

PEOPLE ANALYTICS INC.

— Demystifying Complex Societies —

Standard Terms and Conditions

v15 2023-08-01

www.PeopleAnalytics.ca

www.VoxNations.com

www.IraqPanel.com

www.IranPoll.com

Introduction

We thank you for your interest in our services. The following terms and conditions are an integral part of our services. Please let us know if you have any questions.

The Washington Post

“IranPoll series has become one of the best snapshots of public opinion in Iran over recent years, with its polling predictions for the May 2017 presidential elections accurate within less than 2 percentage points.”

— The Washington Post, Feb 2, 2018

“

IranPoll collected data three days before the [presidential] election, [...] the official election result was within IranPoll's ± 3.09 margin of error. This, along with the poll's overall methodological integrity suggests that high quality polling does take place on Iran.

— Conduit, D. (2020) *Pre-election polling and the democratic veneer in a hybrid regime*, *Democratization*, 27:5, pp. 748



Online Panel

1. If interested, further information about our work is available at: www.VoxNations.com
2. Our online panel survey services are either in the form of “sample-only” or “full” service.
 1. In sample-only online panel services, our responsibility is solely limited to sending respondents who meet the recruitments specified by the client to partake in a survey designed and hosted by the client. We offer sample-only services to professional market and opinion research firms and organizations alone. Individual clients who would like to utilize our sample-only service, need to also hire a professional opinion research firm to offer them the implementation and hosting service. The quote we provide you with assumes sample-only service, unless otherwise requested by the client at the quotation stage.
 2. In full online panel services, in addition to providing the sample for the online survey, we will host client’s survey on our online survey platform and will add the mutually agreed additional service the client requests at the quotation stage.
3. Unless otherwise requested by the client at the quotation stage, if we host your survey on our own online survey platform, our hosting service will be comprised of scripting, testing, quota and screener imposition, and successful deployment of the questionnaire on our online platform.
4. Our online survey quotes assume that the “same-IP” submission would be allowed. In some rare cases, some clients choose to activate an option that prevents respondents with the same-IP from partaking in a survey. Since many people living in the countries in which we operate rely on VPN services to access the internet (primarily due to government censorship of the web), preventing same IPs from accessing the survey will result in blocking of many legitimate respondents from partaking in the survey. If you wish to prevent same-IPs from partaking in the survey, you should let us know at the quotation stage so that the cost and scheduling implication of this decision would be included in the quote. Clients can still place a cookie on the respondent’s computer to ensure that more than one survey is not filled-out from the same computer.
5. Our online panel surveys use non-probability sampling and are naturally not representative of target populations.
6. Unless otherwise requested at the quotation stage, if you request quotas based on general population (gen pop) or internet users (Internet Rep), quota on each dimension will be imposed independently and will not be interlocking and will be set based on the following brackets/splits using official population figures:
 1. Gender: male and female.
 2. Age: 18-25, 26-35, 36-45, 46-55, and best effort on 55+.

3. Income: country specific income quartiles (lowest quartile, second quartile, third quartile, top quartile)
 4. Iranian regions: As defined here www.IranPoll.com/regions
 5. Iraqi regions: As defined here www.IraqPanel.com/region
 6. Please ask us during the quotation stage for the definitions and brackets that will be used for any other agreed upon quotas. Otherwise, we will use our own standard definitions and brackets.
7. In some cases, for example when the research topic includes sensitive themes, we may find it necessary to change the price and/or the schedule to take into account higher than normal refusal and drop-out rates. In rare circumstances, we may also require the survey to be hosted on our own platform. If you think your survey topic might lead to higher-than-normal refusal and drop-out rates, please inform us ahead of time to prevent any changes in the quote, the schedule, or hosting. Regardless, we reserve the right to make such changes after reviewing the questionnaire and/or final project requirements, before starting the fieldwork.
 8. For diary and longitudinal studies, the default assumption is that the project will not be sample-only, and we would host the online survey on our own platform.
 9. In online panel projects, the distribution of “completes” achieved per day is not equally divided between fieldwork days. For example, if the fieldwork duration is estimated to be 10 days for a project of n=1000, client will not see 100 “completes” achieved every day.
 10. The costs and fieldwork duration provided are based on the agreed upon sample size, sample characteristics, and other project requirements.
 1. Once the client identifies the characteristics of its target population, we will only invite those within that target population to participate in the online survey.
 2. As the provided incentives and the cost of recruitment differ for different segments of the population, the cost will differ depending on the specifications of the target population selected by the client.
 3. The costs would be different if the client wishes panel members outside of the target population to also be invited in the same survey.
 4. Fieldwork duration is also considerably longer if the client does not allow for the targeted approach.
 5. If you need a different approach for your project, please let us know at the quotation stage.
 11. If a client hosts the survey on its own platform and unless mutually agreed otherwise:
 1. We will need to test the quality of the online survey and see how well it works in the target country and in the local language(s). In order to run this test, we will need to receive a few live test-links to the field-ready translated survey on your survey platform. We will test those live links on multiple devices, browsers, and operating systems inside the target country. After testing, we will provide the client with detailed feedback if there are any issues.
 2. Our quote assumes that the survey hosting platform is device agnostic. If your platform does not support certain devices (e.g., mobile phones or tablets), you have to tell us when requesting a quote so that its costs and schedule implications can be

taken into account. Otherwise, we will have to change the quote and the duration when this information has surfaced.

3. There should be no visible name, logo, or any other identifiers from the client or client's subcontractors/providers visible across the survey.
 4. There should be no hyperlinks anywhere across the survey to direct our panelists elsewhere.
 5. Our panelists' PII should not be requested from them anywhere in the survey.
 6. Our panelists should not be requested or directed to download anything or to use any apps.
 7. The survey should include no scripting errors and the survey should properly appear in the agreed upon vernacular in its standard form. The questions and response options should be free of any grammatical errors and must use language forms and structures that are common among ordinary citizens of the respective country.
 8. Once our evaluation of the hosted survey is completed and once all needed revisions are made, we will ask you to send us enough individual live links (your software would generate them for you), with each containing a unique link ID, to complete the project. Typically, we need about 10 times live links as your desired final sample size. For example, for a study of $n=1000$, we would need about 10,000 individual live links.
 9. We would need an end-of-the-day report from your platform each day that we are fielding your survey. This report should include the unique link IDs that have completed the survey (completes) as well as those that have attempted but not completed (screen-outs, drop-outs, quota-fulls/over-quotas, speeders, etc.). This could be either an Excel file you email us every day or can be an access you provide us with to the reporting feature of your survey hosting platform. If your survey hosting platform does not support the provision of such a report, you need to disclose this to us at the quotation stage so proper arrangements can be made.
12. Unless otherwise requested by the client, our quote does not assume recruitment of a fresh sample (i.e., respondents that have not previously taken part in your survey) for single wave or multi-wave projects. If you have such a requirement, please let us know at the quotation stage. When a fresh sample has been agreed upon, our assumption is a three-month exclusion period. If you need a longer exclusion period, please let us know at the quotation stage.
13. In case the client finds a problem with any of our delivered completes, we will ask them to inform us of the reason and will replace the problematic completes with new ones for free. We shall have no liability beyond such replacement.

CATI/Omnibus

14. If interested, further information about our work is available at: www.VoxNations.com
15. Sampling: As mentioned in detail on our website, unless the client requests otherwise at the quotation stage, our CATI surveys adopt nationally representative probability sampling.
16. The quote provided for CATI and Omnibus is for landline sample alone. If you are interested in mobile-only or dual-frame sample, please let us know at the quotation stage.
17. The quote provided for CATI and Omnibus is for fielding from our local call centers. If you are interested in fielding from our Toronto call centers, please let us know at the quotation stage.
18. Target Population:
 - “National sample” means a nationally representative probability sample, which includes urban and rural settlements in proportion to their population as listed in the census and as officially defined by the relevant government agency in the respective country.
 - “Urban sample” only includes urban settlements, and it is similar to a “National sample” except that it excludes rural settlements.
19. Unless otherwise requested by the client at the quotation stage, our probability sample surveys are not weighted and do not impose any quotas.
20. In CATI surveys, unless otherwise requested by the client at the quotation stage, each randomly produced working number is attempted up to three times to achieve contact with the randomly selected member of the reached households.
21. In some cases, for example when the research topic includes sensitive themes, we may find it necessary to change the price and/or the schedule to take into account such theme’s higher-than-normal refusal and drop-out rates. If you think your survey topic might lead to higher-than-normal refusal and drop-out rates, please inform us ahead of time to prevent any changes in the quote or the schedule. Regardless, we reserve the right to make such changes after reviewing the questionnaire and/or final project requirements, before starting the fieldwork.

Omnibus:

22. Length of Interview (LOI) cannot be extended beyond about 15-20 minutes. If the questionnaire happens to be longer it would need to be fielded as an independent survey.
23. Due to the nature of omnibus surveys, we cannot field the survey exactly at your preferred date. But if you are not under time pressure, we are generally able to field omnibus surveys once per month or every other month.
24. As we respect the privacy of each of our clients, we cannot share the full questionnaire of an omnibus survey with clients.
 - We also cannot share the audio recording of omnibus surveys as they will contain the responses provided by respondents to the questions of other clients.
 - Each omnibus client will receive the results of the questions ordered plus the shared demographic questions.
 - Also, the metadata and paradata will not be shared with clients in our omnibus solution.
 - Due to these limitations, omnibus surveys are cheaper than commissioning a full standalone survey of equal length.

Qualitative FG/IDI/CLT

26. If interested, further information about our work is available at: www.VoxNations.com
27. Availability, duration, and price of Focus Groups (FGs), In-depth Interviews (IDIs), and Central Location Test (CLTs) depend highly on the recruitment criteria and study topic. We therefore reserve the right to adjust our prices, schedule, and/or methods if any element of a project changes or if new information about project requirements or topic is surfaced.
28. While we have the capacity to organize FGs, IDIs, and CLTs in all major cities of the countries in which we operate, unless otherwise specified, our quote assumes that the project is going to be carried out in the capital city. If you wish to conduct your study in full or in part outside of the capital city, please inform us at the quotation stage.
29. For CLT, the quote assumes that participants would be allowed to enter their responses themselves into our computer and there will not be a need for our staff to do so. Please let us know at the quotation stage if you wish one of our staff to capture and enter the responses into the system.
30. If a product test is involved in the project, the quote assumes that the product will be provided by the client and shipped to our office at the client's cost. Quote also assumes that products do not require special care and do not have particular storage requirements. Quote does not include delivery cost to participants. If your project requires any of the above, please let us know at the quotation stage.
31. Unless otherwise specified at the quotation stage, the quote assume the deliverables for FG and IDI projects to be limited to:
 - Transcripts (verbal communications) of all interviews in the vernacular,
 - Audio recording of all interviews,
 - Technical report summarizing how and when the study was conducted in our template.
32. Please let us know at the quotation stage if your project requires any other deliverable or services, including:
 - Translation of guide and/or questionnaire and/or any material from English into the vernacular and/or from the vernacular into English,
 - Translation of the transcripts of interviews (verbal communications) to English,
 - Preparation of any stimulus material (e.g., slides, newspaper article, video clip, audio clip, etc.) for participants,
 - Addition of non-verbal cues (gestures, silences, facial reactions, and body gestures) to the transcripts,
 - Simultaneous translation of interviews to English,
 - Video recording of the sessions,
 - Live monitoring capability of interview sessions via internet,
 - Presentation, summary report, and/or any analysis of the results.

General

33. All promises and commitments made in this document only pertain to services that are rendered directly by People Analytics Inc. in China, Iran, Iraq, and Afghanistan, and does not apply to the services we or other firms provide in our [network countries](#).
34. Before the start of any data collection, we will review final project requirements and the questionnaire/guide/instrument to ensure that it fully adheres to the agreed upon project specifications for which the quote was provided. We reserve the right to make changes to the provided quote after reviewing the questionnaire and/or final project requirements, before starting data collection.
35. If the study includes socio-politically sensitive questions, we will work with the client to ensure the most feasible and scientific language to be used in the field. While rare, however, we cannot guarantee that every sensitive question can be fielded in its original wording.
36. By default, we only include respondents over the age of 18. Yet, changing this age criterion is feasible. Please let us know if you are interested in younger respondents at the quotation stage.
37. Translation and coding of responses to open-ended questions is not included in the quote. If you wish the verbatims to be translated and/or coded, please let us know at the quotation stage.
38. If an instrument has been poorly designed or translated, we reserve the right to either refuse to field it or, because of the impact it has on the drop-out and refusal rates, change the quote and/or the schedule of the project before implementation.
39. "Duration" is the number of working days the fieldwork will take to complete. It starts after (1) we receive your confirmation on the final field questionnaire and (2) your confirmation that we should start the fieldwork phase of the project. It does not include the time it would take for coding and/or translation of the responses to open-ended questions. Weekends, official holidays and "impossible dates", as defined at the end of this document, will not count as working days.
40. If either the final Incidence Rate (IR) or the Length of Interview (LOI) changes during the project implementation by more than 20% (20 percent, not 20 percentage points) of the original estimation, the price and schedule will be adjusted accordingly. The final IR and LOI will be the IR and average LOI experienced in the field.
41. If more than one wave is quoted, the assumption is that the study will be cross-sectional and not longitudinal/diary. If your research is longitudinal in nature, please let us know at the quotation stage. If we have provided you with any discount for your multi-wave study, the discount will apply at the end of the multi-wave project to your final invoice.

42. Unless otherwise specified, the quote provided does not include other costs for any other services, including but not limited to questionnaire design, questionnaire back-translation, translation of open-ended verbatims, data analysis, special reporting, etc. Our standard data collection deliverables are the raw (unweighted) collected data (in one SPSS or Excel file) and a technical summary in the form of a file utilizing *American Association for Public Opinion Research (AAPOR)*'s "Response Rate Calculator" (based on AAPOR's 9th Edition of Standard Definitions). A sample of this technical summary could be provided to clients by request. If you want the deliverables to include anything else, please let us know at the quotation stage.
43. Unless otherwise specified, our translation services will not include back-translation, simultaneous translation by two different translators, or any other customized services. If you want your translation to include any customized services, please let us know at the quotation stage.
44. Unless otherwise specified, if you order coding or verbatim translation services from us, the fee will be per each open-ended question per wave and will increase proportionally if sample size is more than 1000. The fee will not be affected by how many responses respondents provide to an open-ended question and hence fully and partially open-ended questions are not going to be treated differently.
45. If your instrument includes any open-ended questions, please let us know at the quotation stage so we can provide you with a more accurate quote and project duration. Once you inform us that the instrument includes open-ended questions, we will ask you to tell us how many open-ended questions the instrument includes, how you wish them to be administered, and in what form you need the responses. In response, the clients generally tell us how many of each type of the following open-ended questions they have included in their instrument:
 1. Fully pre-coded open-ended question: In this option, the client provides us with the codes to the open-ended question. After reading such an open-ended question for respondents, our interviewers will NOT read the codes provided by the client and will wait for the respondent to provide his/her answer to the question. After hearing the provided response, the interviewer will code the response under one of the provided pre-codes without recording the verbatim. Responses that are not near any of the pre-codes will be coded under "other." For such an open-ended question, the dataset will tell us to which of the provided pre-codes was the response of the respondent closest and will not include the verbatims or any other information.
 2. Partially pre-coded open-ended question: This option is similar to option 1, with the difference that the responses that are not near any of the pre-codes will NOT be coded under "other," they will instead be recorded in the vernacular and will be coded after the conclusion of the project. For such an open-ended question, the dataset will tell us to which of the provided pre-codes was the response of the respondent closest. In cases where a response is not close to any of the pre-codes, the response will be coded, and the code will be included in the dataset. The dataset will not include verbatims or any other information.
 3. Pure open-ended question to obtain Vernacular verbatim: In this option, the client does not provide the codes and only provides the open-ended question. After reading such an open-

ended question for respondents, our interviewers will wait for the respondent to provide his/her answer to the question. After hearing the provided response, the interviewer will only record the verbatim in the vernacular and the verbatims will NOT be coded NOR translated after the conclusion of the project. For such an open-ended question, the dataset will only include the verbatims in the vernacular and will not include any other information.

4. Pure open-ended question to obtain translated verbatim: Clients who are interested in Option 3, may also ask for the verbatims to be translated to English. In such a case, the dataset will only include the verbatims in the vernacular and in English and will not include any other information.
5. Pure open-ended question to obtain codes (plus verbatims in vernacular upon request): For options 3, it is also possible to code the verbatims. If coding (i.e., assigning one or more categories to each response) is requested, the dataset will include the codes of the provided responses. The client may also ask for the vernacular verbatim to be included in the dataset.
6. Pure open-ended question to obtain codes and the verbatims in the vernacular and in English: For options 4, it is also possible to code the verbatims. If coding (i.e., assigning one or more categories to each response) is requested, the dataset will include the codes of the provided responses along with the verbatims in the vernacular and in English.

If none of the abovementioned options is what the client has in mind, the client will need to tell us their exact needs and requirements at the quotation stage.

46. Unless otherwise specified, the quote does not include the cost for any analytical work or report. If you need an analytical report for your study, please let us know at the quotation stage. If we agree to prepare an analytical report and unless agreed otherwise, the format of our standard analytical report will follow [this sample report](#).
47. Unless otherwise specified, only one dataset (the raw unweighted collected final data) will be delivered to the client at the conclusion of the project. If a client needs interim dataset delivery, it should be requested and agreed upon at the quotation stage.
48. Unless otherwise indicated, the duration and quote provided assumes no hard quotas, specific targeting, or respondent profiling. It also assumes data collection in a single wave without any pauses or soft launch. Since any pauses or soft launch during the data collection phase has cost and duration implications, please let us know if your study has such a requirement at the quotation stage.
49. We provide clients with routine progress report during data collection. If you require the progress report to be formatted in any special way and/or delivered at a particular frequency or have any specific requirements for quality control, please let us know at the quotation stage so we can provide you with an accurate quote and make the necessary arrangements to be able to meet your demands.
50. If you are interested in receiving the metadata or paradata and/or audio/video recording of the interviews, you must inform us at the quotation stage so we can provide you with an accurate quote and make the necessary arrangements to be able to meet your demands. Without this advance notice and agreement, metadata or paradata and/or recordings might not be available for sharing at the conclusion of the project.

51. Both parties (client and People Analytics Inc.) shall be allowed to use the other party's name and logo for promotional purposes unless the other party revokes this permission in writing. Both parties shall be able to revoke this permission at any time with immediate effect. Upon revoking of this permission, the party using the other party's name and/or logo in any way, shape, or form must immediately remove the name and/or logo of the other party from all documents, reports, illustrations, and websites.
52. Neither party (client or People Analytics Inc.) shall be liable in any way for any delay or failure in the performance of any of its obligations due to events outside its reasonable control (a "Force Majeure Event"), provided that such party (a) could not have reasonably prevented the delay or failure; (b) gives notice of the occurrence of the Force Majeure Event to the other party by e-mail as soon as reasonably possible after becoming aware of the Force Majeure Event; and (c) uses all reasonable efforts to minimize the consequences of the Force Majeure Event.
53. In no event shall either party (client or People Analytics Inc.) be liable to the other party for any consequential, indirect, exemplary, special, incidental or punitive damages arising out of the activities contemplated by these Terms, including, without limitation, lost profits, even if such damages are foreseeable or the damaged party has been advised of the possibility of such damages and regardless of whether any such damages are deemed to result from the failure or inadequacy of any exclusive or other remedy. Furthermore, in no event shall our liability to the client exceed the total amount of fees paid by the client to us with respect to the accepted proposal out of which the liability arose.
54. Due to sensitivity of data collection inside the countries we work and high importance of ensuring safety and security of our team, as a general principle, we cannot agree to any measure or be obliged to any contract which might result to or lead to the disclosure of the identity of our team or our internal processes and transactions with them.
55. When a client buys any of our off-the-shelf content or datasets in digital form (this does not apply to data collection projects commissioned by a client or studies specifically ordered by a client), what the client is buying is the right to use the procured material for client's own personal use and, unless explicitly agreed upon in writing, the client may not:
 - Resell, distribute, or otherwise provide the procured material or any parts of it to any third party in any way.
 - Create digital duplicates, scan, photocopy, fax, or in any other way reproduce or copy the procured material or any parts of it.
 - Make the procured material or any parts of it available on any website, database, intranet, or server.
56. "Setup Fee" is only added if the project specs and sample size are too low to cover our minimum admin costs. It would decrease to zero as the project size increases.
57. Cancellation Policy: If after the start of the project client wishes to cancel the project, client will need to notify us by sending us an official cancel notice. The costs incurred till that point will be chargeable to the client plus a cancellation fee. The cancellation fee will be the higher amount of either 10% of the project total cost or US\$6,800.

58. If after a project has been commissioned, the client changes project requirements, the cost of the project per new requirements in addition to any extra costs incurred for implementing the project based on the old requirements will be recalculated. For example, if a project was commissioned based on a sample size of 5,000, which benefits from our volume discount, and then the client decides to reduce the sample size to n=1,000, the cost incurred will be based on the recalculated Cost per Interview (CPI) of a project with n=1,000. In this example, client will no longer benefit from the volume discount from which the original price benefited.
59. If you have benefited from our *VoxNations Schelling Grant in Support of Public Opinion Research* (www.VoxNations.com/Grant) for your study, the following acknowledgement should be included in all pertinent reports and presentations: "This study was funded in part by a contribution from the *VoxNations Schelling Grant in Support of Public Opinion Research*." The recipients agree and acknowledge that they will fully adhere to and respect the ownership rights stipulated in the grant agreement form.
60. In cases in which our data collection is dependent on client's system – such as sample-only projects in online panel and CATI/CAPI projects filled online on client's system – fulfillment of project requirements will only be possible if client's system functions without any errors inside the target country. If a client's system does not function well inside the target country, we could either field the project using our own platform or if client wishes to discontinue the project, it will follow our cancelation policy as outlined in this document.
61. If client is providing us with the sample (e.g., contact list of client's customers from whom client wishes us to collect feedback, list of potential customers, etc.), we cannot guarantee the number of "completes" as we do not know the response rate and cooperation rate for that client-provided sample in advance. In such cases, we reserved the right to change our quote midway in the project to reflect project realities.
62. Following ESOMAR guidelines, by default, we do not share Personally Identifiable Information (PII) of our respondents with clients. If you need any PII to be shared with you as a part of your project, please tell us in advance so we can explore with you its feasibility and receive necessary permissions from the respondents during fielding.
63. Most of the cost in any data collection project is the fieldwork itself. Therefore, we need to receive at least 50% advance payment of the project's total cost before we start any fieldwork. We cannot start fielding before receiving this amount and any delays in this initial payment will result in a delay in the project implementation. If this initial payment is late, we can provide the client with an updated fielding schedule based on our availability after receiving the first payment.
64. Unless otherwise specified, we field our surveys in the major official language(s) of the target country. If the client is interested in using any other languages, we must be informed at the quotation stage. For example, fielding in Azeri or Kurdish in addition to Persian/Farsi is feasible in Iran with some extra cost.
65. Length of Interview (LOI) is counted in minutes and includes every question client requests to be asked from respondents. Demographic and survey management questions requested

- by client will also be counted in the LOI.
66. The quote provided is not inclusive of local taxes, HST, and VAT.
 67. Unless specified otherwise, the quote provided is valid for one month unless a contract is signed.
 68. If client has requested the instrument/questionnaire to be pretested (pilot) at the quotation stage, by default we will pre-test by contacting random respondents using our most skilled and experienced interviewers and will require the interviewers to report in detail (1) any issues with any of the questions, (2) length of interview, (3) any evidence of respondent boredom, and (4) any evidence of respondent fatigue and will provide the client with a brief report summarizing these feedbacks along with our suggestions. Unless otherwise specified at the quotation stage, no response data will be submitted to the client for the pre-test.
 69. For desk research and analysis, we offer our services on an hourly basis. Hourly services are provided in blocks of 5 hours. Even if the tasks need less work than 5 hours, still the 5-hour block will be charged. Please let us know if you need our quotation for this service.
 70. The client shall never disclose, make public, and or transfer to a third party any personally identifiable information – including but not limited to the name, physical addresses (home, work, postal), telephone numbers (landline and mobile), email address(es), social media accounts, data from messaging apps (such as WhatsApp), GPS data, photos, audio or video recordings, and government issued identification numbers – of the respondents, interviewees, participants, and/or research subjects that might be transferred to it intentionally or by mistake by People Analytics Inc.
 71. In some countries, such as Iran, the weekend is on Thursdays and Fridays. We observe target country weekends and its official holidays.

General implementation procedure:

72. If you decide to proceed with our offer, we will need to receive your draft questionnaire or instrument. We need to review it in detail, to ensure that it is field-ready and adheres to the agreed upon project specifications. We reserve the right to make changes to the provided quote after reviewing the questionnaire and/or final project requirements, before starting the fieldwork.
73. As mentioned above, if the study includes socio-politically sensitive questions, we will work with the client to ensure usage of the most feasible and scientific wording possible. In some rare cases, we will not be able to ask some questions in their original form in some countries.
 - We will also utilize our years of expertise in fielding surveys in the Middle East to suggest questionnaire improvements to clients to enhance their research quality.
74. As soon as we have client's final "go", we will start fielding the project at the first available fielding period.
 - If you need your data to be collected on specific dates or follow a specific fielding schedule, please let us know at the quotation stage so we can discuss availability, cost, and plan ahead.
 - Exception to this are omnibus projects in which timing is based on our availability.
 - If your project needs "rush fielding", it might be possible but extra costs will apply.
75. In general, we divide fielding dates/times into three categories:
 - Regular timing:
 - i. Will be our regular workflow and our default pricing structure.
 - ii. The majority of our projects follow this regular fielding time.
 - iii. If client does not state specific timing request to us at the quotation stage, assumption would be that the project will be fielded based on our regular timing.
 - Customized timing:
 - i. Will be if client wants to impose a specific fielding schedule. If we can, we will follow client's requested customized timing.
 - ii. However, if our fielding capacity has already been fully booked for those preferred dates, we might be able to take some measures (like adding temporary space, staff, stations, etc.) to accommodate client's specific fielding schedule. These measures will carry extra costs which will be provided at the quotation stage if requested.
 - Impossible dates/timing:
 - i. Will be those days at which data collection in the target country is extremely difficult as not only most of our staff or the staff of our partners will not be available, but many respondents will also not be fully available.
 - ii. These dates are usually specific statutory holidays or socio-politically sensitive days.
 - iii. Examples are the New Year holidays, religious holidays, weather emergencies, long weekends, etc.
 - iv. The cost of fielding at these days will likely be untenably high and the quality of the results will not necessarily follow our norm.

PEOPLE ANALYTICS INC.

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