



KFC YUMMY HOOD

FREQUENTLY ASKED QUESTIONS

FAQ 1: What is an insight community (Online research panel)? An online research panel is a community of individuals with similar interests, and experiences, who have voluntarily chosen to participate in online research studies about various topics related to their common interests, brand experiences and are willing to share their feedback.

FAQ 2: What information is required to become a member? A brief member profile is the only information required for joining this community. Your member profile will include basic contact information and vital data such as gender and age. It will also ask you several questions about your habits so that surveys delivered to you are based on relevant criteria. The questions included in the member profile survey allow us to ensure that the panel is reflective of consumer's across multiple demographics and segments.

FAQ 3: How long will I have to complete each survey? You will typically have anywhere from 48 hours to 96 hours to complete each survey.

FAQ 4: How many surveys do I have to complete? Lucky draws are monthly unless stipulated otherwise in the survey invitation. You will have to complete at least one survey in order to qualify for the lucky draw during a particular month.

FAQ 5: Will I be able to select the types of surveys in which I participate? Yes. We will use the information that you provide to us in the member profile survey to send you invitations to surveys that fit your outlined demographic and relevant category information.

FAQ 6: What happens if I don't participate in the survey? You don't have to participate in every survey that you receive. If you don't respond, we will contact you later about another survey. If at any time you decide that you don't want to participate in our surveys anymore you may unsubscribe. Please note however that at our discretion we might replace you with another member should you be inactive (have not participated in surveys) for a certain amount of time.

FAQ 7: How long will I remain in the community? You may remain in the community as long as you choose to participate. Members may remove themselves from the community at any time by clicking the unsubscribe button found at the bottom of the emails that you receive from us.

FAQ 8: Will my profile information be sold to other companies? The information collected by the community is not sold or distributed to any other company. All information is strictly confidential and privacy is guaranteed. Your name will never be sold, exchanged, or distributed to any other party without your consent.

FAQ 9: What if I forget my password? If you cannot remember your password, simply click on the "Forgot password" button on the login page to have it e-mailed to yourself. If you continue to experience problems you can click on the Technical Support link in the bottom left corner of the page.



FAQ 10: How do I complete a survey? You will be e-mailed a unique URL address for each survey you are invited to complete. Simply click on the URL included in the email or alternatively cut and paste the address into a web browser of your choice and complete the survey form online. Survey length is closely controlled to minimize the use of your time.

FAQ 11: Are there any prizes for filling out the survey? Please read the Lucky Draw Rules which has more information relating to how the lucky draws are handled for participating in surveys.

FAQ 12: How can I be sure you got my responses? If you would like to ensure that your responses have been received, you can click on the survey link when you are done. A message stating that you have already completed the survey will appear.

FAQ 13: Technical Problems? Please click on the Technical Support link found at the bottom of the login page. Here you can contact our Technical Support team directly with any queries or general comments.

You can contact us at any time by e-mailing: support@kfcyummyhood.co.za