REPDATA

TRANSPARENCY & QUALITY

Answers to ESOMAR's 37 Questions

Every question a sample buyer should ask, answered in full: who we are, where our sample comes from, how every respondent is validated, and how your data is protected.

20+ vetted supply partners

130+ fraud signals per respondent

5B survey attempts processed / yr

1,000+ research teams served

SECTION 01 COMPANY & EXPERIENCE

Q1 What experience does your company have in providing online samples for market research?

Rep Data was founded in 2020 by Patrick Stokes, a 20-year market research and sample industry veteran, and the company has grown to a team of around 150 people, exclusively hiring only the best talent in the industry with strict processes to ensure an in-depth understanding of the nuances of sampling. Since inception we have provided sample and full-service data collection for 1,000+ research teams, including market research agencies, management consultancies, Fortune 500 corporations, advertising and brand-strategy firms, and universities.

Q2 Do you have staff responsible for developing and monitoring sampling algorithms and automated functions? What training do you provide to frontline staff?

Yes. Dedicated sampling specialists own our sourcing logic, supplier-scoring algorithms and fraud-detection models, and continuously monitor their performance against live field data. Real-time supplier scorecards feed back into how sample is allocated and blended.

Our frontline project managers have 5+ years of research experience, and many hold industry certifications such as the Principles of Market Research (PMR) credential and the Insights Professional Certification (IPC). They are trained in sampling fundamentals, quota and weighting design, feasibility estimation, and interpretation of our quality scores, so the person you talk to can act on a sampling or quality issue rather than just relay it.

Q3 What other services do you offer? Sample-only, or a broad range of data collection and analysis services?

We offer the full range, and buyers choose how much of it they want.

- Research Desk is a self-serve sample-management platform giving programmatic access to 20+ carefully curated and constantly vetted panels from one dashboard, with fraud prevention and quality screening on every respondent.
- Research Services is fully managed, expert-run data collection covering survey design, programming, sourcing, quality monitoring and data cleaning, delivered by a dedicated team with an 81 lifetime NPS.
- Our research platform is an end-to-end workflow unifying programming, fielding, quality controls and analytics, with fraud prevention and data cleaning embedded throughout.

This means we can act as a sample-only supplier or a true one-stop shop, with the same quality layer applied regardless of engagement model.

SECTION 02 SAMPLE SOURCES & RECRUITMENT

Q4 From what sources of online sample do you derive participants?

Rep Data derives participants predominantly from panels, including traditional online access panels, co-branded panels and opt-in research communities, accessed through 20+ vetted, integrated supplier partners. Where a project benefits from it, we can also incorporate intercept and marketplace sources.

Rep Data does not own the underlying panels. Instead, we work with a vetted network of integrated supply partners and curate the appropriate source mix for each project based on audience, country, feasibility, representativeness, and quality requirements. For hard-to-reach or B2B audiences, our outreach team also provides custom recruitment beyond panels, sourcing from business databases, professional association lists and professional social platforms, with respondents verified, enrolled and profiled individually.

Q5 Which sources are proprietary or exclusive, and what is the percent share of each?

By design, none of our sources are proprietary (owned by us) or exclusive. This is central to our model. Rather than marketing or running a single panel, we run the quality and orchestration layer that sits on top of many panels.

The advantage to buyers is independence. We have no incentive to over-allocate to an in-house asset, and we can swap or down-weight any underperforming source based on live quality data. The percent share of each source is project-dependent and can be accessed on request.

Q6 What recruitment channels are you using for each source? Open to all or invitation only? How does this vary by geography?

Recruitment is carried out by our supplier partners, and our vetting process requires transparency into their channels. The majority of volume comes from invitation-only, double-opt-in panel recruitment. Some sources use affiliate or referral recruitment, and intercept or marketplace channels where appropriate.

Channel mix varies by geography depending on which vetted sources have the strongest, highest-quality coverage in each market. We can summarise the recruitment channels for any specific source on request, and our supplier scorecards let us prioritise sources whose recruitment quality holds up in field.

SECTION 03 RESPONDENT VALIDATION · OUR DIFFERENTIATOR

Q7 How we validate that participants are real, unique, and who they say they are

On top of each supplier's own recruitment validation, every respondent passes two quality layers regardless of source: quality checks before they enter the survey, and quality checks on the responses they give inside it.

PRE-SURVEY

1 Quality checks before anyone enters the survey

Applied at respondent level and metadata level, at the point of entry to every survey.

- **Respondent level:** 130+ signal digital fingerprinting to establish a real, unique device and identity.
- **Metadata level:** detection and blocking of bots, virtual machines, VPNs and proxies, click farms, LLM and agentic-AI device signals and suspicious user-agents.
- **No-fly list:** a cross-panel fraud-suppression list, the first of its kind, so known bad actors are blocked across every source we touch.
- **Hyperactivity detection:** flags individuals appearing at abnormal frequency across panels, a strong signal of duplication or fraud.

Our system processes on the order of **5 billion survey attempts annually**, which continuously strengthens the model. Because validation is applied at our layer, quality is consistent even when sources are blended.

IN-SURVEY

2 Data quality at response level

Five automated quality checks on every response, built for what common checks miss.

OUR FIVE QUALITY CHECKS	WHAT COMMON CHECKS MISS
Per-question speed Speed auto-compared per question across all respondents.	Total speed is average, but per-question speed is way off.
Answer consistency Consistency auto-checked across all survey questions.	Trick question answered right, but inconsistencies elsewhere.
Grid patterns Grids auto-searched for suspicious, redundant patterns.	No straightlining, but grids have redundant patterns.
Open-end analysis Open ends auto-checked against each other and AI tells.	Open ends are plausible, but have known AI indicators.
Typing cadence Every keystroke and gap auto-checked for natural cadence.	No copy/paste detected, but text was typed at 500 wpm.

Then, we also offer data cleaning services on top, as needed.

SECTION 04 DELIVERY MODELS & BUYER CONTROL

Q8 What brand (domain) and/or app are you using with proprietary sources? What is the mix of access methods?

Rep Data provides respondent access through a vetted network of supply partners, each operating its own branded panel, community, or app environment. Upon request, we can report, by source, the mix of access methods and devices, for example the share completing on smartphones, drawn from our fielding data.

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

All three. Managed service is delivered through our Research Services team. Self-serve is delivered through our Research Desk sample sourcing platform, where you specify audience, quotas, blend caps, quality thresholds and budget yourself. API integration is available to automate sourcing and fielding within your own or a partner's stack. Our research platform additionally provides an end-to-end environment from question to insight.

Q10 What level of transparency do you offer over sample composition? Do buyers control which sources to include?

Transparency and control are core features. Within our platform buyers can:

- See real-time performance metrics and scorecards for every supplier in the blend.
- Set panel blend caps and explicitly include or exclude specific sources.
- Set quality thresholds that govern which respondents are accepted.
- Lock source composition for tracking studies to keep blends consistent over time.

We also support integration with third-party sources via API where a buyer wants a specific panel included. Source can be appended to the dataset so the buyer can analyse results by source.

Q11 How suitable is each source for different research applications?

Because we blend across 20+ sources, we can match supply to the application rather than forcing one panel to fit every use case. Our model is best suited to quantitative B2C and B2B ad-hoc studies, including recruit-and-recall and product-testing designs, with recontact via persistent IDs where the source supports it, and both short and long, mobile-first and desktop questionnaires. For qualitative, communities, or online focus group needs, Rep Data works with trusted partners to help clients identify the right recruitment approach and source mix. For any specific study we recommend the source mix best suited to your length of interview, device requirements and recontact needs.

SECTION 05 PROCESS, PROFILING & FEASIBILITY

Q12 Describe your overall process from invitation to completion. What steps achieve a sample that "looks like" the target population?

A typical project flows from brief and feasibility, to source selection and blend design, to targeting and quota setup, to pre-survey fraud screening at the point of entry, then in-survey quality scoring, then post-survey cleaning and review, and finally delivery with a debrief.

To make a sample resemble the target population we recommend census-balanced or nationally representative quotas, commonly interlocking age, gender and region plus study-specific quotas, set with input from our sampling team so they are robust without becoming impossible to fill. Weighting can be applied where appropriate.

Q13 What profiling information do you hold? How often is it updated, and can you append it?

Respondent profiling is managed by our vetted panel and supply partners within their own environments. Because of this, the profiling information available for targeting depends on the sources used for a given project.

Rep Data maintains its own cross-panel identity and fraud-detection signals. This allows us to track whether a respondent is a single real person across panels, which helps ensure the underlying profiling is attached to a legitimate identity in the first place. Available profile points, along with source, device and quality data, can sometimes be appended to the delivered dataset to reduce in-survey burden and support analysis.

Q14 What information do you need to provide a feasibility estimate?

To estimate feasibility we need the target definition, incidence rate, length of interview, country and geography, quota structure, field window, and any exclusion periods for trackers. We provide feasibility as a range that reflects incidence and quota risk.

Multisourcing is our structural advantage here. Because we are not limited to one panel's inventory, our feasibility and coverage are strong and we can scale within field without compromising the quality bar.

Q15 What do you do if the project proves impossible to complete in field?

Because we already blend many vetted sources, outright field failure is rare. If one source underperforms we reallocate to others within the existing approved blend. If additional sources are required, we add only suppliers that have passed our vetting and quality standards, and we disclose source composition to the buyer. Every source, new or existing, is held to the same fraud-prevention and data-cleaning standard, so adding capacity never lowers quality.

SECTION 06 ROUTERS, INVITATIONS & INCENTIVES

Q16 Do you employ a survey router or yield-management techniques?

Rep Data uses API-integrated sampling and does not rely on router technology of its own, so survey allocation happens programmatically across integrated sources. We apply our pre-survey screening at the point of entry to each survey regardless of how the participant arrived, and where upstream suppliers use routers we monitor for the order and selection biases that routing can introduce.

Q17 Do you set limits on time a participant can be in the router before qualifying?

Because we use API-integrated sampling rather than a router of our own, participants are not held in a Rep Data router answering screening questions. Where upstream suppliers use routers, we monitor for fraud and fatigue effects, and our in-survey quality scoring surfaces downstream symptoms such as speeding or low engagement so affected responses can be flagged or removed.

Q18 What information about a project is given to potential participants before they choose to take the survey?

Pre-survey information is kept minimal and neutral, typically expected length and reward, to limit self-selection bias. The exact presentation varies by source, and we favour sources whose invitation practices avoid topic-priming that could skew who agrees to participate.

Q19 Do you allow participants to choose a survey from a selection of available surveys?

Participants are not held in a Rep Data router selecting from surveys; that happens at the supplier level. Where upstream suppliers use routers, we monitor for fraud and fatigue effects, and our in-survey quality scoring surfaces downstream symptoms such as speeding or low engagement so affected responses can be flagged or removed.

Q20 What ability do you have to increase or decrease incentives during a survey?

Yes, full ability to increase or decrease incentives down to specific quotas.

SECTION 07 DEBRIEFS, PARTICIPATION & IDENTITY

Q21 Do you measure participant satisfaction at the individual project level?

Not applicable.

Q22 Do you provide a debrief report after a project completes?

Yes. Every project includes a full debrief covering quota performance, fraud screen-out volumes, quality-score distributions, and the number of and reasons for removals. During and after fielding we also provide access to reporting portals with study-performance metrics such as length of interview, incidence rate, drop rate, mobile conversion and toss rate. A sample debrief report is available on request.

Q23 How often can the same individual participate in a survey? How do you manage over-surveying?

We have the best answer to this issue in the industry. We uniquely deduplicate across sources, so the same individual cannot enter the same study through multiple panels, which happens far more than you might think. Our hyperactivity detection flags people appearing at abnormally high frequency across the ecosystem, which is a primary indicator of professional or fraudulent over-surveying, and our no-fly list and quarantine controls keep them out.

Q24 **What data do you maintain on individual participants? Can you append these points to records?**

Yes, for each completed respondent we can retain and append source and channel, entry date, device, fraud-screen result and the in-survey quality score with its component signals.

Q25 **Describe your procedures for confirmation of participant identity at the point of entry to a survey.**

This is our flagship control. At the point of entry to every survey, not just at recruitment, each respondent passes through pre-survey fraud prevention before seeing a single question. Using 130+ signals we confirm the respondent is a real, unique human, detect duplicate or shared accounts and hacked or compromised accounts, and block bots, click farms, VPN and proxy concealment and agentic-AI traffic. Anyone on the no-fly list is suppressed. Because fraud is checked at survey entry, the protection holds no matter which source the participant came from.

SECTION 08 BLEND CONSISTENCY & IN-SURVEY QUALITY

Q26 **How do you manage source consistency and blend at the project level, especially for trackers?**

Research Desk makes the need for source consistency less relevant. But, if desired, for trackers we can lock the source blend and apply blend caps so the composition stays stable wave to wave, which is essential for valid inter-wave comparison. On request, we can provide blend and source reports to buyers, and source can be appended to each participant record so any source-driven shifts are transparent and explainable over time.

Q27 **Describe your participant quality tracking and how metrics are used to invite, track, quarantine and block people.**

For those who make it past the gate of our Research Defender fraud prevention, every respondent receives a Quality Score derived from open-end quality, internal coherence, behavioral biometrics, speed and grid patterns. Scores and fraud signals feed quarantine and blocking decisions, including additions to the no-fly list, so problem participants are removed from future fielding. We also compare profiled and known attributes against in-survey responses, for example claimed versus observed consistency, to catch misrepresentation, and we work with buyers to exchange this information both ways.

Q28 **What processes reduce or eliminate undesired in-survey behaviours such as random, illogical, inconsistent, incomplete or too-rapid responding?**

Rep Data addresses these risks through in-survey and post-survey data quality controls, supported by our acquisition of ReDem, a purpose-built data quality platform for identifying low-quality, inattentive, inconsistent, and fraudulent responses. Responses can be evaluated during fielding or after fieldwork, depending on the project workflow and client preference. Every response is scored across several dimensions:

- Open-end quality and AI/LLM-generated text, catching gibberish, copy-paste and machine-written answers.
- Internal coherence and logic consistency across answers.
- Keystroke and behavioral biometrics, plus completion speed, catching random and too-rapid responding.
- Grid, straight-lining and item non-response patterns, catching disengagement and overuse of "Don’t know."
- Completeness checks, with incomplete responses identified and handled.

Each respondent’s consolidated Quality Score makes cleaning auditable and configurable. The debrief provides a transparent record of the cleaning process, including which responses were flagged, which were removed, and the specific reasons for removal, so clients can see exactly how the final dataset was protected.

SECTION 09 PRIVACY, CONSENT & COMPLIANCE

Q29

Please provide the link to your participant privacy notice and a summary of its key concepts.

Our participant and client privacy policy is published at repdata.com/policies/privacy, with a related Do Not Sell My Personal Information notice at repdata.com/policies/do-not-sell.

In summary, for sampling, hosting and programming work we generally do not collect personal information about individual respondents, accessing only limited data such as IP address and anonymised demographics for quality assurance, typically deleted within about a month of project completion. For full research services we may collect the personal information needed to qualify respondents. Our Research Defender fraud detection processes a device-level digital fingerprint derived from the respondent's machine and browser during the survey, which is then discarded. The policy also covers how personal information is used, disclosed to clients on an aggregate and anonymised basis, secured and retained, the rights available under GDPR and CCPA, and how to reach Rep Data's privacy contact.

Q30

How do you comply with key data-protection laws in the jurisdictions where you operate?

We design our processes to meet the major frameworks, including GDPR (EU and UK), CCPA and CPRA (California) and other applicable regimes, interpreted by where the participant resides. This covers a documented lawful basis for processing, defined data-breach response procedures, safeguarded cross-border transfer mechanisms, and data-retention limits.

Q31

How can participants provide, manage and revise consent for processing their personal data?

Because Rep Data does not own the supply, the participant relationship and the handling of participant personal data sit with our suppliers, who capture consent at recruitment and operate the channels through which participants provide, manage and revise it. For projects we program on behalf of clients, the consent language is provided and directed by the client. We rely on and verify these mechanisms as part of vetting, and we route any participant data requests to the appropriate source. For the limited personal information that Rep Data itself holds, participants can contact us directly at privacy@repdata.com to access, correct or delete their data.

Q32

How do you track and comply with other applicable laws, such as those impacting participant incentives?

Rep Data does not pay incentives directly to participants, since incentivisation is handled by the source that owns the relationship. We work with a compliance consultant to track applicable laws and regulations, we require partners to comply with applicable incentive-related laws and codes as part of vetting, and we monitor for compliance issues that could affect data quality or legality.

SECTION 10 CHILDREN'S DATA, SECURITY & STANDARDS

Q33

What is your approach to collecting and processing the personal data of children and young people?

We adhere to the standards and guidelines of ESOMAR and GRBN member associations, and to the requirements of laws such as COPPA and GDPR, including age-appropriate definitions and verifiable parental or guardian consent where minors are in scope. In practice Rep Data does not itself collect personally identifiable information on respondents of any age, and any processing of children's data is carried out only at the direction of, and on the instructions of, our clients. Studies involving minors are handled as an exception with explicit safeguards rather than as standard fielding.

Q34 Do you implement "data protection by design" in your systems and processes?

Yes. Privacy and data-protection considerations are built into our platform and process design rather than added afterwards. We collect basic demographic information (such as age, gender, zip, etc.) needed to support sampling and quota management. These basic demographics, in and of themselves, cannot be used to identify personally identifiable information (PII). Beyond this baseline, we collect only the additional data elements needed for each client's specific project rather than gathering data broadly by default. We enforce role-based access controls to limit who can view or use respondent data, and we review new features for privacy impact across their lifecycle.

Q35 What are the key elements of your information-security compliance program?

Rep Data maintains a formal Written Information Security Program (WISP) designed to protect information resources, ensure business continuity and minimise risk. It governs the confidentiality, integrity and availability of all personally identifiable information and personal data we hold, through documented policies, processes, controls and supporting technology.

Subsidiary policies cover acceptable use, access control, antivirus and malware, business continuity and disaster recovery, data classification, incident management and breach response, email and internet usage, network access, passwords, software installation, and vendor management. The program is reviewed annually against current threats and accepted security practices, and includes risk assessment and internal audit. We are currently working towards SOC 2 compliance.

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

ISO 20252 is the recognised international quality standard for market, opinion and social research, and it additionally addresses data-protection and information-security requirements. Rep Data is not ISO 20252 certified, but our processes align closely with the framework.

SECTION 11 · Q37

What we can report to buyers

Rep Data can provide the metrics below in aggregate and, in most cases, broken out by country and by source. Sample reports for any metric we use are available on request.

1	Average qualifying or completion rate, trended by month	YES
2	Percent of paid completes rejected per month/project, trended by month	YES
3	Percent of members/accounts removed or quarantined, trended by month	YES
4	Percent of paid completes from 0–3 months tenure, trended by month	YES
5	Percent of paid completes from smartphones, trended by month	YES
6	Percent of paid completes from owned/branded member relationships vs. intercept participants	N/A
7	Average number of dispositions per member, trended by month, potentially by cohort	YES
8	Average number of paid completes per member, trended by month, potentially by cohort	YES
9	Active unique participants in the last 30 days	YES
10	Active unique 18–24 male participants in the last 30 days	N/A
11	Maximum feasibility in a specific country with nat rep quotas, 7 days in field, 100% IR, 10-min interview	YES
12	Percent of quotas that reached full quota at time of delivery, trended by month	YES

The information provided in this document reflects Rep Data's current capabilities, processes, and standard operating practices as of the date of submission. Specific project requirements, source availability, partner capabilities, configurations, data outputs, and reporting may vary by study and client-approved workflow.

Questions about any answer in this document? We'll walk you through it.

CONTACT US