address potential issues before they affect the quality of our data.

By implementing these rigorous procedures, we ensure that participants provide consistent, high-quality responses, enabling us to deliver accurate, actionable insights to our clients while maintaining a positive and productive experience for all panel members.

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

At Blazeview, we implement a comprehensive set of procedures to minimize or eliminate undesirable in-survey behaviors, ensuring the collection of high-quality and reliable data. These strategies are specifically designed to address issues such as random responding, inconsistent answers, and rapid survey completion, safeguarding the integrity of our data.

**Random Responding:** To detect random responses, we strategically place trap and red herring questions throughout the survey. These questions help identify participants who may not be providing thoughtful or engaged answers. Respondents who fail these checks are flagged for further review.

**Illogical or Inconsistent Responding:** We use cross-check questions to ensure response consistency within the survey. Any discrepancies between answers trigger a deeper investigation into the participant's data to uncover potential inconsistencies or errors.

**Overuse of Item Non-Response (e.g., “Don’t Know”):** We monitor the frequency of nonresponses, such as “Don’t Know” answers, and establish a threshold to prevent excessive use. When the threshold is surpassed, responses are reviewed for validity, and any issues arising from overuse are flagged.

**Inaccurate or Inconsistent Responding:** By comparing survey answers with each participant's profile data, we can identify discrepancies or significant deviations. This ensures data integrity and confirms that responses align with known participant details.

**Incomplete Responding:** Incomplete surveys are automatically flagged and excluded from the final dataset. We also track dropout rates and patterns of incomplete responses to identify any survey design issues that may be contributing to high abandonment rates.

**Too Rapid Survey Completion:** We monitor survey completion times to ensure participants engage thoughtfully with the questions. Participants who finish surveys unusually quickly are flagged for review, as this often indicates a lack of attention or genuine engagement.

These procedures combine automated checks and manual oversight, blending the efficiency of technology with the careful scrutiny of our data team. By continuously monitoring participant behavior in real time, Blazeview can take immediate action if any undesirable

behaviors are detected, ensuring the accuracy and quality of the data we provide to our clients.

## Policies And Compliance

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

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

During registration, participants must accept our general terms and conditions as well as our privacy policy. By accepting, they explicitly consent to data collection and processing for market research purposes.

These documents are always available on our panel website, and participants are required to acknowledge any fundamental changes to the privacy policy.

Key aspects covered in the privacy notice include:

Purpose of Data Processing: Personal data is collected solely for market research purposes.

Data Protection & Security: Measures in place to protect personal data from unauthorized access.

Use of Cookies & Tracking: Tracking technologies to maintain security, prevent duplicate participation, and ensure data integrity.

Sharing of Personal Data: Data is only shared as necessary for research purposes, adhering to strict confidentiality standards.

User Rights: Participants have the right to access, correct, delete, or restrict processing of their personal data.

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

At Blazeview, we are fully committed to complying with all relevant data protection laws and regulations in the jurisdictions where we operate. Our approach to data privacy is thorough, proactive, and designed to maintain the highest standards, as outlined below:

Legal Basis for Processing Personal Data: The primary legal basis for processing personal data at Blazeview is explicit consent. We ensure that participants are fully informed about the purpose of data collection, how their data will be used, and who will have access to it before we collect any data. This consent is obtained transparently and in an easily understandable way.

Data Breach Response: Blazeview has implemented a comprehensive data breach response plan to quickly identify, mitigate, and report any potential data breaches to the relevant authorities and affected individuals in accordance with applicable laws. Our team members undergo regular training to ensure preparedness in the event of a data breach.

Cross-Border Data Transfer: For cross-border data transfers, Blazeview ensures that necessary safeguards, such as standard contractual clauses, are in place to protect data during transfer. We work exclusively with third-party data processors who are contractually required to comply with applicable data protection laws and ensure that data protection standards are maintained throughout the transfer process.

Data Retention: Our data retention policy ensures that personal data is only kept for the period necessary to fulfill the purpose for which it was collected. We adhere to legal retention requirements and securely dispose of data once it is no longer needed. Participants also have the option to request the deletion of their data in alignment with our retention schedules.

Data Protection Officer (DPO): Blazeview has appointed a Data Protection Officer (DPO) to oversee our data protection strategies and ensure compliance with all relevant laws and regulations. The DPO is available for any data protection-related inquiries or concerns. Please reach out to us via Contact Us.

We continuously monitor and review our data protection practices to ensure they remain aligned with legal requirements and industry standards. This proactive approach helps us maintain the trust of our participants and ensures the integrity of our market research.

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

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

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

We offer support in the respective local language of each participant.

Our support team can be contacted via email or through the contact form on our website. Additionally, participants can reach out to our Data Protection Officer for any privacy-related inquiries.

**32. How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants? As stated above, buyers and sample providers are subject to laws and regulations such as those that may impact incentives paid to participants.**

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

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



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

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

At Blazeview, we are unwavering in our commitment to maintaining the highest ethical and legal standards, particularly when conducting research involving children or young individuals.

Our practices align with the guidelines established by industry-leading organizations such as ESOMAR and ensure full compliance with all applicable data protection laws.

**Key Practices:**

**Age Verification:** As part of the registration process, participants are required to submit their date of birth. To be eligible to join our panel and participate in surveys, all participants must be 18 years of age or older.

**Parental Consent:** For research involving minors under the age of 18, we implement a robust parental consent process. Minors are only recruited after obtaining explicit consent from their parents or legal guardians. Parental consent is mandatory before any minor can participate in any survey.

**Commitment to Ethical Standards:** By adhering to these protocols, Blazeview ensures that the rights and privacy of children and young individuals are rigorously protected throughout the research process. Our dedication to ethical standards and legal compliance is fundamental to every stage of data collection.

Blazeview is committed to safeguarding the interests of all participants, including young individuals, and upholding the integrity of the research process.

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

Yes, we implement "data protection by design" (also known as "privacy by design") principles in our systems and processes. We collect and process only the minimum amount of personal data necessary for the research purposes and employ techniques such as data anonymization, pseudonymization, and aggregation to reduce the risk of identification.

We prioritize transparency by providing clear information to participants about the data collection and processing activities to ensure that participants have a clear understanding of how their data will be used and give them the opportunity to provide informed consent. We offer user-friendly interfaces and consent mechanisms that make it easy for participants to understand and manage their privacy preferences.

To ensure security of their data we implement robust security measures to protect personal data from unauthorized access, disclosure, or misuse. We employ encryption techniques, access controls, firewalls, and other security mechanisms to safeguard data both in transit and at rest.

## Metrics

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

Blazeview's Information Security Program includes the following:

Blazeview has implemented an information security program designed to protect information resources from a wide range of threats, to ensure business continuity and minimize business risk. Information security is achieved by implementing applicable policies, processes, procedures, controls, standards, guidelines, organizational structures and supporting technology.

This program and subsidiary policies are designed to govern the:

1. Confidentiality (protecting information from unauthorized access and disclosure);
2. Integrity (assuring the reliability and accuracy of information and IT resources by guarding against unauthorized information modification or destruction); and
3. Availability (defending information systems and resources to ensure timely and reliable access and use of information) of all Personally Identifiable Information (PII) and Personal Data that Blazeview holds in the course of its business.

The subsidiary policies and procedures include:

1. Acceptable Use Policy
2. Access Control Policy
3. Antivirus and Malware Policy
4. Business Continuity & Disaster Recovery Policy
5. Data Classification Policy
6. Incident Management and Breach Response Policy
7. Email & Internet Usage Policy
8. Network Access Policy
9. Password Policy
10. Software Installation Policy
11. Vendor Management Policy

The information security program and subsidiary policies have been adopted and follow an annual review to ensure they are appropriately scoped and relevant to current threats, standards, and generally accepted information security practices.

Information security frameworks such as ISO 27001 are accepted and recognized frameworks for information security compliance.

Blazeview does have audit policies in place and anticipates auditing.

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

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

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

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

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

Upon the request of our clients, we can provide detailed information on the structure of our panels, the completion rates and feasibilities. As this data is dynamic in nature, we only provide it on demand to ensure it accurately represents the current status quo.