



DATA QUALITY METHODOLOGIES AND SECURITY PRACTICES



DataDiggers (company overview)

DataDiggers is an **agile market research company** that offers business solutions adapted to any type of need.

We collaborate with **clients of any sorts**, regardless of the field in which they operate, and we ask the correct questions to provide the right answers. We have **global coverage** through which we eliminate the barriers of area, time or language.

We have helped companies from **all continents in any industry and any field**, business professionals and consumers to navigate towards success. This is the biggest challenge we take on and we do it because we are set to offer our clients exactly what they need.



Our Experience, Services and Panels

DataDiggers has spent the last **8 years** honing the art and science of using **quantitative data collection** to link human responses to business problems.

Our extensive record of excellence in quality, partnerships, technology and customer service are the cornerstone for our global online panels, which are made **over 1.5 million** of carefully screened and thoroughly **profiled individuals in more than 65 countries**.

Every year, we deliver thousands of surveys completes through quantitative data collection methodology.



DataDiggers offers a **global sample** for online research projects using a **full-service approach**, scripting the questionnaire, questionnaire translations, data collection, coding and data processing. At DataDiggers, perseverance through innovation is a continuous process through which we manage to meet and exceed the expectations of even the most demanding clients from all fields of activity.



High-quality panels are produced by combining our in-depth market knowledge, technological know-how, proprietary software, one-on-one interactions with respondents and combined respondent sourcing strategy. Consumers, clinical research, healthcare, business-to-business, financial services, insurance, technology, media and other industry sectors are just a few of the industries that DataDiggers offers sampling for.



Industry leaders that work for DataDiggers actively contribute to the creation of our panels, sampling, and data quality. Our staff is highly qualified and has an extensive spectrum of **research experience of 15 years on average**.

Methodology & Security

At DataDiggers, we place a **strong emphasis on data quality**. We employ a variety of techniques to ensure data accuracy, including the use of double opt-in panel members, IP screening, duplicate detection, geo-location verification, and fraud detection. We also stress the significance of precise translation and localization to ensure that respondents fully comprehend the questions. Moreover, we empower our clients to implement specific quality checks in their surveys.



Methodology & Security

Data Quality Control

DataDiggers has an ongoing strong commitment to deliver advanced data quality on each online survey we conduct and every sample we provide to our clients. We employ cutting-edge technology and several techniques/methodologies to ensure the highest data quality possible:

Recruiting and using only double opt-in panel members.	Detecting the IP and screening duplicates, so that we make sure only unique and real people are answering online surveys.	Detecting the survey takers' geo-location and banning fraudulent ones to enter survey.	Automatically screening out panelists that are members in more than one panel (IP detection in mailout phase – our system automatically detects duplicate IPs and automatically removes them).
Screening fraudulent survey takers (speedsters, straight-liners etc.) and purge them from panels.	Always double-checking the accuracy of translation and localization of the questionnaire.	Rewarding panel members in their native currencies.	Running surveys only in official local languages, to make sure members accurately understand the logic of the questions they are being asked.

We allow our clients to set specific quality checks in their surveys. For marking these respondents in real time, we have a specific redirect link allocated (Quality Terminate status). If using the 4th redirect link is not possible due to client's system limitations, we are happy to have them removed at the end of the study (based on reason for removal and the raw data shared by client).

Panel Quality Sentinel

Our company has developed a proprietary system known as **Panel Quality Sentinel**, which integrates multiple quality checkpoints to meticulously monitor and safeguard the quality of our panels.

These measures encompass email verification, vigilant monitoring of survey completion speed, blocking excessive survey responses, detecting reward abuse, identifying unusually high rejection rates among respondents, and flagging instances of fraud.

Our Panels – Recruitment

We employ diverse methods to recruit panelists, ensuring that all of them are double opt-in members.

To maintain high levels of panelist engagement, we diligently distribute survey invitations at even intervals, offer tailored incentives, run engaging campaigns, and consistently share panel-related content.

Here are the panel quality checkpoints we have in our platform:

DOI VERIFICATION

Every panel member must verify their email address by clicking on a unique verification link sent to them on their registered email address.

SURVEY SPRINTER SPOTTER

Monitoring and catching respondents who are speeding through the survey.

RESPONSE BLITZ BLOCKER

Monitoring and flagging respondents who complete too many surveys too quickly.

REWARD RUSH BLOCKER

Monitoring and detecting respondents who are redeeming rewards at an unusually fast or high rate.

RESPONDENT REJECTION RADAR

Monitoring and detecting respondents who have an unusually high or quick rejection rate.

FRAUD ACTIVITY SENTINEL

Monitoring and detecting respondents who exhibit an unusually high or quick fraud detection rate.

Global Standards & Advanced Fraud Prevention

ISO 20252:2019

We are certified for **Market, Opinion and Social Research, Including Insights and Data Analytics**, reflecting our dedication to information security and service quality. This certification ensures that we follow **global best practices** to safeguard **data integrity and confidentiality**, providing our clients with **secure and reliable research solutions**.



Leveraging IPQS for Data Integrity & Security

Enhanced Data Accuracy IPQS validates IP addresses, detects bots, and filters low-quality responses, ensuring reliable and trustworthy data.	Real-Time Monitoring Tracks responses live, enabling immediate adjustments to preserve data quality and integrity.	Comprehensive Filtering Mechanisms Blocks bots, proxies, and suspicious activity, maintaining clean, actionable datasets.	Customizable Parameters Filters can be tailored to study-specific needs, ensuring only relevant, high-quality responses are included.
Fraud Prevention Blocks fraudulent activities like duplicate submissions, VPN usage, and suspicious IPs, guaranteeing responses from real participants.	Geolocation and Device Fingerprinting By tracking respondent location and device data, IPQS ensures surveys reach the target market and excludes fraudulent entries.	Improved Response Quality Filtering out unreliable responses boosts the quality and value of collected data, delivering meaningful insights.	Client Confidence Using IPQS reflects our commitment to data integrity, building trust in the accuracy and reliability of research outcomes.

IPQS Implementation Key Benefits



Improved Filtration Process

With the advanced tech enabling pre-survey filtration of bot attacks, duplicate entrants, and proxy users, IPQS adoption resulted in a substantial increase in the quality of respondents entering the client survey.



Enhanced Data Accuracy

Our top clients saw a significant drop in post survey terms and fewer rejections post data checks and analysis, across all markets. Our adoption of IPQS is acknowledged and appreciated by our clients.



Reduction in Fraudulent & Low-Quality Respondents

Leveraging the combined tech strength of IPQS and our proprietary Panel Quality Sentinel, we proactively identify and eliminate unqualified/bad respondents, preventing them from accessing the client survey. This ensures that only genuine participants access the client's survey link, resulting in data of superior quality and reliability.

Total Percentage of **IPQS** Terms
(first checkpoint as soon as a respondent
clicks on our survey invitation)

0% ↗ 5%

Total Percentage of **Post-Survey** Terms
(based on client rejections
post-fieldwork/completion of survey)

13% ↘ 6%

Data collected between:

Oct - Dec 2024 (before the implementation of IPQS)
Jan - Mar 2025 (after the implementation of IPQS)

Our entire suite of **quality tools**
have been implemented for **all our 65 panels**

1 How do you recruit new panelists to your panel and how often?

We recruit our panels via various recruitment methods, including affiliate marketing agencies, online media campaigns etc.

We run a continuous recruitment process, and all our panelists are registered as double opt-in members.

2 Do you have a limit as to the number of surveys that a panelist can complete in any given month?

We don't send them too many invites, we try to distribute the invites number evenly, so the panelist is not too assaulted by multiple invitations - we try to send them an invitation once every 2-3 days, in average.

3 Do you measure participant satisfaction at the individual project level?

We do run participant satisfaction surveys, but we do it at certain moments during the year, and not on project level.

4 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?

We follow the rules provided by ISO 27001. We perform periodical audits and stress tests of our internal information systems.

5 What measures do you undertake to keep your panelists engaged?

We keep them active by sending them constant invitations to our surveys, asking them to update their profile regularly and also offering a variety of incentives per each country, customized to their age, gender, preferences etc.

Additionally, we coordinate various campaigns encompassing a wide array of topics. These campaigns involve assigning tasks to both our current panel members and potential panel recruits. These tasks may include activities such as joining our MyVoice panel, participating in surveys, or following our social media channels. Furthermore, we extend the opportunity for our panel members to win online cash prizes through random selection.

To ensure ongoing engagement, we consistently share panel-related content five days a week. Additionally, when panel members complete their profiles, we express our appreciation by rewarding them with 1 EUR/USD*. (*Please note that this reward is a once-a-year offering and is contingent upon the completion of at least 20 questions.)

6

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?

We apply the GDPR and Romanian internal regulations disregarding the jurisdiction we operate.

We apply grounds for each type of processing. When we rely on consent, we keep the proof of such consent.

When addressing requirements for data breach response, cross-border transfer and data retention, we apply the GDPR rules which are the grounds of our policies adopted at the level of group. We have appointed a DPO.

7 Do you employ any form of validation in your recruitment process to ensure that participant are real, unique, and genuinely who they claim to be, and do you conduct quality checks when recruiting new panelists for your panel?

Yes, we use the double opt-in method, IP detection and deduplication methods. Data Diggers takes data quality seriously, a principle from which we never deviate. We pay attention to the integration of candidates in the panel and carefully monitor the activity in the survey. We follow rigorous practices to ensure that our panels include only real and verified people. Thus, we have several validations added to the registration stage:

- a. First, we ask for a valid email on the registration form. If the email format is invalid, then we don't allow the panelists to register. We do not allow the same email or similar email to register again. We check this using the "Clean email" formatting.
- b. Second, we ask for Zip or postal code that we match with the user's actual IP as well as match it back to our post code database, and if it matches only then we allow the panelist to register.
- c. When the user successfully fills the registration form and submits it, we send an account verification email to the registered email address. If the panelist verifies the email, only then we allow panelist to login. Else, we keep the status as Not Validated. So basically, the user can only access the platform if he is using the valid email address.

8 **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.**

DataDiggers adheres to its principles and values, which it uses throughout the life cycle of a study. In everything we do, quality comes first, and in every stage of the research process we are careful to offer the best information and solutions. We assign Geo-IP, dynamic survey and project ID string, dynamic transaction ID and unique cookies for each transaction. These are then tied back to the panelist based on their demographic and profile answers. This way, a panelist's entry to each unique survey is controlled at the entry level. Our system blocks multiple attempts from the same panelist to the survey if they've been assigned an end status.

Apart from this, we have also check if a member is manipulating any survey URL and our system flags and screens them for such activity. We also promote S2S and Hashing secure methods to our clients and partners to ensure a secure end to end connection.

9 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?

We maintain security checks on our panel wherein if a member attempts X surveys within an impossible Y timeline, then we flag them. If the behavior is repeated, then we remove them from the panel.

Apart from this, we have the speeder check also, which monitors member activity in a survey. We also promoted S2S and Hashing secure methods to our clients and partners to ensure a secure end to end connection.

10 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 behaviors, 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?

Data quality comes first for our experts. Using our data science-based models, we implemented advanced fraud detection mechanisms within the survey for the highest quality data.

The information is also checked prior to having the data sent to our clients. The checking includes speeding and straight lining invalidation and also bad verbatim removal. The client receives a clean database, ready to be used for data processing.

At DataDiggers, we take pride in being a comprehensive and dedicated market research company with an unwavering **focus on data quality and security**.

We employ a range of techniques and proprietary systems to ensure the **integrity of our panels** and the **quality of the data** we collect. Our commitment to compliance with data protection laws and information security standards is evident in our practices.

Overall, our company's mission is to **provide reliable and accurate data solutions** to meet the diverse needs of our clients across industries and regions.



HELPING CLIENTS
NAVIGATE CHANGE



DATA QUALITY METHODOLOGIES AND SECURITY PRACTICES

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