

Bureau Fris Panel Quality Control

The Bureau Fris Panel currently consists of more than 30,000 respondents. This figure changes daily due to the use of social media, trade fairs and events such as the Huishoudbeurs. We also offer our respondents a fee if they introduce new respondents. This creates a snowball effect. For an up-to-date number of respondents in our database, please contact one of our account managers.

The Bureau Fris Panel consists of various respondents.

When registering, respondents must agree to the general terms and conditions, which include the privacy policy and for what reasons they can be contacted. In addition, it is also stated which personal data we process and for what purposes. They are also informed of their rights, how the incentives are paid out and how they can request deregistration.

Rights in the general terms and conditions respondents:

Right to be forgotten: People already have the right to ask an organization to delete their personal data. They may also require that the organization communicate the deletion to all other organizations that have received this information from this organization.

Right to data portability: People also have the right (under certain conditions) to receive their personal data from the organization in a standard format. This is called the right to data portability. Bureau Fris has appointed a Data Protection Officer to safeguard the rights of respondents. In addition, it also monitors compliance with laws.

If respondents wish to unsubscribe, they can easily reach us via email, telephone or Whatsapp. In addition, they can easily unsubscribe via their profile. This is always arranged within 30 days (usually on the same day).

The information that Bureau Fris collects when registering these respondents is as follows;

- Name
- Address
- Agreement on terms and conditions
- IBAN
- House owner/rental home
- Family situation
- Number of children and dates of birth
- Profession, industry
- Profession and industry partner
- Education
- Health insurance company
- Smoking
- (Mobile) telephone connection and internet
- Main bank
- Energy supplier
- Provider
- Car use and type of car, year

Our account manager can filter or select based on various criteria such as occupation, age and gender. Only active members are allowed to participate in a survey and other household members are banned from participating in the same survey.

In addition, Bureau Fris has several sub-panels in which we record special professions and data. These are:

- Academics
- Lawyer
- Pharmacist
- Doctor/ Doctor
- Informal care
- Owns an electric car
- Construction
- Drivers (taxi/Uber)
- Chef / cook
- HR manager
- ICT
- Laboratory Technician
- Plumber
- Smokers
- Dentist
- Therapist
- Nurse
- Solar panels owners
- C-suite (CEO, COO, CTO, CFO, etc.)
- Teacher
- Expatriate
- Photographer
- Hearing aid
- Dental hygienist
- SMEs (2-250 staff)
- Mechanic (gas)
- Mechanic (electrical)
- Self-employed (freelancer)
- Education (other)
- Optician
- Patient
- Psychologist

Special personal data

Special personal data are data concerning a person's religion or belief, race, political opinion, health, sexual life, membership of a trade union or criminal personal data. Processing is only allowed with the explicit consent of the data subject and a legitimate basis for processing such data. We therefore only pass on this data to our customers if 1) the General Equal Treatment Act allows this and 2) if the respondent has given his or her explicit permission for this.

The quality of the Bureau Fris database is checked in the following ways:

- Each time we receive the selection criteria, the target audience is carefully selected. A questionnaire is sent to the selected respondents. Based on these questionnaires, we select respondents who meet the criteria. We then call the respondents to invite them and go through all the information. Personal contact is a very important aspect here. Account managers go through the respondent's profile during the recruitment interview so that it is always up-to-date. If the respondents are invited, they will receive a confirmation by e-mail and we will call them again a day in advance and send them an SMS or Whatsapp message to remind them. We do this to guarantee the highest possible number of attendees.
- We work with our own database Jambo. In this way we can select accurately and only those respondents who meet the criteria are invited. The other respondents will be excluded from the research. In our database we can also keep track of which respondents have previously participated in research, what the subject was and with which customer.

- Each project is led by an Account Manager, who maintains contact with the customer from A to Z. Our Account Managers work 36 to 40 hours a week, so that they are always available and can stay in close contact with the customer.
- We have appointed a quality manager who monitors the quality of all ongoing projects. She, together with the Operations Manager, ensures that every aspect of the project is well organized, both during the selection phase and at the facility. Together they ensure that all processes run smoothly.
- To ensure that the communication with our customer runs as smoothly as possible, we regularly send updates. In this way, the customer is always fully up-to-date and if something does not go well, we can catch up in time. This is always in consultation with the customer.
- We keep clear and accurate records of which respondents participate, when and where, in which research project. In this way we prevent respondents from participating too often, or from participating in research they have previously participated in. Our system ensures that respondents who participate in research do not receive any new requests for the next 6 months.
- We record any comments we receive about respondents after the survey. For example, we keep track of which respondents are suitable for research and which are not. Respondents who are found to be unsuitable or who do not show up will receive a note in our file.
- On our own initiative, we think about possible back-up respondents or floaters in order to guarantee that the turnout is as high as possible. If a respondent cancels later than 24 hours before the start of the survey, he or she will receive a warning. If this occurs more often, the respondent will be removed from our database. Respondents are aware of this.
- To keep our database up-to-date, we start daily recruitment campaigns to recruit new respondents. Respondents are recruited on the street, online and through social media. All registrations for research that we receive via the website of respondents that are not in our database, are exported by the Panel Manager in a document on our server. These people are approached by support staff to be registered.
- To detect fraudulent respondents, we personally call all respondents who are recruited for projects. The personal data will be reviewed here. The feedback from our customers is also important in this process. If there is specific feedback about a respondent, it is always processed in Jambo. In the future, we aim to use advanced technologies such as Face ID.

To keep our panel as up-to-date as possible, an e-mail is sent once a year (January) to all respondents who have not participated in a survey in the past year to update their profile. If there is no response to this, the panel member is put on inactive. A plan is currently being drawn up with the software developer to send an automatic update request email/notification based on the "last activity" of the respondents. Maintenance of the panel and further developments are done by the external supplier Jambo. This supplier is assessed annually and improvements are discussed.