



Terms and Conditions for the Supply of Online Sample the fine print

Standard Terms of Fair Trade

We have agreed to supply you with Sample for your study, based on the specifications and requirements you gave us before starting and we have provided you with a cost structure for this request. Once you agree to initiate a Project for the supply of this Sample, it is assumed that you fully agree to all of the below.

Project Initiation

Communication between our systems will be via the use of re-direct links. We expect one only link to which we will append our Unique ID. You will capture this ID and Return to us via a set of Return Links that we will supply to you. Any variation to the above (for example when you need to use Unique Links for each participant) is subject to an additional fee as below -

If automated links not working / not available	US\$ 300
If Unique Links are being used at the Client's End	US\$ 300

Pre-Launch

You will supply us with the final version of the Study Questionnaire (including the Screener). We will test the study for a Complete and a Screen Out. If it is not possible to do so, at our discretion we will soft launch or withdraw from the study.

We reserve the right to withdraw from a study if in our sole opinion the study is inappropriate for our members. This includes offensive, sensitive, badly structured/written/translated, requires a download, or it is overly complicated or too long. In this event, there will be no charges.

Once we have set up the Project (defined as the exchange of Automated Links and the testing of same) it is then decided that we do not field, then a Project Set Up Fee will be added.

If project is set up but does not field.	US\$ 160
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Launch

We have priced your project in good faith that the LOI, IR and N required will be true in the field. But just to be sure, we will check these variables after 200 participations or 24 hrs in the field. We will then calculate the in field IR and LOI as follows –

- Average LOI = excludes shortest and longest 10% of all times, and averages the remaining.
- Field IR = Completes divided by Screenouts plus Completes.

If there exist Quota Full returns, then the Project will be considered a Top Up.

- Top Up IR = Completes divided by Screenouts plus Quota Full plus Completes.

If these vary from those quoted by more than 30% then fielding will be paused and a Pricing Review will be offered. If you request that fielding resumes you have automatically accepted the revised pricing which will apply to ALL completes for this project. If revised pricing is declined, then a Project Cancellation Fee of US\$ 160 will apply plus current Completes will be charged at original CPI.

If project IR or LOI vary from quoted and revised pricing is not accepted	US\$ 300
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If the fielding closes in less than 48 hours from us receiving your approval to set up, then a Project Set Up Fee will apply.

If project fields for less than 48 hours after Set Up	US\$ 300
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Fielding

We will aim to achieve the agreed completes at the agreed IR rate as quickly as possible (full launch). If for whatever reason you need us to 'space-out' our fielding then we will make every possible effort to follow your fielding plan, however this cannot be guaranteed.

We may, at our discretion, use whatever means possible to achieve the required completes within budget and within time.

The management of Nat Rep or other Quotas is your responsibility and we assume that if one of our members belongs to an already completed quota cell, that member will be returned to us immediately upon reaching Quota Full (or Over Quota) status. Whilst we will make reasonable efforts to send a balanced sample to you, we cannot control/manage quota cells.

You will not under any circumstances (a) collect private information from our members or (b) entice them in any way to join another panel or community. If you do, you automatically accept that you will be charged US\$ 300 for each participant who reached your study.

PII collected without our knowledge AND approval – per participant	US\$ 300
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Closure and Bad Data

You will notify us immediately when the Study has been completed and closed. Within reasonable time you will provide us the the IDs of our members who completed the study. If do not provide us with our IDs within 60 days from project closure, all completes as returned via your links will be invoiced for.

In the event of bad data –

- **Speeders and straight liners** cannot be accepted as this is something that can be trapped in real time and returned as a 'Reject'. If returned as Complete then they are payable. We can provide you with a 'Reject' Return Link.
- Rejects on the basis of **Non sensical responses** will be accepted only if you (or your Client) can provide us with the full questionnaire of the study, as well as each rejected participant's complete participation record.
- Failing to validate bad data as above, **the maximum allowable rejection rate is 5%** of all registered completes. Remaining completes will be invoiced for.

We reserve the right to back date an Invoice to the actual Project Closure date, if in our opinion the final IDs were not provided in reasonable time.

Payments

Our Payment Terms are 30 days unless prior agreement is in place.

A 2% surcharge per month will apply to late payments.

All Bank fees are payable by you and must not deducted from our payment.

If we have not dealt with you in the past, you are required to establish a pre-paid account and wire enough funds to cover your requirements prior to fielding. All payments to us must be via Wire Transfer to our nominated Bank Account.