

## ESOMAR 37 Answers



Custom solutions for global understanding  
We connect you to Real People

# Contents

- ★ Company profile
- ★ Sample sources and recruitment
- ★ Sampling and project management
- ★ Data quality and validation
- ★ Policies and compliance
- ★ Guidance on professional standards

**Q1.What experience does your company have in providing online samples for market research? How long have you been providing this service? Do you also provide similar services for other uses such as direct marketing? If so, what proportion of your work is for market research?**

Kaaya Research is a data collection company established in 2021. We provide fieldwork and data collection to our clients covering North America, Europe, APAC , MENA and Africa. Our team has expertise in both qualitative and quantitative methodologies, and we are dedicated to delivering exceptional service to our wide range of clients, both on a global and local scale (serving 160 clients). Over the course, we have successfully conducted diverse types of research and online surveys in a meticulous manner. Our core principle revolves around upholding the integrity of data quality and fostering meaningful engagement with respondents, thereby building a foundation of trust. Our company operates under well-defined rules and privacy policies that apply comprehensively across all aspects.

**Q2.Do you have staff with responsibility for developing and monitoring the performance of the sampling algorithms and related automated functions who also have knowledge and experience in this area? What sort of training in sampling techniques do you provide to your frontline staff?**

Kaaya Research is driven by a devoted and focused team, united by a shared belief in the power of collaboration and the ongoing enhancement of our comprehensive services, always striving for excellence. Undoubtedly, our team of seasoned experts maintains a vigilant watch over the performance of our online platform, tirelessly refining and fine-tuning the data to ensure its resounding success. Our commitment extends to comprehensive training for our frontline staff, encompassing diverse sampling processes, methodologies, and optimal platform utilization. Additionally, new team members undergo comprehensive preparation utilizing user-friendly, self-managed online tools, and stand ready to support to fieldwork when needed.

**Q3.What other services do you offer? Do you cover sample-only, or do you offer a broad range of data collection and analysis services?**

"Kaaya Research" delivers comprehensive fieldwork and data collection solutions to its clientele across North America, Europe, APAC , MENA and Africa. Our extensive range of services encompasses Market Research, encompassing both Qualitative and Quantitative methodologies, along with specialized Healthcare recruitment. We offer adept Global Project management, proficient Moderation services in both English and local languages, precise Translation of materials, meticulous Transcripts in both English and local languages, and concise Summary reports tailored to specific formats. Our expertise further extends to Survey programming and designing, ensuring a holistic and tailored approach to meet our client's needs

**Q4.Using the broad classifications above, from what sources of online sample do you derive participants?**

Kaaya Research employs a strategic selection of recruitment channels to enhance both the company's expansion and the benefits for its clients. Our approach entails leveraging a diverse array of online panels, encompassing social media platforms, partner referrals, recommendations, as well as online and offline advertising, among other avenues. Furthermore, Kaaya Research harnesses additional resources via our API-driven network to further amplify our reach and capabilities.

**Q5.Which of these sources are proprietary or exclusive and what is the percent share of each in the total sample provided to a buyer?**

Kaaya Research employs a multitude of recruitment channels to establish our distinct panel. On certain occasions, in response to project-specific needs and sample prerequisites, Kaaya Research may engage in partnership with meticulously chosen and dependable associates. This collaborative effort ensures the attainment of optimal sample sizes and well-suited compositions.

**Q6. What recruitment channels are you using for each of the sources you have described? Is the recruitment process 'open to all' or by invitation only? Are you using probabilistic methods? Are you using affiliate networks and referral programs and in what proportions? How does your use of these channels vary by geography?**

Kaaya Research presents a straightforward enrollment procedure via our official website, complemented by an array of online initiatives, recruitment avenues, and social media promotions aimed at fostering a favorable corporate image and drawing in users. Furthermore, we partially utilize affiliate networks to extend our outreach and engage a broader spectrum of individuals. Notably, every panelist within our ranks is registered as a doubly confirmed opt-in participant.

**Q7. What form of validation do you use in recruitment to ensure that participants are real, unique, and are who they say they are? Describe this both in terms of the practical steps you take within your own organization and the technologies you are using. Please try to be as specific and quantify as much as you can.**

Kaaya Research utilizes a variety of tools and technological solutions to validate participants and verify the genuineness of their answers. These measures are designed to establish the authenticity of participants as actual individuals and to ensure the originality of the data they furnish. For instance, our panel integrates mobile verification, CAPTCHA challenges, cross-checking for duplicated email IDs, verification of IP addresses, and the utilization of digital fingerprinting. Through the application of these validation techniques, Kaaya Research aims to guarantee the legitimacy of participants and the singular nature of their responses. These stringent measures are pivotal in upholding the credibility and precision of the research carried out on our platform.

**Q8. What brand (domain) and/or app are you using with proprietary sources? Summarize, by source, the proportion of sample accessing surveys by mobile app, email or other specified means.**

Roughly 65% of our panel constituents access our exclusive panel via email, with an additional 35% choosing to enter through our website and messages.

**Q9. Which model(s) do you offer to deliver sample? Managed service, self-serve or API integration?**

Kaaya Research Limited seems to be a dedicated entity focused on the distribution of samples through a range of service approaches. These approaches encompass managed services, self-service, and API integration. It appears that Kaaya Research Limited leverages these diverse service methodologies to offer adaptability and cater to a wide array of customer inclinations and demands in the realm of sample delivery.

**Q10. If offering intercepts, or providing access to more than one source, what level of transparency do you offer over the composition of your sample (sample sources, sample providers included in the blend). Do you let buyers control which sources of sample to include in their projects, and if so, how? Do you have any integration mechanisms with third-party sources offered?**

At Kaaya Research we are dedicated to upholding absolute transparency in our sample provisioning process. Should we ever employ an external source apart from our proprietary system, we will forthrightly notify our clients and obtain their consent before proceeding. Our unwavering commitment to transparency guarantees that you remain fully informed and engaged throughout every stage of the process.

**Q11. Of the sample sources you have available, how would you describe the suitability of each for different research applications? For example, is there sample suitable for product testing or other recruit/recall situations where the buyer may need to go back again to the same sample? Is the sample suitable for shorter or longer questionnaires? For mobile-only or desktop only questionnaires? Is it suitable to recruit for communities? For online focus groups?**

Kaaya Research is deeply devoted to delivering surveys of the highest caliber, precisely tailored to their designated objectives. In our pursuit of precision and trustworthiness, we foster an interactive rapport with our panel members. This facilitates data cross-validation and retrieval within the same sample group, whenever necessary. Moreover, when it comes to surveys centered around product testing, we collaborate with an array of sample providers, each harnessing their distinctive panels. This distinctive approach empowers us to craft a survey encounter that is finely tuned, accounting for factors like survey length and seamless compatibility across both mobile and desktop platforms. Through this adaptive and versatile approach, our primary aim is to elevate the survey experience for participants while attaining a remarkable standard of data quality.

**Q12. Briefly describe your overall process from invitation to survey completion. What steps do you take to achieve a sample that “looks like” the target population? What demographic quota controls, if any, do you recommend?**

Kaaya Research is committed to delivering surveys that meet the highest standards and align precisely with their intended objectives. In our quest for accuracy and reliability, we cultivate an interactive relationship with our panel members. This facilitates the cross-validation and retrieval of data within the same sample group, as needed. Furthermore, for surveys focused on product testing, we collaborate with diverse sample providers, each drawing from their unique panels. This distinctive strategy empowers us to curate survey experiences that are finely tuned, addressing aspects such as survey length and seamless compatibility on both mobile and desktop platforms. Through this adaptive and versatile approach, our primary goal is to enhance the survey journey for participants while achieving an exceptional level of data quality.

**Q13. What profiling information do you hold on at least 80% of your panel members plus any intercepts known to you through prior contact? How does this differ by the sources you offer? How often is each of those data points updated? Can you supply these data points as appends to the data set? Do you collect this profiling information directly or is it supplied by a third party?**

In order to access surveys and take part in our panels, members are requested to provide a range of profile details, including age, name, gender, income, and date of birth. This collection of information is fundamental as it enables us to construct comprehensive profiles of our panel members. This, in turn, equips us to match them with surveys that align seamlessly with their individual characteristics.

Furthermore, this compilation of profile information empowers us to effectively prioritize our clients' targeted quotas. By cultivating a diverse and well-defined panel, we ensure the successful completion of surveys and the accurate representation of specific demographics or groups our clients are interested in.

Safeguarding the privacy and confidentiality of our panel members' information is of paramount significance to us. Every piece of data collected is treated with the utmost care, strictly adhering to data protection regulations. Panel members can have peace of mind knowing that their personal details are exclusively used for research purposes and remain secure within our system.

**Q14. What information do you need about a project in order to provide an estimate of feasibility? What, if anything, do you do to give upper or lower boundaries around these estimates?**

For a precise evaluation of project feasibility, our team members necessitate a range of crucial data. This encompasses particulars such as age groups, Length of Interview (LOI), Incidence Rate (IR), target audience specifics, geographical regions, required number of completes, postal and zip codes, among other relevant factors.

The systematic collection and meticulous analysis of this information stand as the cornerstone of our approach, guaranteeing meticulously planned, successful projects that deliver invaluable insights to our esteemed clients.

**Q15. What do you do if the project proves impossible for you to complete in field? Do you inform the sample buyer as to who you would use to complete the project? In such circumstances, how do you maintain and certify third party sources/sub-contractors?**

Upon encountering challenges in meeting the stipulated survey requirements, we might involve external third-party sources or sub-contractors to aid in project completion. However, in cases where the task becomes intricate, our foremost focus remains on maintaining transparent communication channels with our clients.

In such scenarios, we take the initiative to proactively connect with our clients. This allows us to engage in candid conversations about the precise reasons behind the challenges we're facing. Our commitment to open dialogue ensures that we present all pertinent factors that could potentially impact the project's advancement or feasibility. By keeping our clients well-informed, we collaboratively explore potential remedies or modifications, working together to secure the successful fruition of the survey.

**Q16. DO YOU EMPLOY A SURVEY ROUTER OR ANY YIELD MANAGEMENT TECHNIQUES? IF YES, PLEASE DESCRIBE HOW YOU GO ABOUT ALLOCATING PARTICIPANTS TO SURVEYS. HOW ARE POTENTIAL PARTICIPANTS ASKED TO PARTICIPATE IN A STUDY?**

Negative, we do not possess a survey router.

**Q17. Do you set limits on the amount of time a participant can be in the router before they qualify for a survey?**

Not applicable, please refer to question 16.

**Q18. What information about a project is given to potential participants before they choose whether to take the survey or not? How does this differ by the sources you offer?**

Within our survey panels, personal information is exclusively employed for the purpose of dispatching email invitations. The particulars shared with participants encompass the estimated duration of the survey, the incentive offered upon successful completion, and a crucial aspect- the preferred tool for participation, be it through mobile or desktop devices.

**Q19. Do you allow participants to choose a survey from a selection of available surveys? If so, what are they told about each survey that helps them to make that choice?**

Participants are furnished with key details, including survey duration and completion incentive, prior to their voluntary decision to partake. We hold their privacy in the highest esteem, treating their personal account information with utmost diligence. Upholding their autonomy and safeguarding data integrity form essential pillars of our survey methodology.

**Q20. What ability do you have to increase (or decrease) incentives being offered to potential participants (or sub-groups of participants) during the course of a survey? If so, can this be flagged at the participant level in the Dataset?**

We retain the flexibility to adjust incentives, either upwards or downwards, across surveys to optimize productivity. However, there exists no rigid mandate for extensive modifications, as our objective is to strike an optimal equilibrium that maximizes productivity in an efficient manner.

**Q21. Do you measure participant satisfaction at the individual project level? If so, can you provide normative data for similar projects (by length, by type, by subject, by target group)?**

Absolutely! We incorporate feedback questions to elicit insights from our panelists. These queries aid us in comprehending their experiences, preferences, and recommendations, thereby facilitating a continuous refinement of our survey process and a more effective alignment with their expectations.



**Q22. Do you provide a debrief report about a project after it has completed? If yes, can you provide an example?**

Kaaya Research offers the debrief report as and when requested. Additionally, there are instances where we may send it spontaneously, particularly when there are modifications in the fieldwork process.

**Q23. How often can the same individual participate in a survey? How does this vary across your sample sources? What is the mean and maximum amount of time a person may have already been taking surveys before they entered this survey? How do you manage this?**

Participants have the opportunity to receive exclusive limited-edition samples, which are carefully curated based on factors such as their target audience and age bracket. This personalized approach to sample selection adds a distinctive element to the marketing strategy, ensuring a unique resonance with each group of recipients.

**Q24. What data do you maintain on individual participants such as recent participation history, date(s) of entry, source/channel, etc.? Are you able to supply buyers with a project analysis of such individual level data? Are you able to append such data points to your participant records?**

Keeping a comprehensive record of participants' activity, encompassing entry and exit dates from surveys, holds significance. Moreover, retaining pertinent details like IP addresses and geographical regions can yield valuable insights for the purposes of data analysis and research. Nonetheless, it is imperative to exercise due diligence in the responsible handling and storage of this information, in strict adherence to pertinent data protection and privacy regulations.

**Q25. 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.**

Kaaya Research utilizes a variety of technological tools to differentiate between genuine individuals and automated bots when participants engage in surveys. These tools encompass advanced features like biometric fingerprinting and a project screener. Through the fingerprinting procedure, the participant's identity is confirmed by cross-referencing their fingerprint with established records. The project screener involves a set of initial questions that prospective participants must respond to, serving as a filter to eliminate ineligible or deceptive individuals. By employing these methodologies, Kaaya Research guarantees the credibility of survey responses and upholds the integrity of the collected data.

**Q26. How do you manage source consistency and blend at the project level? With regard to trackers, how do you ensure that the nature and composition of sample sources remain the same over time? Do you have reports on blends and sources that can be provided to buyers? Can source be appended to the participant data records?**

Kaaya Research places great emphasis on maintaining consistency to ensure that our members give due attention to the information presented by our esteemed clients. To achieve this, we meticulously allocate resources and target the precise audience that seamlessly aligns with the surveys. This methodical approach not only enhances engagement but also generates invaluable insights for our clients. By upholding consistency in these methodologies, we uphold the caliber of our research endeavors and provide our clients with actionable outcomes.

**Q27. 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?**

Kaaya Research employs an array of tracking metrics to ensure the caliber and consistency of our members' engagements. Furthermore, we have integrated a speeder check system to oversee member participation during surveys, thereby enhancing both efficiency and precision.

In our dedication to security, we advocate the use of secure hashing methods, ensuring the establishment of safe end-to-end connections for our clients. Upholding data integrity, Kaaya Research gathers behavioral data and survey responses from our members through ongoing Quality Audit Surveys. This information is meticulously scrutinized to evaluate the quality and dependability of the data contributed by our participants. Whenever warranted, we swiftly take essential measures, including blocking and adding individuals to a blacklist, in response to identified inconsistencies or suspicious activities. We place great emphasis on maintaining consistency to ensure that our members give due attention to the information presented by our esteemed clients. To achieve this, we meticulously allocate resources and target the precise audience that seamlessly aligns with the surveys. This methodical approach not only enhances engagement but also generates invaluable insights for our clients. By upholding consistency in these methodologies, we uphold the caliber of our research endeavors and provide our clients with actionable outcomes.

**Q28. 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 non-response (e.g., "don't know") (d) inaccurate or inconsistent responding, (e) incomplete responding, or (f) too rapid survey completion?**

We've implemented a speeder check system to closely oversee member participation during surveys, with the aim of elevating both efficiency and accuracy. As a testament to our dedication to data security, we strongly endorse and advocate for the utilization of secure Hashing methods. These methodologies establish robust end-to-end connections for our clients, guaranteeing the highest levels of data safety and privacy throughout our research undertakings. By placing emphasis on both efficiency and security, we endeavor to cultivate a seamless and dependable experience for all survey participants, all the while upholding the trust of our valued clients.

**Q29. Please provide the link to your participant privacy notice (sometimes referred to as a privacy policy) as well as a summary of the key concepts it addresses. (Note: If your company uses different privacy notices for different products or services, please provide an example relevant to the products or services covered in your response to this question).**

Here's our link of privacy notice: <https://kaayaresearch.com/privacy-policy>



**Q30. 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?**

**Lawful Bases for Data Collection and Processing:** Kaaya Research has established various lawful bases for different types of data collection and processing. This implies that they are committed to complying with applicable data protection laws and regulations.

**Consent:** Kaaya Research emphasizes the importance of obtaining panelists' consent before collecting or processing their personal information or survey data. Consent is a fundamental principle in data privacy.

**Contractual Obligations and Legitimate Interests:** The company may collect or process data without explicit consent if it is necessary to fulfill contractual obligations or protect legitimate business interests and legal rights. This is in accordance with applicable legal provisions.

**International Data Transfers:** Kaaya Research mentions that in some cases, personal data collected in Europe may be transferred to the United States, where the company and its providers are located. They commit to adhering to data protection laws even when data is transferred outside the European Economic Area (EEA).

**Data Protection Measures:** The company ensures that adequate data protection measures are in place when transferring data outside the EEA. They only transfer data to countries officially recognized by the European Commission as providing an adequate level of data protection.

**Processor Contracts:** Kaaya Research contracts with software providers who act as data processors. This implies that they have agreements in place to ensure that these processors handle personal data in a compliant and secure manner.

**Sharing Anonymized Data:** While anonymized data and analytical insights may be shared with clients, Kaaya Research clarifies that clients will not have control over or process personal data unless explicit authorization is granted. This demonstrates a commitment to data privacy and control.

**Data Protection Officer:** Kaaya Research has a dedicated Data Protection Officer responsible for administering the privacy policy and handling privacy and data protection matters.

**Contact Information:** The company provides contact information for individuals who have specific questions or concerns regarding their data practices and compliance.

**Q31. How can participants provide, manage and revise consent for the processing of their personal data? What support channels do you provide for participants?**

In order to enter our survey panel, participants need to furnish diverse profile details such as age, name, gender, income, and date of birth. Kaaya Research implements a multifaceted approach to security, encompassing cookie consent and RECAPTCHA privacy terms, digital fingerprints, adherence to GDPR and CCPA regulations, email verification, security questions, and mobile verification. Through the implementation of these robust security protocols, Kaaya Research ensures the utmost confidentiality and safeguarding of our members' data. This fortified approach establishes a secure and reliable platform for engaging in surveys, fostering trust and protection.

**Q32. How do you track and comply with other applicable laws and regulations, such as those that might impact the incentives paid to participants?**

It is the duty of our team and advisors to remain current with the pertinent laws and regulations in each country. They diligently track shifts in the legal framework and evaluate the potential implications of these alterations on the incentives provided to participants.

**Q33. What is your approach to collecting and processing the personal data of children and young people? Do you adhere to standards and guidelines provided by ESOMAR or GRBN member associations? How do you comply with applicable data protection laws and regulations?**

We are committed to avoiding any intentional effort to collect data from, or conduct marketing activities aimed at, children below the age of 13. Should a parent or guardian discover that their child has shared information with us without proper consent, they are encouraged to swiftly reach out to us at [info@kaayaresearch.com](mailto:info@kaayaresearch.com). Upon verifying the request, we promptly proceed to delete the data that has been provided by the children.

**Q34. Do you implement “data protection by design” (sometimes referred to as “privacy by design”) in your systems and processes? If so, please describe how.**

Internally, we have formulated proprietary solutions for project management, established meticulous processes and protocols for the execution and storage of data. By default, our approach adheres to the principles of Privacy by Design. Privacy safeguards are seamlessly woven into the fabric of our systems right from their inception, guaranteeing that privacy protection is an inherent component rather than a subsequent addition.

**Q35. 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?**

Internally, we have established an information security management system within our framework. Our initiative encompasses an internal audit procedure aimed at regularly assessing the efficiency of our security measures. Our dedicated in-house security team conducts these evaluations to verify alignment with established policies and protocols.

**Q36. Do you certify to or comply with a quality framework such as ISO 20252?**

No, we are not comply with ISO 20252.

**Q37. Which of the following are you able to provide to buyers, in aggregate and by country and source? Please include a link or attach a file of a sample report for each of the metrics you use.**

1. Average qualifying or completion rate, trended by month
2. Percent of paid completes rejected per month/project, trended by month
3. Percent of members/accounts removed/quarantined, trended by month
4. Percent of paid completes from 0-3 months tenure, trended by month
5. Percent of paid completes from smartphones, trended by month
6. Percent of paid completes from owned/branded member relationships versus intercept participants, trended by month
7. Average number of dispositions (survey attempts, screenouts, and completes) per member, trended by month (potentially by cohort)
8. Average number of paid completes per member, trended by month (potentially by cohort)
9. Active unique participants in the last 30 days
10. Active unique 18-24 male participants in the last 30 days
11. Maximum feasibility in a specific country with nat rep quotas, seven days in field, 100% incidence, 10-minute interview
12. Percent of quotas that reached full quota at time of delivery, trended by month.  
Upon inquiry, we can furnish clients with a comprehensive breakdown of any panel's structure, segmented by major demographics, and accompanied by relevant activity metrics.

At the request of the purchaser, we are able to provide all the specified information, encompassing completion statistics, conversion rates, device utilization, and the feasibility of our panel for a particular country.