Datrix Insights

ESOMAR 28 Compliance Disclosure

2025

About Datrix Insights

Datrix Insights is a global leader in providing tailored market research solutions. Our expertise ensures that every project delivers value-driven insights while maintaining the highest ethical standards under ESOMAR compliance.

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Q1. Experience providing online samples for market research

Datrix Insights supplies online samples globally for B2C and B2B markets, combining innovative technology with market research expertise for reliable and scalable data.

Q2. Types of online sample sources and recruitment

We recruit via web ads, social media, offline events, and partnerships, ensuring diversity through double opt-in proprietary panels and trusted partner networks.

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Q3. Blending sample sources and preventing duplication

We manage sample blending with strict quota controls, deduplication through digital fingerprinting, and real-time panelist validation using TrueSample and Relevant ID technology.

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Q4. Exclusivity of sample sources for market research

All panelists are exclusively used for market research. Personal data is never shared with third parties without consent.

Q5. Sourcing hard-to-reach groups

We collaborate with niche partners, offer enhanced incentives, and use CATI/CLT methods where necessary, ensuring representation of minorities, youth, seniors, and business professionals.

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Q6. Use of third-party sample providers

Clients are always notified in advance when using third-party partners. Partners are selected based on quality certifications, feasibility, and project needs.

Q7. Achieving a representative sample

We apply demographic balancing, dynamic quotas, and panel health monitoring to achieve sample representativeness based on validated profiling.

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Q8. Use of survey router

Yes, Datrix Optimizer intelligently routes respondents to appropriate surveys based on profiling and eligibility, improving efficiency and reducing dropouts.

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Q9. Survey allocation process within router

Respondents are allocated based on matching profile attributes and survey requirements, minimizing unnecessary qualification questions and optimizing experience.

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Q10. Mitigating router bias

Routing algorithms incorporate randomization and load-balancing to prevent systematic bias. Periodic audits validate router neutrality.

Q11. Management of router parameters

Router parameters are governed by senior survey operations specialists, ensuring ethical deployment and compliance.

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Q12. Profiling data management

Panelists provide demographics, behaviors, interests, and purchase data during registration, and are regularly invited to update their profiles post-survey.

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Q13. Survey invitation processes

Survey invites include study purpose, estimated LOI, confidentiality statements, opt-out options, and privacy policy access links.

Q14. Incentives offered to respondents

Rewards vary by LOI and complexity, ranging from cash, vouchers, to loyalty points. Panelists redeem rewards via secure methods such as PayPal.

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Q15. Information needed for feasibility estimates

Required: target demographics, behavioral targets, quotas, incidence rates, LOI, and geographic constraints.

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Q16. Measuring respondent satisfaction

Post-survey feedback is collected on survey length, content, and experience. Insights are used to enhance panel engagement and data quality.

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Q17. Client debrief after project completion

We provide completion reports, data maps, incidence rates, and respondent feedback summaries post-project.

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Q18. Data quality checks

We deploy speeding detection, logic consistency checks, red herring questions, and open-text validation. Failing respondents are removed systematically.

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Q19. Contact frequency

Panelists typically receive up to two survey invitations per week, ensuring minimal fatigue and maintaining high-quality engagement.

Q20. Participation frequency

Participation frequency is managed to prevent overexposure, and lockout periods are enforced between similar survey projects.

Q21. Maintaining individual level data

We track join dates, participation history, reward redemptions, and survey responses securely. Client-requested analysis can be provided with consent.

Q21. Maintaining individual level data

Q22. Identity verification and fraud detection

Double opt-in, digital fingerprinting, IP address checks, and reward transaction validations prevent fraudulent participation.

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Q23. Opt-in procedures

We enforce double opt-in with initial registration confirmation, consent statements, and secondary verification through profiling.

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Q24. Privacy Policy access

Our privacy policy is available on our website: https://www.datrixinsights.com/privacy-policy and linked in all communications.

Q25. Data protection and security measures

Data encryption, secure server access, firewalls, limited personnel access, GDPR/CCPA compliance, and regular security audits are standard.

Q26. Use of sensitive client data

Sensitive surveys are clearly flagged, NDAs are signed, and survey material handling is strictly governed by privacy agreements.

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Q27. Certification to quality systems

We follow ISO 20252 standards and maintain rigorous internal quality control to ensure data validity and respondent authenticity.

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Q28. Research with children and young people

We comply with COPPA, GDPR-K, and ESOMAR standards, requiring verified parental consent for participants under 14 years of age.

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