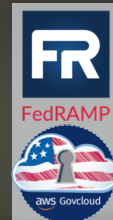




# PRIVACY & SECURITY FOR YOUR ONLINE RESEARCH

The privacy and security of your online research is critical to us. This is why we use the same conferencing encryption as the Pentagon.



## Highlights of the security coverage we have in place.

### ONLINE MEETING PLATFORM:

- ✓ Government-level security and encryption platform, used by the Department of Defense, that is HIPAA and FedRAMP compliant. [More about this here](#)
- ✓ Pre-session "tech checks" with research participants to review privacy protocols
- ✓ Use of password-protected, project-specific links
- ✓ Use of waiting room feature to curate/approve participants before entering session
- ✓ Restricted use of screen share, chat, and other meeting features to ensure participants cannot interact with other participants without permission
- ✓ Client observers' web cams and audio are disabled during the session for privacy/anonymity

### ONLINE DIAL TESTING:

- ✓ Test media is hosted on a tier-one content delivery network and stored in a highly secured environment
- ✓ Option to copy or download the test media items is disabled
- ✓ Ability to watermark the test media items either with a custom mark or with the participant's IP address



### VIRTUAL FOCUS GROUPS

- ✓ We manage all the technical set-up and needs: meeting platform, respondent tech checks, etc.
- ✓ Live tech support during the session
- ✓ Secure and confidential backroom for client observations
- ✓ Each group is recorded as a deliverable



### ONLINE DIAL GROUPS

Dial groups: Same as virtual focus groups with the addition of advance dial testing or real-time dial testing.

#### ADVANCE DIAL TESTING:

- ✓ We send a survey & video to respondents to test in advance
- ✓ Client then reviews the results in advance
- ✓ Moderator executes online focus group with all the respondents or only the ones they choose to invite

#### REAL-TIME DIAL TESTING:

- ✓ All respondents log on and receive a link for rating the video/s
- ✓ Client then reviews the results in real time
- ✓ Moderator continues discussion with all respondents or keeps a breakout of them
- ✓ Multiple breakouts are also possible

### FULL-SERVICE ADD-ONS:

- ✓ Moderating
- ✓ Recruiting
- ✓ Reporting



### WEB IDIs

- ✓ We provide the platform
- ✓ Our in-house moderator will perform Webcam IDI's
- ✓ Each IDI is recorded as a deliverable
- ✓ Full-service add-ons: recruiting and reporting

WE'VE GOT YOU COVERED: FROM RECRUITMENT TO PLATFORM TO RESULTS

ASK A QUESTION

REQUEST A QUOTE