

Bureau Fris Panel Quality Control

The Bureau Fris Panel currently consists of over 25,000 respondents. This figure grows daily through the use of social media, referral fees, recruitment drives etc. We also offer our respondents an allowance if they bring in new respondents. This creates a snowball effect. Customers can always request an up-to-date figure from the account managers.

When registering, respondents must agree to the terms and conditions, which include the privacy policy and what they can be contacted for. It also states what personal data we process and for what purposes. They are also made aware of their rights, how incentives are paid out and how they can request to unsubscribe.

Rights in general terms and conditions respondents:

Right to oblivion: People already have the right to ask an organization to delete their personal data. They can also require the organization to pass on the deletion to all other organizations that have received that data from that organization.

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

If respondents want to unsubscribe, they can easily reach us via e-mail, phone or WhatsApp. In addition, they can easily unsubscribe themselves via their profile. This is always arranged within 30 days (usually on the same day).

The information collected by Bureau Fris when enrolling these respondents is as follows;

- Name
- Age, gender
- Address details
- Agreement on general terms and conditions
- IBAN
- Home owner / Renter
- Family situation
- Number of children and dates of birth
- Profession, industry
- Education level
- Mobile provider
- Internet provider
- Make, type of car, drive
- Main bank
- City/village
- Glasses/lenses
- Energy supplier
- Health insurer

In the panel, employees can filter or select based on various criteria such as occupation, age and gender. Only active members are allowed to participate and other household members are excluded from participating in the same survey.

Special personal data

Special personal data are data relating to a persons religion or belief, race, political affiliation, health, sexual life, trade union membership or personal data under criminal law. Processing may only take place with the explicit consent of the data subject and a justified basis for processing such data. We therefore only pass on this data to our clients if 1) the General Equal Treatment Act allows it and 2) if the respondent has given his or her explicit consent to do so.

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

- Whenever we receive the selection criteria, the target group is carefully selected. A questionnaire is sent to the target group. Based on these questionnaires, we select the 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 respondents profile during classification so that it is always up to date.

Once the respondents are invited, they get a confirmation by email and we call them again a day before and send a text or WhatsApp message to remind them. We do this to ensure the highest possible attendance.

- We work with our own database Jambo. This allows us to select accurately and only those respondents who meet the criteria are invited. The other respondents are excluded, nor will they receive an e-mail. In our database, we can also keep a good record of which respondents have participated in surveys before, what the subject was and with which client.

- Each project is led by an account manager, who keeps in touch with the customer from A to Z. Our account managers work 32 – 40 hours. Each customer has a regular account manager and we work with a buddy system so there is always a fellow account manager who can step in if needed.

- There is also a quality manager, who monitors the quality of all ongoing projects. She ensures, together with two senior account managers, that every aspect of the project is well taken care of, both during the selection phase and at the research site. Thus, together they ensure, that all processes are streamlined.

- To ensure the best possible communication with our customer, we send regular updates. This way, the customer is always fully up-to-date and if something is not going well, we can make adjustments in time. This is always done in consultation with the customer.

- We record any comments respondents receive after the survey. This way, we keep track of which respondents are suitable for research and which are not. Respondents who are found unsuitable or do not show up are given a note in our file.

- On our own initiative, we advise on any reserve respondents to guarantee the highest possible turnout. If a respondent cancels later than 24 hours before the start of the survey, he or she will receive a warning. If this happens more often, the respondents will be removed from our database. Respondents are aware of this.
- To keep our database up-to-date, we hold regular recruitment drives to recruit new respondents. Respondents are recruited on the street as well as online and through social media.
- To detect fraudulent respondents, we personally call all respondents who are classified. This involved going through the personal data. Feedback from our customers is also important in this process.

To keep our panel as up-to-date as possible, once a year (January) an e-mail is sent out to all respondents who have not participated in surveys in the past year to update their profile. If there is no response, the panel member is placed on inactive status. In addition, once a year, while filling in a questionnaire, each respondent is also shown their profile questionnaire. This allows them to immediately check their profile details and (if necessary) adjust/add to them. Maintenance of the panel and further developments are done by the external supplier Jambo. This supplier is reviewed annually and improvements are discussed with them.