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REWARD YOUR OPINIONS
LIMITED



BUYER TRANSPARENCY | 2026

ESOMAR 37 Questions

Our response to the 2021 questions for buyers of online samples.

PURPOSE AND SCOPE

A practical transparency statement.

This document summarises how Reward Your Opinions Limited approaches online sample, fieldwork, quality and privacy.

It follows the structure of ESOMAR's 2021 Questions to Help Buyers of Online Samples. Headings below are shortened paraphrases; refer to the original ESOMAR publication for full wording and context.

HOW TO READ OUR ANSWERS

Source, market coverage, recruitment, profile depth, technology and metrics can vary. Project agreements and quality plans may add to or supersede this general response.

Company

REWARD YOUR OPINIONS LIMITED
Company No. 16652700
Registered in England and Wales

Contact

jasper@rewarduopinions.com
rewarduopinions.com
7 Copperfield Road, Coventry, CV2 4AQ, UK

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COMPANY PROFILE

01

Experience in online sample

Reward Your Opinions is a UK market research company providing online audience access and fieldwork support. Our public company profile reports support for more than 30,000 online research projects. Our core work serves market, opinion and social research; we do not use research responses for unrelated direct marketing without separate permission.

02

Sampling expertise and staff training

Project and quality personnel oversee feasibility, quotas, source performance, field progress and response-quality signals. Team training covers target interpretation, incidence, quota design, status codes, participant experience, escalation and privacy.

03

Other services

We provide online sample and distribution, questionnaire programming, research website design, user acquisition and managed fieldwork support. Additional services are included only when stated in the proposal.

SAMPLE SOURCES AND RECRUITMENT

04 Sources of online sample

We supply sample from our proprietary panel and, where appropriate, approved panel or supply partners. Source choice depends on geography, target, incidence, volume, field time and client restrictions.

05 Proprietary and exclusive proportions

There is no one percentage that represents every project. We identify the intended use of proprietary and partner supply during feasibility and can discuss achieved source contribution in the debrief, subject to technical and contractual limits.

06 Recruitment channels

Recruitment may use owned digital channels, targeted acquisition, referrals and approved partners. The mix varies by market and audience. Recruitment should be permission-led and monitored for source quality.

07 Validation at recruitment

Controls may include email/contact validation, IP and device review, approximate location consistency, duplicate detection, profile checks, participation history and manual investigation. Specialist targets may require additional qualification.

SAMPLE SOURCES AND RECRUITMENT

08 Panel brand and invitation methods

Our company website and principal business domain are rewarduopinions.com. Participants access studies through web-based, mobile-responsive links. Invitation methods and source brands may vary when an approved partner is used.

09 Delivery models

Our primary model is managed service. Technical or partner integrations may be available by agreement. We do not present a self-service capability unless it is included in a specific commercial offer.

10 Transparency and control over blended sources

We aim to disclose intended source categories and material third-party supply. Buyers may specify prohibited sources, single-source requirements or approval gates. Trackers should document the expected blend and tolerance for change.

11 Suitability for research applications

We support B2C, B2B and Healthcare online research. Product tests, recall studies, communities, qualitative recruitment, long interviews, mobile-only designs and recontact are evaluated case by case.

SAMPLING AND PROJECT MANAGEMENT

12 Invitation-to-completion process and quotas

We translate the target into eligibility and quotas, select sources, invite or route eligible participants, apply status handling and monitor outcomes. Quotas improve balance but do not by themselves make a sample probabilistic.

13 Profile data and updates

Profile depth varies by source and market. Common fields include demographics, geography, household, employment/business and selected interest or health attributes where lawful. Appends require a lawful purpose and project agreement.

14 Inputs required for feasibility

We normally require country, target, completes, expected incidence, interview length, quotas, languages, device/method constraints, exclusions, field dates and specialist validation. Estimates may be refined after screening data or soft launch.

15 When a project cannot be completed

We notify the buyer of material feasibility, timing or quality risk and propose options such as revised timing, quotas, target criteria or approved additional supply. We do not knowingly introduce an unapproved material source change.

SAMPLING AND PROJECT MANAGEMENT

16 ## Routers and yield management

Managed routing may be used where appropriate. Allocation can consider profile, prior participation, quotas, source permissions and project priority. The aim is to reduce unnecessary screening without revealing information that biases participation.

17 ## Limits on time spent in routing

Participant burden is managed through limits on repeated screening, routing time and opportunities in a session. Exact thresholds vary by system and source. Excessive loops or technical issues trigger review.

18 ## Information shown before participation

Participants normally receive enough information to choose, which may include general topic, expected length, reward, eligibility and privacy information. Confidential client details are withheld where disclosure could bias responses.

19 ## Choosing from available surveys

Where participants can select among opportunities, information is kept general and consistent, such as duration and reward, so choices do not reveal qualification answers or sensitive objectives.

PROJECT MANAGEMENT AND DATA QUALITY

20 Changing incentives during fieldwork

Incentives may be adjusted only for a legitimate reason, with appropriate approval and without misleading participants. Material changes that could affect composition are considered with the buyer.

21 Participant satisfaction

We may use support contacts, complaints, dropout, technical incidents and post-survey feedback to assess experience. Normative benchmarks are not available uniformly across all sources; required measures should be defined before launch.

22 Project debrief

A debrief can include completes, dates, quotas, source information, conversion/rejection metrics, device mix and material incidents, subject to scope and technical availability. Mandatory fields should be agreed before commissioning.

23 Participation frequency and fatigue

Participation history, category exposure and exclusions may be used to manage fatigue and bias. Limits vary by source, audience scarcity, category and buyer requirements.

DATA QUALITY AND VALIDATION

24 Participant history and analysis

Depending on source, we may maintain registration/source date, invitations, outcomes, incentive activity, profile updates, quality flags, restrictions and support history. Analysis or appends must be technically available, relevant, lawful and agreed.

25 Identity checks at project entry

Controls may include token validation, duplicate checks, IP/device signals, approximate location, profile consistency, history, unusual session patterns and manual review. Signals are assessed in context.

LAYERED EVIDENCE

Identity, device, profile and behaviour signals are considered together.

PROPORTIONATE CONTROLS

Validation reflects audience, market, sensitivity and participant burden.

DATA QUALITY AND VALIDATION

26 Source consistency and blending

Planned source categories and restrictions are recorded at project start. We monitor contribution and material differences where identifiers are available. Trackers seek stable composition and discuss necessary changes first.

27 Member quality tracking

Signals may combine profile consistency, activity, rejection history, technical duplicates, location/device changes, open-end quality, speed and client feedback. Outcomes can include review, quarantine, exclusion or removal.

28 Reducing undesirable in-survey behaviour

Controls can include clear design, response validation, logic checks, proportionate attention checks, timing, duplicate prevention, open-end review, non-response monitoring and manual review. Material automated rules should be agreed.

POLICIES AND COMPLIANCE

29 **Participant privacy notice**

Our public Privacy Policy is at rewarduopinions.com/privacy-policy.html. It covers roles, data, purposes, legal bases, sharing, transfers, retention, security, rights and contact routes. Project notices may add specific details.

30 **Data protection compliance**

We assess requirements by participant location, project role and data type. Measures may include lawful basis, minimisation, processor terms, transfer safeguards, retention, incident escalation and rights handling.

31 **Consent management and support**

Participants can decline an invitation, stop a survey, update relevant choices or request to leave an owned panel. Requests can be made through the applicable notice. Partner sources manage their own member relationship.

32 **Other laws affecting incentives**

Market-specific rules are considered with clients and advisers where needed. Incentive type, value, eligibility, payment route, tax/employment implications and sanctions may require country-specific review.

POLICIES AND COMPLIANCE

33 Children and young people

We do not knowingly recruit children into our general panel. Research involving minors is considered only where lawful and appropriate, with age screening, clear information, safeguards and parental permission where required.

34 Data protection by design

Privacy is considered at scoping, programming, sourcing, access, transfer, reporting and deletion. We minimise fields, separate identifiers where practical, restrict access and define retention.

35 Information security programme

Our approach includes access control, confidentiality, secure transfer, system hygiene, supplier review, incident escalation, appropriate backups and risk review. No ISO 27001, SOC 2 or other certification is claimed without a current certificate.

36 Quality framework certification

We use documented procedures and recognised market research principles, including the ESOMAR buyer questions, as reference points. We do not currently claim ISO 20252 certification in this document.

METRICS

37 Available sample and data-health metrics

Subject to scope, source capability, reporting bases and confidentiality, we can discuss metrics such as completion/qualification rate, rejections, account quarantine/removal, tenure, device mix, source contribution, dispositions, completes per member, active participants, feasibility, quota achievement and source performance. Not every metric is consistently available for every country or partner source.

DEFINE BEFORE LAUNCH

Identify mandatory metrics, dimensions, trend period, format and minimum bases during scoping.

INTERPRET IN CONTEXT

Metrics are diagnostic signals, not universal pass/fail benchmarks.

DISCUSS YOUR NEXT PROJECT

For a project-specific source plan, feasibility assessment, quality requirements or metric request:

jasper@rewarduopinions.com

https://rewarduopinions.com/