

COMPANY PROFILE

1 What experience does your company have in providing online samples for market research?

Context: This answer might help you to form an opinion about the relevant experience of the sample provider. How long has the sample provider been providing this service and do they have for example a market research, direct marketing or more technological background? Are the samples solely provided for third party research, or does the company also conduct proprietary work using their panels?

PSA has been in the business of online research since 2006. We specialise in supplying online consumer panels in Africa to market researchers, and global companies.

PSA also creates, develops and manages proprietary panels for clients.

Our in-house experience and expertise provides a solid foundation for the reliable, ethical and effective management of our panels, enabling us to provide support, training and technology to clients and research contractors. We enable researchers to deliver quality market research quickly, reliably, and professionally.



Contact Us:

011 326 0844
info@panelservicesafrica.co.za

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www.panelservicesafrica.co.za

SAMPLE SOURCES AND RECRUITMENT

2 Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

Context: The description of the types of sources a provider uses for delivering an online sample will provide insight into the quality of the sample.

We provide panels with engaged respondents who have volunteered to be part of the panel, and are profiled in detail for effective sampling.

Our reliable and ethically managed panels and communities are recruited with the sole purpose of receiving online and mobile surveys via email or mobile, CAPI or CATI. We utilise multiple source recruitment, and campaigns are ongoing and customised to specific segments, as required.

Recruitment methods include email and online marketing, targeted website advertising, CAPI, CATI, f2f, newsletters, referrals, client databases and social media. Panellists are invited to visit the appropriate portal to join each panel. Through our technology and Social Insight Connect we are able to connect directly with our panellists via their method of choice and use these methods for targeting and building trust and engagement with new recruits.

Our regularly updated panel book can be viewed on our website at www.panelservicesafrica.co.za



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SAMPLE SOURCES AND RECRUITMENT

3 If you provide samples from more than one source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?

Context: The variation in data coming from different sources has been well documented. Overlap between different panel providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents.

As panel management experts in Africa, we place huge emphasis on panel quality through carefully managed panel hygiene protocols to ensure quality sample.

PSA maintains two discrete panels, each drawn from a distinct set of potential respondents: our panels are maintained separately and specifically directed recruitment, sampling and hygiene run separately at all times. PSA's panel recruitment targets different countries for different panels, eliminating the possibility of duplication amongst respondents.

PSA currently offers two online research communities: Tell Us About It (South Africa panel), and My Voice Africa (Ghana, Kenya, Nigeria panel). The details of the research sample we offer are available in our panel book at www.panelservicesafrica.co.za

We do not partner with other panel providers for our online projects.



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SAMPLE SOURCES AND RECRUITMENT

4 Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

Context: Combining respondents from sources set up primarily for different purposes (like direct marketing for example) may cause undesirable survey effects.

PSA builds and runs research panels that are exclusively dedicated to market and opinion research. All our panels are used for market research purposes only.

5 How do you source groups that may be hard to reach on the internet?

Context: Ensuring the inclusion of hard-to-reach groups on the internet (like ethnic minority groups, young people, seniors etc.) may increase population coverage and improve the quality of the sample provided.

We utilise f2f, CATI and CAPI to source more elusive sectors, and recruit them through a double opt-in procedure. We tailor our recruitment strategy specifically to target groups that are not already represented in our panel. Word-of-mouth and referral attract traditionally hard to reach demographic profiles of consumers (such as teens) as well as consumers not normally predisposed to join an online panel.

6 If, on a particular project, you need to supplement your sample(s) with sample(s) from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third party provider?

Context: Many providers work with third parties. This means that the quality of the sample is also dependent on the quality of sample providers that the buyer did not select. Transparency is essential in this situation. Overlap between different providers can be significant in some cases and de-duplication removes this source of error, and frustration for respondents. Providers who observe process standards like the ISO standards are required to give you this information.

Panel Services Africa does not utilise the services of third party providers. In the event that we do not have enough sample for a particular project we will undertake to recruit specifically, at our own cost, by following our usual recruitment procedures.



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SAMPLING & PROJECT MANAGEMENT

7 What steps do you take to achieve a representative sample of the target population?

Context: The sampling processes (i.e. how individuals are selected or allocated from the sample sources) used are the main factor in sample provision. A systematic approach based on market research fundamentals may increase sample quality.

Samples are drawn at random from members who meet the screening criteria for the required study, such as gender, age, province or social class. Our team also has the expertise and skills, not only to work within the system processes, but to assess the research requirements for sampling.

At survey launch, the system allows the project manager to access any part of the sample population and, once selected, email invitations are sent via our system to the targeted group either randomly, or as required by the project. The system has the capacity to perform a soft launch in the event that the client would like to see data and make adjustments to the survey, based on early results. Indeed, samples can be deployed by any variable requested and invitations can be scheduled. Our system monitors all aspects of deployment. Panellists access the survey with unique links stated in the invite.

Our sampling process uses the national representative status of our panels, in accordance with available data such as AMPS, in South Africa, and is calculated using a formula that correlates response rates with the number of respondents invited to complete the survey.

8 Do you employ a survey router?

Context: A survey router is a software system that allocates willing respondents to surveys for which they are likely to qualify. Respondents will have been directed to the router for different reasons, perhaps after not qualifying for another survey in which they had been directly invited to participate, or maybe as a result of a general invitation from the router itself. There is no consensus at present about whether and how the use of a router affects the responses that individuals give to survey questions.

PSA chooses not to implement a survey router. Our ongoing profiling policy provides up-to-date, reliable data. We leverage this to increase the incidence rate for our surveys by reaching the correct target group with precision, without the use of a router.



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SAMPLING & PROJECT MANAGEMENT

- 9 If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?**

Context: Biases of varying severity may arise from the prioritisation in choices of surveys to present to respondents and the method of allocation.

PSA does not utilise a survey router.

- 10 If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?**

Context: If Person A is allocated to Survey X on the basis of some characteristic then they may not be allowed to also do Survey Y. The sample for Survey Y is potentially biased by the absence of people like Person A.

PSA does not utilise a survey router.

- 11 If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?**

Context: It may be necessary to try to replicate your project in the future with as many of the parameters as possible set to the same values. How difficult or easy will this be?

PSA does not utilise a survey router.



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SAMPLING & PROJECT MANAGEMENT

12 What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

Context: The usefulness to your project of pre-profiled information will depend on the precise question asked and may also depend on when it was asked. If real time profiling is used, what control do you have over what question is actually asked?

More than 100 information variables are kept on members in order to profile and send invitations to specific targets. Personal information is not used for any other purpose. On average, PSA has basic demographics, financial data, lifestyles, household appliances, technological applications, attitudes, etc, for each panellist. The main panel profile (socio-demographic data and contact information) is updated on a daily basis. Other data is updated weekly. Panel Maintenance is conducted by our panel operations team and monitored for performance using our panel analytics specialist.

Some of our surveys control for changes in variables by asking screening questions in order to confirm existing data, or collect new data, with real time profiling.



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SAMPLING & PROJECT MANAGEMENT

- 13 Please describe your survey invitation process. What is the proposition that people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.**

Context: The type of proposition (and associated rewards) could influence the type of people who agree to take part in specific projects and can therefore influence sample quality. The level of detail given about the project may also influence response.

Invitations are sent to our respondents, and always include information about the survey they are about to take part in, eg the subject of the survey, the deadline, the number of questions and length of interview, the incentive amount. Specific instructions may be included if there are video clips to be viewed, or images, as well as indications if the survey happens to be a more complex one. The invitation includes a support email address for any questions relating to the survey.

Reminders are also sent to panellists who have not yet accessed the survey after a specific time. In order not to introduce a bias in respondent answers to screening questions, PSA never provides information linked to the target sought.

Respondents are also able to view the surveys that they have been sampled for on their home page on the panel.



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An example of a survey invitation

FULL TANK



10 Minutes | #bonus# Zaka

Hi #u_firstname#,

Earn 10 Zaka! Take a ride through this fun survey and tell us about some important fuel - caffeine and petrol.
Thank you for your time and we look forward to your response soon!

[Click Here to Start Survey](#)

If the above button doesn't work, copy and paste the following URL into your browser:

#code_complete#

If you have any queries, let us know via the Helpdesk!

Kind regards,

The TUAI Team

support@tellusaboutit.co.za

INFORMATION:

YOUR POINTS

BALANCE: #panelpoints#

SURVEY CLOSES: #enddate#

TUAI NEWS:

WE WANT TO PAY YOU YOUR AIRTIME, so make sure you give us all your details via the payment survey asap! Just log in to your profile on the panel, click on the Payment Option survey and complete the details for airtime payments. Remember to give us the name of your service provider. Look out for payments straight to your cellphone when you redeem your points!

SAMPLING & PROJECT MANAGEMENT

14 Please describe the incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Context: The reward or incentive system may impact on the reasons why people participate in a specific project and these effects can cause bias to the sample.

Panel Services Africa uses a points system to incentivise panellists. PSA is extremely aware that bias can be caused by incorrect incentive procedures so we have devised various ways to 'reward' panellists for their time.

Points may be redeemed for cash, airtime, or vouchers, and respondents are paid for every survey they complete. We do not work on a lottery system as we feel that respondents should be paid for their time and effort. The length and complexity of the survey determines the reward. Occasionally, there will also be a prize draw in addition to the incentive. A low incidence rate, or urgency to complete a study, may increase the value of the incentive.

15 What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

Context: The size of any panel or source may not necessarily be an accurate indicator that your specific project can be completed, or completed within your desired time frame.

PSA requires specific information in order to assess feasibility on a potential project and to ascertain the expected response rate. With this basic information our project management team can also then provide realistic timelines for completion. Basic information requested:

- demographics, and any other criteria that allows us to sample using our in-depth profiling data, or with pre-screeners
- incidence level
- number of completes required
- total sample size
- the estimated survey length
- the questionnaire or survey (we will script the survey from a questionnaire, if requested)
- any additional material such as graphics, video, and audio, if required
- time in field.



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SAMPLING & PROJECT MANAGEMENT

16 Do you measure respondent satisfaction? Is this information made available to clients?

Context: Respondent satisfaction may be an indicator of willingness to take future surveys. Respondent reactions to your survey from self-reported feedback or from an analysis of suspend points might be very valuable to help understand survey results.

We offer personal and email communication with panellists, in order to maintain a strong relationship, imbued with the trust of our panellists. We respond to more than 200 queries per week via our Helpdesk and telephone, and our panel support team is on hand to assist with and answer queries, and to obtain feedback from respondents. Our system records incidence and survey suspension, and these statistics are kept in our system for each panellist. This provides us with data that can be used to communicate with panellists who may be experiencing difficulty or frustration when completing surveys.

PSA has a panellist Satisfaction Survey. After each survey deployed requesting respondents to provide feedback on:

- Surveys
- Email invites
- Incentives
- Web usability
- Support and assistance



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SAMPLING & PROJECT MANAGEMENT

17 What information do you provide to debrief your client after the project has finished?

Context: One should expect a full sample provider debrief report, including gross sample, start rate, participation rate, drop-out rate, the invitation/contact text, a description of the field work process, and so on. Sample providers should be able to list the standard reports and metrics that they make available.

Panel Services Africa provides a full post mortem report to the client after each project, upon request. This report contains compliance data, panel statistics, back-checks/control over data, time to complete a survey, etc.

For full service projects where we host the survey, we are able to provide a full survey activity report for each project. The key statistics from such a report detail:

- Fieldwork dates
- Total number of survey invitations sent
- Number of surveys started
- Number of screen-outs/quota-fulls and survey drop-outs
- Number of completes



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DATA QUALITY AND VALIDATION

- 18 Who is responsible for data quality checks? If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviours, such as (a) random responding, (b) Illogical or inconsistent responding, (c) overuse of item non-response (e.g. ‘Don’t Know’) or (d) speeding (too rapid survey completion)? Please describe these procedures.**

Context: The use of such procedures may increase the reliability and validity of the survey data.

PSA is committed to the maintenance of a reliable panel, and the provision of quality data.

PSA makes recommendations to clients on question types and survey length in order to maximise reliable responses from panellists. We monitor drop-off rates during surveys in order to measure whether particular questions and question types may influence response quality and survey completion. Our panel support team actively engages with panellists in order to obtain information about satisfaction with, and queries related to surveys, and feeds emerging issues back to our Project Managers, and clients upon request. Our hygiene measures ensure that inactive, unresponsive, and fraudulent panellists are regularly removed from the panel).

- 19 How often can the same individual be contacted to take part in a survey within a specified period whether they respond to the contact or not? How does this vary across your sample source?**

Context: Over solicitation may have an impact on respondent engagement or on self-selection and non-response bias.

Our processes do not allow respondents to be over-contacted with survey invitations. In our usual process we would send an invite to a survey + 2 reminders over the course of a project. Reminders are set to 48 hours between Invite and reminder 1 and reminder 2.



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DATA QUALITY AND VALIDATION

- 20 How often can the same individual take part in a survey within a specified period? How does this vary across your sample sources? How do you manage this within categories and/or time periods?**

Context: Frequency of survey participation may increase the risk of undesirable conditioning effects or other potential biases.

PSA observes the ESOMAR guidelines regarding survey participation. Our system automatically monitors survey participation per panellist. We are careful to maintain the reliability of our survey data and not to over-burden our panellists in order to ensure that the data we obtain is reliable and of the highest quality.

- 21 Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a project analysis of such individual level data?**

Context: This type of data per respondent including how the total population is defined and how the sample was selected and drawn, may increase the possibilities for analysis of data quality.

PSA's system allows us to monitor all aspects of a respondent's history with regard to participation, entry, source, as well as various other aspects of communication between PSA and the respective panellist.



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DATA QUALITY AND VALIDATION

- 22 Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration and/or at the point of entry to a survey or router. If you offer B2B samples what are the procedures there, if any?**

Context: Confirmation of identity can increase quality by decreasing multiple entries, fraudulent panellists etc.

Every panellist must provide their full name, gender, age, email address and mobile number in order to complete the registration process. In order to be paid for completing surveys, respondents are also required to provide bank details. This information is a requirement. It is stated in our terms and conditions that fraudulent respondents will be removed from the panel and will forfeit their earnings. Our projects go through a Quality Assurance process and assure the highest quality research respondents. We deduplicate based on IP addresses, email addresses, names, surnames, addresses, mobile numbers, bank accounts, and in some instances ID numbers. Our panel is continuously monitored and maintained by our panel hygiene team.



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POLICIES AND COMPLIANCE

23 Please describe the 'opt-in for market research' processes for all your online sample sources.

Context: The opt-in process indicates the respondents' relationship with the sample source provider. The market generally makes a distinction between single and double opt-in. Double opt-in refers to the process by which a check is made to confirm that the person joining a panel or database wishes to be a member and understands what to expect (in advance of participating in an actual survey for a paying client).

Every individual on our panels undergoes a double opt-in at the registration process. Participation is only possible once the personal email address of a panellist has been confirmed. Panellists are invited to participate in surveys, and their online registration is an agreement to opt-in. They are then sent a confirmation email and if their positive response constitutes the second opt-in, they become a member of the panel. The panel website and the confirmation emails contain information about the purpose of the panel, ie to collect data, via the completion of online surveys by panellists, which is used in market research.



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POLICIES AND COMPLIANCE

24 Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

Context: Not complying with local and international privacy laws might mean the sample provider is operating illegally. An example privacy policy is given in the ESOMAR Guideline for Online Research.

Our Privacy Policy states that we guarantee to protect the information provided by panellists. Panel Services Africa considers the privacy of our panellists of utmost importance, and protects this information. We will not sell or share this information with anybody outside the panel. Our privacy policy is available on all our panel websites. We comply fully with SAMRA, ESOMAR and WASPA international codes of conduct and guidelines. Panel Services Africa's panels all comply strictly with all regulations. We

- Guarantee the voluntary cooperation of panellists
- Follow rules to protect the researcher's and respondent's identities
- Respect the respondent's right to anonymity
- Ensure that all data procedures are reliable and valid
- Declare that a Privacy Policy is in place, on all our panels, which conforms to local laws as appropriate
- Abide by data security policies and measures and ensure that these are in place, and continually reviewed, in line with technological developments and industry best practice
- Observe and implement all laws and guidelines governing the interviewing of children and young people.

PSA's panel Privacy Policy can be viewed at http://psa.3uu.eu/privacy_policy.php



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POLICIES AND COMPLIANCE

25 Please describe the measures you take to ensure data protection and data security.

Context: The sample provider usually stores sensitive and confidential information on panellists and clients in databases. These data need to be properly secured and backed-up, as does any confidential information provided by the client. The sample provider should be able to provide you with the latest date at which their security has been evaluated by a credible third-party

All data from our system is stored in a firewalled, password protected database on a private network, hosted on our partner's secure servers in London and mirrored in Germany. PSA blocks suspicious email addresses, domains and IPs.

26 What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

Context: There are no foolproof methods for protecting audio, video, still images or concept descriptions in online surveys. In today's social media world, clients should be aware that the combination of technology solutions and respondent confidentiality agreements are 'speed bumps' that mitigate but cannot guarantee that a client's stimuli will not be shared or described in social media.

All our staff sign a non-disclosure agreement and PSA is mindful of the need to protect client data and any content supplied for research purposes. Access to staff email, and any content and information supplied to staff from clients, is restricted and a culture of understanding the importance of confidentiality within a marketing context, and ethical obligations towards clients, is maintained within the organisation.

In cases where confidential material may be shared with panellists, they are informed and requested to agree not to share any information. We may also consider an 'opt-in' process on an individual survey.



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POLICIES AND COMPLIANCE

27 Are you certified to any specific quality system? If so, which one(s)?

Context: Being certified may require the supplier to perform tasks in a pre-determined manner and document procedures that should be followed.

Panel Services Africa ensures that panel quality is of the highest calibre. Our quality begins at recruitment and continues throughout the survey process. Our system eliminates duplicates, fraud, and abuse and is finalised with a certified sample. Our surveys are configured and programmed in accordance with strict internal quality assurance measures.

PSA has detailed policies and processes for Quality Control. These ensure that from the commissioning stage, right through to the end of the project, the data provided to the client is reliable and trusted. During the survey programming stage, checks are performed as follows:

Survey Programming personnel do thorough testing, where problems are identified and then sent back to the programming team.

The project manager ensures that final manual testing is done prior to sending to the client. Any programming issues identified at this stage are returned to the programming team and finally updated by the programmers;

Final testing is then confirmed by the Project Manager and the client. After field launch, the Data is checked for errors, formats, file types, and identified for change or to proceed with full launch.



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POLICIES AND COMPLIANCE

28 Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

Context: The ICC/ESOMAR International Code requires special permissions for interviewing children. These are described in the ESOMAR Online Research Guideline. In the USA researchers must adhere to the requirements of the Children's Online Privacy Act (COPPA). Further information on legislation and codes of practice can be found in Section 6 of ESOMAR's Guideline for Online Research.

If a study requires the responses of children and young people we will undertake the project under the strict guidelines stipulated by the local laws. Children under the age of 17 are only allowed to complete online surveys with the required parental consent.

In accordance with the ESOMAR Guideline for Online Research, all reasonable measures are taken to ensure that minors do not participate in PSA surveys without parental consent.



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