



DOCUMENTATION FOR NORC'S AMERISPEAK® PANEL FOR INSTITUTIONAL REVIEW BOARDS

POINT OF CONTACT

J. Michael Dennis
Senior Vice President
Executive Director, AmeriSpeak

1250 Borregas Ave
Sunnyvale, CA 94089
dennis-michael@norc.org

May 15, 2021

TABLE OF CONTENTS

Introduction 1

- About AmeriSpeak..... 1
- About NORC..... 1
- NORC Institutional Review Board 2
- NORC IRB Review of AmeriSpeak Research 2
- IRB Review For Time-sharing Experiments for the Social Sciences 3
- NORC Company and Contact Information 3

AmeriSpeak Methodology and Technical Design..... 4

- Target Population 4
- Sample Frame 4
- Sample Selection for Panel Recruitment..... 5
- AmeriSpeak Panel Recruitment Procedures 6
- Consenting and Initial Profiling 7
- Panel Member Study Participation..... 8
- Incentives for Study Participation..... 8
- Panel Management Policies 8

AmeriSpeak Panel Privacy Protections..... 9

- Confidentiality Agreement with Panel Members 9
- Obtaining Consent for Specific Surveys 9
- Adverse Event Reporting 9
- Data and Record Storage 10

AmeriSpeak Teen Surveys 12

Selected Organizations and Funding Agencies that have Conducted Research Using the AmeriSpeak Panel..... 14

Appendix A: Online Consent screen to join the AmeriSpeak Panel 15

Appendix B: Telephone Consent language to join the AmeriSpeak Panel..... 16

Appendix C: Amerispeak Privacy Policy 17



Appendix D: Amerispeak Terms and Conditions..... **25**

Appendix E: Amerispeak Standard Survey Invitation (Email and Telephone) **34**

Appendix F: Parent Consent to Invite Teens to Amerispeak Teen Panel **36**

Appendix G: Teen Consent to Join the Amerispeak Teen Panel..... **39**

Appendix H: AmeriSpeak Teen Standard Survey Invitation (Email, Telephone, and SMS) **41**

Appendix I: Parent Consent to Invite Teen to a Specific Survey **43**

Appendix J: Teen Consent to Participate in a Specific Survey..... **44**

Appendix K: Non-Empaneled Teen Standard Survey Invitation (Email and SMS)..... **45**



INTRODUCTION

ABOUT AMERISPEAK

AmeriSpeak is the first U.S. multi-client household panel to combine the speed and cost effectiveness of panel surveys with enhanced representativeness of the U.S. population, an industry-leading response rate, and the NORC Card, an innovative sample quality report card. Since its founding by NORC at the University of Chicago in 2015, AmeriSpeak has produced more than 300 surveys, been cited by dozens of media outlets, and become the primary survey partner of the nation's preeminent news service, The Associated Press. Our sampling captures a true picture of America, providing better representation than other panels for hard-to-reach populations, including low-income households, less-educated persons, young adults, rural households, persons who are less interested in the news, and social and political conservatives. AmeriSpeak is the most scientifically rigorous multi-client panel available in the U.S. market.

Respect for the principles of voluntariness and informed consent as described in the Belmont Report¹ is central to our procedures in building and maintaining the AmeriSpeak Panel. Participation in research is voluntary at the time that respondents are asked to join the panel, at the time they are asked to participate in any particular survey, and at the time they answer any given question in a survey. AmeriSpeak panelists are not coerced to participate in any research, and they are not removed from the panel as a result of failure to participate in any particular survey project or program of study. AmeriSpeak panelists have the option to “opt-out” of the panel at any time by notifying NORC. NORC maintains a dedicated email queue, a toll-free phone number, and its own call-center panel management facility to receive requests for information and action from panelists.

J. Michael Dennis is the executive director of AmeriSpeak and a senior vice president at NORC, and has completed human subjects training from NORC, National Institutes of Health (NIH), University of California (Irvine), and Stanford University. Other key staff has also completed human subjects training as required by NORC's internal Institutional Review Board.

ABOUT NORC

NORC at the University of Chicago is an objective, non-partisan research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge.

¹ The Belmont Report, issued in 1978, summarizes the ethical principles and guidelines for research involving human subjects: <http://www.hhs.gov/ohrp/humansubjects/guidance/belmont.html> (accessed October 18, 2016).



NORC INSTITUTIONAL REVIEW BOARD

NORC operates its own Institutional Review Board (IRB), which follows a formal process for examining all research projects to assure human subjects protections. To ensure that the practices and procedures designed to protect the rights and welfare of study participants are effectively implemented, NORC has empowered its IRB to freely exercise appropriate administrative overview of all human subjects issues on NORC research projects without having to take into account the organization's financial concerns. In addition, NORC routinely produces materials for Office of Management and Budget review of proposed federal data collection efforts, including their review of respondent burden minimization techniques. Beyond federal requirements, NORC researchers strive to reduce respondent burden in order to maximize response and overall public benefit deriving from survey research work.

Before any survey may begin, the principal investigator or project director must submit a formal protocol to address human subject protections that includes all survey materials and instruments. The IRB is responsive to the need for timely reviews, and all Board members take an active role in helping guide protocols to meet the highest standards for human subject research protections.

NORC's IRB has obtained a Federal Wide Assurance (FWA) and is registered with the U.S. Department of Health and Human Services (DHHS) Office for Human Research Protections (OHRP). The FWA number is #FWA00000142. The FWA demonstrates that the NORC IRB complies with the strict DHHS regulations. NORC's IRB requires that research protocols, both for projects in the United States and internationally, provide sufficient detail to ensure that 1) the selection of subjects is equitable, subjects' privacy is protected, and data confidentiality is maintained; 2) informed consent is written in language that study participants can understand and is obtained without coercion or undue influence; and 3) appropriate safeguards protect the rights and welfare of vulnerable subjects. Reviewed materials include the informed consent statements, all contact materials, and the survey instruments. In addition, the protocol must include the curriculum used for training interviewers and other project staff on human subject protections, as well as the security plan to safeguard data security and the information technology infrastructure for collecting and transmitting data.

NORC IRB REVIEW OF AMERISPEAK RESEARCH

The NORC IRB is responsible for the review and approval of all AmeriSpeak Panel recruitment and survey procedures. In addition, NORC's IRB reviews all research conducted using the AmeriSpeak Panel. If an external organization requires that their IRB review a study protocol, NORC and its IRB will work with that organization in order to negotiate and fully execute a reliance agreement prior to fielding.



IRB REVIEW FOR TIME-SHARING EXPERIMENTS FOR THE SOCIAL SCIENCES

The AmeriSpeak Panel is the data source for the National Science Foundation funded Time-Sharing Experiments for the Social Sciences (TESS) research platform (www.tessexperiments.org). For the TESS project, it is the responsibility of each TESS principal investigator to receive IRB approval from their university or organizational IRB prior to conducting research using AmeriSpeak. NORC's IRB will not review TESS study protocols that have been deemed exempt and will enter into a reliance agreement to rely on the external IRB review and approval for non-exempt research.

NORC COMPANY AND CONTACT INFORMATION

J. Michael Dennis, Ph.D.
Executive Director, AmeriSpeak
Senior Vice President
NORC at the University of Chicago
dennis-michael@norc.org

FWA Assurance Number: 00000142
SIC Code: 8732
NAICS Code: 541910
DUNS #: 06-951-2291
Federal Tax ID: 36-2167808
Headquarters: 55 East Monroe Street, 30th Floor
Chicago, IL 60603
County: Cook, IL
Congressional District: 7



AMERISPEAK METHODOLOGY AND TECHNICAL DESIGN

TARGET POPULATION

AmeriSpeak provides a representative panel of civilian, non-institutional teens and adults (age 13 and over) living in the United States.

SAMPLE FRAME

In order to provide a nationally representative sample, AmeriSpeak leverages the NORC National Sample Frame, constructed by NORC to cover over 97 percent of U.S. households. The 2010 National Frame used a two-stage probability sample design to select a representative sample of households in the United States. The first stage—the primary sampling unit—is a National Frame Area (NFA), which is either an entire metropolitan area (made up of one or more counties) or a county (some counties were combined so that each NFA contains a population of at least 10,000). The largest NFAs with a population of at least 1,543,728 (0.5 percent of the 2010 Census U.S. population) were selected with certainty; these areas have a high population density and are dominated by census tracts with street-style addresses. These NFAs contain 56 percent of the population within 8 percent of the geographic area of the United States. The remaining NFAs were stratified into strata: urban areas where street-style addresses predominate; and rural areas, which are less likely to have street-style addresses. The latter stratum (rural areas) comprises 81 percent of the geographic area, but only 14 percent of the population.

Within the selected NFAs, the second stage sampling unit is a segment, defined either in terms of census tracts or block groups, containing at least 300 housing units according to the 2010 Census. A stratified probability sample of 1,514 segments was selected with probability proportional to size. For most of the 1,514 segments, the USPS Delivery Sequence File (DSF) provided over 90 percent coverage of the segment in terms of city-style addresses that are geocodeable. For the 123 segments where the DSF provided insufficient coverage, we enhanced the DSF address list with in-person listing. The National Frame contains almost 3 million households, including over 80,000 rural households added through the in-person listing.

For AmeriSpeak Panel recruitment, NORC also has supplemented the National Frame with address-based samples at various levels since AmeriSpeak's inception. For instance, AmeriSpeak has fielded address-based samples in Alaska, Iowa, North Dakota, and Wyoming in order to assure appropriate sample coverage for the four states that contain no sample households in the National Frame. In addition, AmeriSpeak in 2020 will field supplemental samples in Wisconsin, Missouri, Washington, and Colorado to improve the geographical distribution of the AmeriSpeak sample in those states.

SAMPLE SELECTION FOR PANEL RECRUITMENT

For panel sample selection between 2014 and 2018, National Frame segments were stratified into six sampling strata based on the race/ethnicity and age composition of each segment, as below:

- Hispanic, high youth segments
- Hispanic, not high youth segments
- Non-Hispanic black, high youth segments
- Non-Hispanic black, not high youth segments
- Other, high youth segments
- Other, not high youth segments

Hispanic segments are those where Hispanics make up at least a third of the population and the Hispanic share in the population is greater than that of non-Hispanic black. Similarly, non-Hispanic black segments are those where non-Hispanic blacks make up at least a third of the population and the non-Hispanic black share in the population is greater than that of Hispanics. Finally, “high youth” refers to segments in which 18-24 year old adults are at least 12 percent of the total adult population. The above stratification is used to oversample housing units in areas with higher concentrations of young adults, Hispanics, and non-Hispanic African Americans. The resulting household sample is referred to as the initial AmeriSpeak sample or sample for initial panel recruitment.

To support the second stage of panel recruitment, initially sampled but nonresponding housing units are subsampled for a nonresponse follow-up (NRFU).² At this stage, consumer vendor data are matched to the pending housing units, and housing units that are flagged as having a young adult³ (18-34 years of age) or minority (Hispanic⁴, non-Hispanic black⁵) are oversampled for the NRFU sample. Overall, approximately 1 in 5 initially nonresponding housing units are subsampled for NRFU using the same six sampling strata defined above. Due to NRFU, these initially nonresponding housing units have a much higher selection probability compared to the housing units that were recruited during the first stage of panel recruitment.

² A small fraction of initially nonresponding housing units are not eligible for NRFU, including “hard refusals” and those with an appointment for a call back from NORC.

³ A young adult flagged household refers to a household where Marketing Systems Group (MSG) or TargetSmart indicated there was an 18-24 year old adult in the household. In 2016 and 2017, a slightly different definition was used, and a young adult flagged household was defined as having an 18-34 year old adult in the household by MSG or 18-30 year old adult by TargetSmart.

⁴ A Hispanic flagged household refers to a household where MSG or TargetSmart indicated the presence of a Hispanic adult in the household.

⁵ A non-Hispanic black flagged household refers to a household where MSG or TargetSmart indicated the presence of a non-Hispanic black adult in the household.

A two-phase, state-based ABS (address-based sampling) sample design was used for the 2019 AmeriSpeak recruitment. NORC's National Frame is designed to represent the U.S. household population nationally. At the state level, however, the panel may not be sufficiently representative, especially for states with a small population. The primary objective of the 2019 design is to improve state-level representation by selecting the recruitment sample mostly from areas that are outside the National Frame. A stratified systematic sample was selected in the first phase, where each state constitutes a sampling stratum and the sample was allocated to the strata proportional to the square root of the state population. In the second phase, young adults, Hispanic, non-Hispanic black, and conservatives are oversampled based on commercial data sources to improve their representation in the panel.

The 2019 recruitment used an address-based sample selected from the USPS delivery sequence file (DSF). The sample is not clustered by geography and there was no NRFU sampling and in-person recruitment under the 2019 design. The 2020 recruitment sample was again selected from the National Frame under a sample design similar to the 2014-2018 design in terms of sample stratification and oversampling. In addition to the supplemental samples selected for the four states not covered by the National Frame (Alaska, Iowa, North Dakota, and Wyoming), the 2020 sample design also features supplemental ABS samples for Colorado, Missouri, Washington, and Wisconsin, representing NORC's continuing effort to improve the representation of the AmeriSpeak Panel at the state level. In-person NRFU was not implemented in 2020 as planned due to the pandemic. For the 2021 recruitment sample, also selected from the National Frame, NORC used predictive models to leverage rich commercial data to support sample stratification in a two-phase design. We expect to conduct in-person NRFU later in the year as part of 2021 recruitments.

The overall AmeriSpeak Panel sample design reflects the cumulative design features of the NORC National Frame and the annual recruitment samples thus far. These design features are captured in the final panel weight for each recruited household and each panelist. There are mainly two reasons why the sampling design for AmeriSpeak Panel recruitment deviates from EPSEM (Equal Probability of Selection Method) sampling: 1) oversampling of housing units in segments with a higher concentration of young adults and minorities results in the sample selection probabilities being higher for housing units in these segments, and 2) NRFU subsampling results in initially nonresponding housing units having a much higher selection probability. Furthermore, within the NRFU samples, selection probabilities vary for housing units depending on the appended commercial data flags to target specific demographics for improved efficiency. The initial and NRFU sampling procedures are examined and possibly modified each year to more efficiently recruit subpopulations who are less likely to respond to the recruitment survey.

AMERISPEAK PANEL RECRUITMENT PROCEDURES

Recruitment is a two-stage process: initial recruitment using less expensive methods and then nonresponse follow-up using personal interviewers. For the initial recruitment, sample units are invited to join AmeriSpeak online by visiting the panel website (www.amerispeak.org) or by



telephone (inbound/outbound supported). English and Spanish language are supported for both online and telephone recruitment. Study invitations are communicated via a 6" x 9" pre-notification postcard, a USPS recruitment package in a 9" x 12" envelope (containing a cover letter, a study brochure, and a non-contingent incentive), one follow-up postcard, and follow-up by NORC's telephone research center for matched sample units.

The second-stage nonresponse follow-up targets a stratified random subsample of the nonresponders from the initial recruitment. Stratification is based on consumer vendor data and stratification variables from the initial recruitment stage in order to increase sample representation of young adults, non-Hispanic African Americans, and Hispanics. Units sampled for the nonresponse follow-up are sent, by FedEx, a new recruitment package with an enhanced incentive offer. NORC field interviewers then make personal, face-to-face visits to the respondents' homes to encourage participation. NORC field interviewers administer the recruitment survey in person using computer-assisted personal interviewing or else encourage the respondents to register at www.amerispeak.org or call the toll-free AmeriSpeak telephone number to register.

CONSENTING AND INITIAL PROFILING

AmeriSpeak's recruitment procedures for protecting the rights of human research subjects have been reviewed and approved by NORC's IRB. NORC obtains and documents research subjects' informed consent for panel participation and agreement to the study's Privacy Policy and Terms and Conditions during the registration process. After registration is completed, AmeriSpeak Panel members first complete an introduction survey of about 15 minutes by web or by telephone asking questions about the household's composition and the person's background and interests. The introduction survey provides an initial profile of the panelist and the household. Upon completion of the registration process and introduction survey, the respondent is an "active" AmeriSpeak panelist eligible for client studies and additional NORC-conducted profile surveys.

After one adult in the household becomes an active AmeriSpeak panelist, other adults in the household are invited to join AmeriSpeak. The first adult in a household to become an active AmeriSpeak panelist is the "primary" panelist for the household. Other adults in the household are known as eligible or active "secondary" panelists. To become an active AmeriSpeak Panel member, these additional adults are required to complete the same registration and introduction survey that was completed by the primary AmeriSpeak panelist in the household.

During the initial profiling, some new panelists are offered the option to participate in future AmeriSpeak studies by the telephone mode of data collection instead of online. Therefore, once the initial profiling is completed, each panelist is enrolled in either the online or telephone modes of data collection for future AmeriSpeak studies.



After the initial profiling is completed via the introduction survey, subsequent NORC surveys invite the panelist to provide additional background information about public affairs, health services, health conditions, and financial services (among other topics).

PANEL MEMBER STUDY PARTICIPATION

AmeriSpeak Panel members typically participate in AmeriSpeak web-based or phone-based studies two to three times a month. Surveys are usually 10 to 20 minutes in length; however, longer surveys are permitted with the allowance for additional incentives to recognize the time spent by AmeriSpeak panelists.

INCENTIVES FOR STUDY PARTICIPATION

AmeriSpeak Panel members receive modest incentives, in the form of “AmeriPoints,” for participation in surveys. For the majority of surveys, a respondent will earn between 2,000 and 10,000 AmeriPoints (1,000 points = \$1) for completing a survey. If a survey is very long (e.g., 30 minutes or longer), or we ask a respondent to participate in other custom research such as an in-depth telephone interview, then they may receive an incentive of 10,000 points or more. A panel member is credited with earned points for a survey once they complete the survey. A respondent can take breaks during a survey and return to the survey at a later time. In addition, they may skip survey questions that they do not wish to answer. Once a panelist has accumulated 10,000 points, the panelist can redeem the earned points for reward cards or gift cards. Online members redeem points through the AmeriSpeak Panel member web portal or AmeriSpeak app. Panelists who complete surveys by phone contact the NORC toll-free support line to redeem their points.

PANEL MANAGEMENT POLICIES

NORC maintains strict rules to limit respondent burden and reduce the risk of panel fatigue. On average, AmeriSpeak Panel members typically participate in AmeriSpeak web-based or phone-based studies two to three times a month.

Because the risk of panel attrition increases with the fielding of poorly constructed survey questionnaires, the AmeriSpeak team works with NORC clients to create surveys that provide an appropriate user experience for AmeriSpeak panelists. During the pretesting phase of AmeriSpeak survey projects, AmeriSpeak researchers provide clients consulting on best practices for the design of survey questions. AmeriSpeak will not field surveys that in our professional opinion will result in a poor user experience for our panelists and in panel attrition.

AmeriSpeak’s recruitment procedures for protecting the rights of human research subjects have been reviewed and approved by NORC’s IRB. NORC’s IRB will review the proposed research unless an external IRB is required to conduct the protocol review as documented by a fully executed reliance agreement between the reviewing institution and NORC. AmeriSpeak’s research staff will manage the IRB review process on behalf of its clients.



AMERISPEAK PANEL PRIVACY PROTECTIONS

The documents described in this section related to communications to participants are provided in English to English speakers and in Spanish to Spanish speakers. The examples shown in this document are the English language versions.

CONFIDENTIALITY AGREEMENT WITH PANEL MEMBERS

Panel member survey responses are confidential, and personally identifying information is not revealed to clients unless the panelist gives NORC explicit permission to do so. Data is provided to clients with an anonymous record identification number. This number is generated for each separate study, so the same number is not used for a specific panelist across all data files.

AmeriSpeak Panel members are notified of a new survey by email or telephone, based on their preferred mode. The text copy for a standard survey invitation is shown in Appendix E. Panelists may also be contacted via SMS if they have previously provided consent to receiving SMS texts as AmeriSpeak panelists. Online panelists may also access their surveys through the AmeriSpeak web portal or AmeriSpeak app. A panel member can complete a survey only once. Panelists may withdraw from the panel at any time and may refuse to answer any survey questions they do not wish to answer.

The AmeriSpeak Privacy Policy and Terms and Conditions documents are available on the panel member website (www.amerispeak.org) and included below in Appendix C and Appendix D. Therefore, these key documents are always available online to AmeriSpeak Panel members. For all panel members, NORC mails paper copies of the Privacy Policy and Terms and Conditions as part of a panelist welcome kit that is sent shortly after a research subject joins AmeriSpeak. AmeriSpeak Panel members not having internet access, as well as those who do, receive the hard copy Privacy Policy and Terms and Conditions documentation in the welcome kit.

OBTAINING CONSENT FOR SPECIFIC SURVEYS

At a minimum and depending on the study, a key information statement is included for every survey. This statement includes the topic(s) covered in the survey and the time requirement for completion. AmeriSpeak submits an alteration of consent and waiver of documentation of consent request as part of every submission to the IRB. Additional information or other language is included in the introduction to the survey as appropriate or as required by the client.

ADVERSE EVENT REPORTING

AmeriSpeak Panel members can contact NORC through a toll-free support number as well as by email. Support is provided by NORC staff specifically trained to provide assistance to AmeriSpeak panelists. The contact information is provided to panelists online at the www.amerispeak.org website and through email, phone, and mail communications. This allows panel members to contact NORC with any questions or concerns regarding a study. If an adverse event is reported,



NORC will report this information to the NORC IRB as well as appropriate study investigators and the project team.

DATA AND RECORD STORAGE

NORC is responsible for the receipt and collection of sensitive data on a large number of projects for the federal government and other clients. We focus on advanced methodologies to manage vast amounts of data while maintaining high security. This work is enabled by very large and expandable Storage Area Networks, relational database management systems, internet-enabled applications, high-capacity back-up infrastructure, and the use of virtual servers.

NORC's security program is compliant with federal government regulations and can be adapted easily to meet the unique requirements of any project. Recent years have been highlighted by breaches in computer security of various government agencies as well as private industry. As a result, every organization has been challenged to meet the potential for such security issues with multi-layered approaches to securing computer systems and the data they contain. NORC takes the matter of computer security seriously and has developed a multi-tiered approach to managing the issues surrounding computer and data security.

On many of our projects, compliance with NIST 800-53 recommendations is a requirement. NORC currently has other government projects that require similar compliance, and recent audits by those projects have found that our systems meet or exceed these requirements. We have projects underway for the Department of Labor, Federal Reserve, and Bureau of the Census that require independent audits to confirm compliance. In each case, we have successfully met the NIST standards.

Physical security/facilities. NORC takes great care to enforce physical security measures specifically designed to ensure that access to confidential data is restricted to only those employees who possess the need, as well as the authorization, to review such information.

Network data security. NORC requires the use of internal network data storage services to store all project-related data files. Partitioned network storage is provided for each project to mitigate the potential for data loss due to accidents, computer equipment malfunction, or human error, as well as to administer access rights regarding privacy issues related to both legal and contractual obligations. Wide arrays of network security precautions are undertaken by NORC to ensure the proper storage of all project data.

Application security. Application security is an important matter at NORC, and we strictly adhere to demanding procedures when dealing with these applications. Software logins are designed to use a specifically encrypted challenge/response technology. All NORC applications that manage case, response, and corporate financial data protect against unauthorized access and restrict authorized access to the minimum necessary level.

Case-level security. Data access restriction is accomplished through the use of unique case identifiers that allow the database to create a partition between response data and other data that could be used to identify an individual. NORC retains the option to augment any standard application security practice on a particular project so as to accommodate any special needs that may arise. In addition, the launch of NORC Suite 3 strengthens our ability to do so.

To further help NORC protect the privacy of its panel members, NORC has obtained a Certificate of Confidentiality (CoC) from NIH. NORC can use this certificate to legally refuse to disclose information that may identify AmeriSpeak members in any federal, state, or local civil, criminal, administrative, legislative, or other proceedings, for example, if there is a court subpoena. NORC can use the certificate to resist any demands for information that would identify the AmeriSpeak panel members. Depending on the project and sensitivity of the data being collected, AmeriSpeak will apply for a CoC as directed by the NORC IRB to protect sensitive data collected in non-NIH projects.

Encrypted data and communication. All remote access to internal NORC computing resources requires two-factor authentication and encrypted channels. Only secure, encrypted file transfers are used when exchanging files with clients and/or partners over the internet. All NORC's laptop computers are provisioned with an automatic full disk encryption system to protect against loss of sensitive data should any of these machines be lost or stolen.

Electronic data transfer external to NORC. All data used by NORC staff is stored within and transmitted on NORC's private network and is secured as described above in the section titled "Network data security." Should a project obligation require that the data be electronically transmitted to or from NORC's secure, private network, standard protocol dictates that encryption technology be used. Due to the variety of data delivery requirements that projects may demand, any enhanced electronic transfer security can be addressed within alternative protocols.

Access control / authentication. All user credentials and associated access permissions are subject to the controls and standards maintained by NORC's Information Technology (IT) department. In particular, passwords must meet stringent requirements for length and complexity and must be changed on a regular basis.

Backup and retrieval procedures. All data that currently resides on the NORC network is backed up on a nightly basis. The backups are then stored in a secure, offsite location. Any archived information is retrievable from the storage facility within a few hours. Only a limited number of NORC's IT personnel are authorized to request the retrieval of these data media from the offsite location. This retrieval process requires a strict identification and authorization procedure. Backups made for the purpose of disaster recovery have a retention period of one year. NORC maintains a Disaster Recovery Plan as part of its standard operating procedure, so that in the event of a major system outage, production systems can quickly be restored and normal operations resumed.

Virus protection. To keep viruses and other malware from entering our systems, NORC IT has taken several preventative measures. All NORC computer systems are protected from computer viruses by centrally managed anti-malware software and distribution of the latest security patches. NORC's network is further protected by tightly controlled firewalls and email filtering technology.

Project personnel security practices and procedures. NORC conducts a pre-employment background investigation on each new or returning employee (if the returning employee has been gone for over one year or has not previously had a background investigation conducted). Additionally, NORC may require employees transferring to a new project or different department to undergo a new background investigation. Offers to new hires are contingent upon the satisfactory completion of a background investigation, and all NORC employees must complete a Commitment to Confidentiality form as a condition of employment. In addition, all staff members receive security training specific to the project to which they are assigned.

AMERISPEAK TEEN SURVEYS

AmeriSpeak Teen is the NORC-owned panel of pre-recruited and pre-consented study participants aged 13-17 residing in AmeriSpeak Panel households.

AmeriSpeak panelists who are parents or legal guardians of teens age 13-17 years old may be contacted by emails, texts, phone calls, and/or snail mail, for permission to invite their teens to participate in the AmeriSpeak Teen Panel.

Upon consent from parents or legal guardians (referred collectively as "parents" hereafter), teens are invited by emails, texts, phone calls, and/or snail mail to join AmeriSpeak Teen using the contact information provided by parents. Text for parental consent is shown in Appendix F.

In order to qualify for participation in AmeriSpeak Teen, invited and eligible teens must complete the teen introduction survey, during which NORC obtains informed consent from the invited teen for participating in AmeriSpeak Teen surveys. As part of the teen introduction survey and prior to obtaining consent, invited and eligible teens are presented online the AmeriSpeak Privacy Policy and Terms and Conditions documents (the same documents presented to the adult panelists). Upon obtaining consent from the teens, NORC mails the documents to the consented teens in the welcome kit, following the protocol NORC employs for initiating new adult AmeriSpeak Panel members. The text copy for the teen consent procedure is shown in Appendix G. All security and consent protocols implemented for adult panelists are in effect for invited and eligible teens. NORC does not share a teen's Member ID nor survey responses with parents or clients.

Consented teens are considered "empaneled" for purposes of participation in AmeriSpeak Teen surveys. NORC can then reach out directly to the empaneled teens to administer surveys that do NOT address or involve sensitive topics that would require study-specific parental consent. As a



courtesy, parents are notified each time their empaneled teen is invited to complete a survey regarding non-sensitive topics. However, parental consent is again sought before inviting empaneled teens for any surveys that include questions about sensitive topics. NORC's IRB determines whether a survey contains sensitive or non-sensitive questions upon review of the project questionnaires, and, therefore, determines whether study-specific parental consent is required for each AmeriSpeak Teen survey.

AmeriSpeak Teen members are notified of a new survey by email or telephone, based on their preferred mode. Text copy for a standard survey invitation is shown in Appendix H. AmeriSpeak Teen panelists may also be contacted via SMS upon teen consent. Online teen panelists may also access their surveys through the AmeriSpeak web portal and the AmeriSpeak app. A teen panel member can complete a survey only once. Teen panelists may withdraw from the panel at any time and may refuse to answer any survey questions they do not wish to answer. Additionally, parents may also withdraw their consent for their teens to participate in the panel at any time.

AmeriSpeak Teen relies on the same incentive process as used for AmeriSpeak adult panel members. Teen panelists receive incentives in the form of "AmeriPoints" (1,000 points = \$1) for participation in surveys. Once a teen panelist has accumulated 10,000 points, the AmeriSpeak Teen panelist can redeem the points for reward cards or gift cards either through the AmeriSpeak web portal, the AmeriSpeak app, or by calling the NORC toll-free support line.

To further help NORC protect parents' and teens' privacy, NORC has obtained a Certificate of Confidentiality from NIH. NORC can use this certificate to legally refuse to disclose information that may identify parents and teens in any federal, state, or local civil, criminal, administrative, legislative, or other proceedings, for example, if there is a court subpoena. NORC can use the certificate to resist any demands for information that would identify parents and teens.

In addition to AmeriSpeak Teen panel members, other minors residing in AmeriSpeak households are eligible to participate in AmeriSpeak surveys. NORC obtains study-specific consent from AmeriSpeak parents and legal guardians for data collections inviting minors to participate in AmeriSpeak surveys. AmeriSpeak panelists who are parents of minors (defined as persons under 18 years old) are contacted by emails, SMS texts, telephone calls, and/or snail mail, to obtain permission to invite their minors to participate in research. Upon obtaining consent from parents, NORC invites minors to participate in research by email, SMS texts, telephone calls, and/or snail mail to participate using the contact information provided by parents. Text copy for a standard parent and minor consent is shown in Appendix I and Appendix J. NORC does not share a minor's Member ID nor survey responses with parents or clients. Non-empaneled minors who complete the studies may receive incentives in the form of cash, Amazon.com gift cards, or Target gift cards.

SELECTED ORGANIZATIONS AND FUNDING AGENCIES THAT HAVE CONDUCTED RESEARCH USING THE AMERISPEAK PANEL

AAA Foundation

AARP

American Press Institute

Associated Press

Centers for Disease Control and Prevention

Consumer Reports

Kaiser Family Foundation

Legal Services Corporation

MacArthur Foundation

March of Dimes

National Aeronautics and Space
Administration

National Institute of Justice

National Science Foundation

National Coalition for a Civil Right to Counsel

New York Times

Northwestern University

Planned Parenthood

Public Religion Research Institute

Robert Wood Johnson Foundation

Stanford University

Truth Initiative

Urban Institute

University of Chicago

University of Georgia

University of Michigan

University of Pennsylvania

University of Washington

West Health Institute

Yale University

APPENDIX A: ONLINE CONSENT SCREEN TO JOIN THE AMERISPEAK PANEL

Welcome to NORC at the University of Chicago's leading opinion-sharing platform
ESPAÑOL *NORC

Home About AmeriSpeak FAQ Contact Us

Have you been invited to join AmeriSpeak? [REGISTER NOW!](#)

Already have a Member Account? [SIGN IN](#)

AmeriSpeak Registration

You're one step away from being a member of the leading opinion-sharing platform. Complete the portal account creation below and get started receiving AmeriPoints rewards!

To get started, enter the AmeriSpeak PIN in the field below.

PIN

Create an account using your PIN (see invitation mailed to you)

Your AmeriSpeak Pin

Your PIN is a unique 6-digit number used to identify your account. It can be found in your invitation card or letter.

Residential ZIP Code (5-digits)

First Name

Last Name

Age

Select Age Range
▾

Email Address

Confirm Email Address

Create Password 🔒 Password rules

Confirm Password

How Does AmeriSpeak from NORC Work?

- Your participation in AmeriSpeak and in any AmeriSpeak survey is voluntary. You may leave AmeriSpeak at any time.
- AmeriSpeak will invite you to participate in surveys at your convenience.
- We protect your privacy as described in our [Privacy Policy](#) and in our mailing to your household.
- To further protect your privacy, NORC has obtained a Certificate of Confidentiality from the National Institute of Health. More information is described in our [Privacy Policy](#).
- Your membership in AmeriSpeak is governed by our [Terms and Conditions](#).

Create Account

APPENDIX B: TELEPHONE CONSENT LANGUAGE TO JOIN THE AMERISPEAK PANEL

Thank you! Your participation in AmeriSpeak is voluntary. You may choose not to answer any questions you don't wish to answer. You may withdraw your participation in AmeriSpeak at any time.

We take all possible steps to protect your privacy, and we will use your answers only for statistical research. NORC will not share information that would disclose your identity with any clients unless you give us permission to do so.

To further help NORC protect your privacy, we have obtained a Certificate of Confidentiality from the National Institutes of Health. The researchers can use this Certificate to legally refuse to disclose information that may identify you in any federal, state, or local civil, criminal, administrative, legislative, or other proceedings, for example, if there is a court subpoena. The researchers will use the Certificate to resist any demands for information that would identify you.

You should understand that a Certificate of Confidentiality does not prevent you or a member of your family from voluntarily releasing information about yourself or your involvement in this research. If an insurer, medical care provider, or other person obtains your written consent to receive research information, then the researchers will not use the Certificate to withhold that information. In appreciation for your participation, you will receive <<INCENTWCOMMA>> AmeriPoints worth \$[INCENTDLR] for completing your first survey. You will receive between 2,000-5,000 AmeriPoints, which can be redeemed for rewards worth between \$2 and \$5 for additional surveys you complete.

If this is agreeable to you, I'd like to continue now unless you have any further questions.

01. Yes, agreed – [CONTINUE TO RECRUIT]
02. No, does not agree – [TERMINATE CALL AND DISPLAY: Unfortunately, we won't be able to enroll you right now as we need your consent to complete your registration. **PAUSE**. Thank you for talking to us. If you have any questions, you can contact AmeriSpeak at 800-860-1178.]



APPENDIX C: AMERISPEAK PRIVACY POLICY

<https://www.amerispeak.org/privacy>

Effective Date: 10/01/2014

Last Updated: 05/15/2021

AmeriSpeak members have been invited to take part in a major national research project. Members may complete surveys to provide feedback and opinions on a range of social, political, lifestyle, marketing, and other questions, and may contribute other types of data along with other Panel members. Panel members receive certain benefits from NORC in exchange for participating in surveys.

OUR PRIVACY COMMITMENT TO OUR PANEL MEMBERS

NORC respects the privacy of every Panel member and utilizes a high standard of privacy protection measures in compliance with applicable laws and regulations. This Privacy Statement outlines the information NORC will collect and how we will use that information you provide as a member of NORC's AmeriSpeak. This Statement will also tell you how you can verify the accuracy of your personally identifiable information (PII) submitted to NORC and how you can request that we delete or update your PII.

We've developed our privacy policy from industry guidelines and standards, and local, national, and international laws and requirements. All privacy practices and methods described in this policy apply only insofar as permitted by the applicable standards, laws, and requirements.

Thank you for placing your trust in NORC.

ABOUT NORC AT THE UNIVERSITY OF CHICAGO

NORC at the University of Chicago is an independent, nonprofit research organization that has been affiliated with the University for more than fifty years. Headquartered in downtown Chicago, Illinois, NORC collaborates with government agencies, foundations, education institutions, nonprofit organizations, and businesses to provide data and analysis that support informed decision making in key areas including health, education, crime, justice, energy, security, the environment, and marketing and business strategies.

This Privacy Policy sets forth the collection, use, and disclosure of personal data or personally identifiable information ("PII") and other information by NORC in connection with NORC's Services (as defined herein). NORC's Services provide you with the opportunity to join a Panel (as defined herein), participate in surveys (whether as a Panel member or a non-Panel member), use the websites and/or apps associated with the Panels, and receive and redeem rewards and incentives, including, without limitation, sweepstakes entries, offered in connection with Panel membership and/or the completion of surveys (collectively "Services"). Registration with, use of, and access to



NORC's Services is subject to NORC's AmeriSpeak Terms and Conditions, enclosed in this packet. Your use of NORC's Services is completely voluntary, and therefore NORC's processing of your PII in connection with the Services and this Privacy Policy is with your consent. NORC strives to conform its privacy practices to applicable laws, codes, and regulations, and the codes of standards of applicable market and opinion survey research associations, including the Council of American Survey Organizations (CASRO). For clarification, except for Panels that have a separate privacy policy, this Privacy Policy applies to all NORC's survey research panels. All references to "us" or "we" refer to NORC. All PII is processed and stored on servers located in the United States, which servers are owned and maintained by NORC.

For the purpose of this Privacy Policy, the term "PII" shall include, without limitation, your name, address(es), telephone number(s) (including home, cell, and/ or business telephone numbers), email address(es), date of birth, the unique identification number we assign to you (your "Member PIN"), reward, loyalty, or incentive account numbers; and Sensitive Data (as defined herein).

WHAT INFORMATION IS COLLECTED BY NORC, HOW IS PII COLLECTED, AND HOW IS IT USED?

1. INFORMATION YOU SUBMIT

NORC collects information from Panel members during and after registration with a Panel, including, without limitation, during participation in a survey and in connection with the receipt and redemption of rewards and incentives. When you sign up for a Panel you will be asked to provide certain PII and demographic information, including, without limitation, your name, address(es), telephone number(s) (including home, cell, and/or business telephone numbers), email address(es), date of birth, and occupation/education, and racial and gender information. In addition to the collection of PII mentioned above, during and subsequent to the registration process, you may be asked to voluntarily provide or disclose Sensitive Data. "Sensitive Data" means PII that discloses or reveals health and medical conditions, sexual orientation or sexual life, political opinions/views, race/ethnic origin, religious and philosophical beliefs, and trade-union membership. Sensitive Data is used to target survey opportunities to you and for analysis by researchers.

2. INFORMATION COLLECTED THROUGH AUTOMATED MEANS

NORC may also collect certain information automatically, such as information about: (i) your device or computer and its capabilities, including, without limitation, the operating system, the applications or programs on your device or computer, IP address, device carrier, device type, time zone, network status, browser type, browser identifier, unique device identification number, carrier user ID (a number uniquely allocated to you by your network provider), media access control address, international mobile equipment identity, locale and other information that alone or in combination may be used to uniquely identify your device or computer; and (ii) your activities in connection with NORC's Services, including, without limitation, survey data and responses, and



reward, incentive, and/or sweepstakes information. Specific examples of this information, and the technology that collects it, are below:

Cookies.

NORC's Use of Cookies Generally. Cookies are small files that store certain data on a device or computer. NORC may use session and persistent cookies for several purposes, including, without limitation, to provide a better survey experience, quality control, validation, to enable or facilitate survey participation, tracking of completed surveys or other completed actions, and for fraud detection and/or prevention. Session cookies expire when you close your browser. Persistent cookies remain on your device or computer indefinitely until deleted.

Use of Cookies by Subcontractors Generally. NORC may use third parties to provide services and certain functionality to NORC, including, without limitation, panelist fraud detection services. NORC may use contracts with such third parties to control their use of cookies and to limit their use of cookies to the limited purposes set forth in the contracts.

Log Files. NORC's Services may automatically gather and store certain information in log files, including, without limitation, data available from your web browser, including, without limitation, IP Address, browser type, internet service provider, referring/exiting pages, operating system, date/time stamp, and click stream data.

Watermarking. Generally, watermarking involves placing a technology or file on your device or computer to identify that it has previously been used to register with or access NORC's Services. Watermarking is used for quality control and validation purposes and fraud detection and/or prevention purposes. NORC may engage in watermarking activities directly or through a third party vendor.

3. INFORMATION COLLECTED FROM THIRD PARTIES

NORC may obtain PII and demographic information from third parties, including, without limitation, information services bureaus, other sample suppliers, and/or social media platforms. NORC may use the PII for various purposes, including, without limitation, data validation, data append, fraud detection purposes, and/or sending you a one-time email to invite you to participate in a survey and/or join a Panel.

4. NORC'S USE OF INFORMATION

In addition to other purposes set forth in this Privacy Policy, NORC uses information collected through NORC's Services as follows: (i) to communicate with you regarding your membership with a Panel; (ii) to communicate with you regarding your participation in a survey(s); (iii) to tailor survey opportunities to you; (iv) to send you notifications of survey opportunities; (v) to comply with any and all legal obligations, including, without limitation, tax obligations; (vi) to administer and manage NORC's reward and incentive programs and fulfill your requests for rewards and incentives; (vii) to facilitate your entry into NORC's sweepstakes and promotions and



communicate with you regarding such entries; (viii) to update NORC's records; (ix) to comply with any data suppression obligations or requirements; (x) for fraud detection and/or prevention purposes; and (xi) as otherwise permitted pursuant to this Privacy Policy or as otherwise authorized by you.

WHAT COMMUNICATIONS WILL I RECEIVE THROUGH NORC'S SERVICES?

NORC and/or NORC's agents, processors, and/or vendors or subcontractors may contact you or communicate with you as follows:

1. VIA "PUSH" NOTIFICATIONS OR SMS/TEXT MESSAGES, if you expressly agree to receive such communications, for participation in surveys.
2. VIA EMAIL COMMUNICATIONS FOR THE PURPOSE OF: (i) sending you survey invitations; (ii) communicating with you regarding your survey participation (past, present and/or future); (iii) communicating with you regarding reward or incentive information, inquiries, and/or redemption; (iv) sending you newsletters; (v) sending you notices required to be provided hereunder or required by law; (vi) communicating with you regarding sweepstakes or prize draw promotions, including, without limitation, winning entries to or for such sweepstakes or prize draws; and (vii) responding to inquiries received from you.
3. VIA TELEPHONE FOR THE PURPOSE OF: (i) communicating with you on or about your survey participation (past, present, and/or future); (ii) communicating with you regarding reward or incentive information, inquiries, and/or redemption; (iii) sending you notices required to be provided hereunder or required by law; (iv) communicating with you regarding sweepstakes or prize draw promotions, including, without limitation, winning entries to or for such sweepstakes or prize draws; and (v) responding to inquiries from you.

DOES NORC SHARE PERSONALLY IDENTIFIABLE INFORMATION (PII) AND SURVEY RESPONSES COLLECTED THROUGH NORC'S SERVICES WITH THIRD PARTIES?

With respect to information collected through NORC's Services, NORC will provide survey data and responses to NORC clients with no PII disclosed by NORC. If you voluntarily disclose PII in connection with your survey responses, and NORC collects the survey responses, NORC will transfer the survey responses, and the voluntarily disclosed PII to NORC's client. In addition, NORC may share geographic and/or demographic data NORC collects from you during enrollment or through certain profile questions NORC may ask you. Such data may be shared with third parties in single summary form (i.e., individual respondent level) or aggregate summary form (i.e., a group of respondents).

Generally, disclosures of PII by NORC to a third party are made pursuant to a written agreement between NORC and the third party, which, among other things, limits use of the PII. NORC may allow a client to collect PII directly from respondents. The disclosure is voluntary, and, prior to collection, the client is required to enter into a written agreement with NORC, which, among other things, limits use of the PII.



NORC will disclose PII collected through NORC's Services to third parties as follows:

1. With your consent, other than your consent to the processing and sharing described in this Privacy Policy and specifically this section.
2. Pursuant to applicable law or in response to a subpoena or an order of a court or government agency.
3. To establish, exercise, or defend legal claims of an individual or NORC, including in order to protect the safety of an individual or to protect NORC's rights and/or property.
4. Between various Panels if you sign up for more than one Panel.
5. To a parent, subsidiary, or affiliate of NORC: (i) in the event of a reorganization or restructuring, or (ii) for use and processing in accordance with this Privacy Policy or as authorized by you.
6. To authorized agents and/or subcontractors of NORC and/or of NORC's clients, who are providing services, including, without limitation, data append services, data validation services, fraud detection and/or prevention services, database-matching services, coding services, data segmentation services, and reward, incentive, and sweepstakes-related services.
7. In connection with a change of ownership or control, including, without limitation, a merger or an acquisition of any or all of NORC's business assets, provided that the party receiving or acquiring the PII agrees to use, protect, and maintain the security, integrity, and confidentiality of PII in accordance with this Privacy Policy.
8. To partners of NORC who offer incentives for use of NORC's Services, solely for the partners' use in connection with their incentive program and its terms of use, including, without limitation, the crediting of member accounts maintained by the partners for individuals who use or participate in NORC's Services.
9. As otherwise permitted pursuant to this Privacy Policy.

Additionally, anonymized member identification numbers (Member PINs) and information collected by automated means are provided to third parties, including, without limitation, clients, partners, agents and/or vendor for several purposes, including, without limitation, identifying respondents for re-contact surveys or communications, fraud detection and/or prevention, database matching, data validation, data append, coding, data segmentation, and reward, incentive, sweepstakes or promotion related services and/or developing aggregated data insights regarding our survey respondents, and providing a client(s) with access to and use of the aggregated data insights.

HOW CAN I OPT OUT OF CERTAIN DATA COLLECTION AND/OR USE?

Participation in all survey data collections is voluntary, and you may choose not to answer any questions you don't wish to answer.

There are multiple opt-out options for users of NORC's Services. Panel members may opt-out by: (i) following the instructions set forth in your membership account at www.amerispeak.org; (ii) calling the NORC AmeriSpeak Panel Support Team toll-free at (888) 326-9424; (iii) sending a letter by U.S. mail to NORC as set forth below. Similarly, to delete all information collected from you by NORC, please contact NORC as set forth below:

NORC Panel Operations Department
ATTN: Legal Department
55 E. Monroe Street, 20th Floor
Chicago, IL 60603

HOW LONG DOES NORC KEEP MY PII AND OTHER INFORMATION?

NORC may retain PII and other information relating to your use of the Services to the extent required or permitted by law.

HOW CAN I ACCESS THE PII AND OTHER INFORMATION COLLECTED ABOUT ME?

You may request access to review, correct, delete, or to object to the processing of your PII by contacting us as set forth below.

DOES NORC COLLECT DATA FROM MINORS?

Yes. NORC does collect data from minors (defined as persons under the age of 18 years old) following **consent from parents or legal guardians**. NORC's policy regarding data collected from minors is more restrictive than our overall Privacy Policy to provide further protection to minors and is discussed below.

NORC believes it is important to protect the online privacy of minors. Accordingly, NORC adheres to Applicable Laws and Codes pertaining to the protection of minor's privacy, including, without limitation, the Children's Online Privacy Protection Act of 1998 in the United States (as amended). NORC carefully considers both privacy issues and parental concerns in connection with surveys involving individuals under the age of eighteen (18). For example, in the United States, NORC does not knowingly collect PII from anyone under the age of 18 without first obtaining parental consent or determining emancipated minor status. **Any content in this section of NORC's Privacy Policy and NORC's compliance with the Certificate of Confidentiality (discussed below) that is more restrictive or contradicts any other section of this Privacy Policy shall supersede and control to the extent that it applies to data collected from minors.**



WHAT SECURITY IS AVAILABLE FOR THE PII AND OTHER INFORMATION COLLECTED THROUGH THE SERVICES?

NORC maintains appropriate technical, administrative, and physical safeguards to protect PII and other information disclosed or collected by NORC. NORC reviews, monitors, and evaluates its privacy practices and protection systems on a regular basis. Notwithstanding the foregoing, transmissions over the Internet and/or a mobile network are not one hundred percent (100%) secure, and NORC does not guarantee the security of transmissions. Please be apprised all Internet-based communication is subject to the remote likelihood of tampering from an outside source. NORC is not responsible for any errors by individuals in submitting PII to NORC.

To further protect the privacy of all individuals in the AmeriSpeak Panel, NORC has received a Certificate of Confidentiality from the National Institute of Health (NIH). NORC can use this Certificate to legally refuse to disclose information that may identify you or your minor child in any federal, state, or local civil, criminal, administrative, legislative, or other proceedings, for example, if there is a court subpoena. NORC will use the Certificate to resist any demands for information that would identify you, except as explained below.

The Certificate of Confidentiality does not prevent disclosure to state or local authorities of child abuse and neglect, or threats to self-harm or to harm others.

WHO CAN I CONTACT WITH QUESTIONS OR COMPLAINTS ABOUT THIS PRIVACY POLICY? QUESTIONS OR COMPLAINTS GENERALLY.

If you have any questions or complaints regarding NORC's privacy practices and/or this Privacy Policy, or want to communicate an opt-out request to NORC, or want to exercise your rights to access, review, correct, delete, or object to the processing of PII, please contact us via email at info@AmeriSpeak.org or telephone NORC toll-free at (800) 860-1178. You may also send a letter by U.S. Mail to:

Privacy Compliance Office
55 East Monroe Street, 20th Floor
Chicago, IL 60603

If you have any questions about AmeriSpeak, you can contact the project team at info@AmeriSpeak.org. If you have any questions or concerns about your rights as a research participant, you can contact NORC Institutional Review Board at (866) 309-0542. We value the opinions and feedback of Panel members to help improve our service. If your participation in AmeriSpeak comes to an end, we may choose to send you a brief, voluntary exit survey regarding your experience.



CHANGES TO THIS PRIVACY STATEMENT

We may update this privacy statement to reflect changes to our information practices. If we make any material changes, we will notify you by email (sent to the email address specified in your account) or by means of a notice on this AmeriSpeak Website prior to the change becoming effective. If your account does not include an email address for you, we will send to you the updated Privacy Statement by U.S. Mail. We encourage you to periodically review the AmeriSpeak Website for the latest information on our privacy practices.



APPENDIX D: AMERISPEAK TERMS AND CONDITIONS

<https://www.amerispeak.org/terms-conditions>

Last Updated: 05/15/2021

1. SCOPE OF THE TERMS AND CONDITIONS

These Terms and Conditions (“Terms”) govern and apply to your use of NORC’s services, including, without limitation, (i) membership with the NORC AmeriSpeak Panel or Subpanel (“Panel” and/or “Panels”); (ii) use of and/or access to any Panel Website (“Website” and/or “Websites”); (iii) participation in any survey or study offered, provided, hosted, or administered by or through NORC; and (iv) your eligibility for, and/or redemption of, rewards, incentives, and prizes offered for certain actions and activities, including, without limitation, successfully completing surveys (“Services”).

- All instances of “us” and/or “we” refer to NORC, and/or NORC’s subcontractors, agents, and assigns.
- By accessing, using, and/or participating in the Services you hereby expressly agree to comply with, and be bound by, these Terms.
- NORC reserves the right to refuse, restrict, prohibit, or reject your access to, use of, and/or participation in the Services, at any time and for any reason.

2. ELIGIBILITY FOR PANEL MEMBERSHIP

Panel membership may be open to individuals who satisfy the requirements for membership, including, without limitation, the minimum age requirement and geographic location requirement. Panel membership requirements may vary for each Panel. We only permit one member per unique email address. NORC, at its sole discretion, may refuse to provide the Services to anyone, at any time and for any reason or no reason.

3. USE OF SERVICES

The Services are for personal, non-commercial use only. Services may only be used to the extent that they are available. NORC reserves the right to change, modify, or eliminate, and/or restrict or block access to, all or any part of the Services, without notice, at any time, for any reason or no reason.

Participation is voluntary, and you may choose not to answer any questions you don’t wish to answer. By agreeing to become a Panel member, you agree to receive invitations to participate in surveys. Additionally, NORC may provide Panel members with the opportunity to



communicate with other Panel members and/or NORC. You may unsubscribe from Panel membership at any time; see Section 12 "Opt-Out Policy" below.

4. PRIVACY

NORC takes your privacy very seriously. For information about NORC's privacy practices, please review NORC's Privacy Policy in the enclosed packet.

5. PANEL REGISTRATION AND USE OF PASSWORDS

You may access any Website(s) as a visitor without registering for membership with the Panel associated with the Website(s) and without providing or disclosing personal information.

To register as a Panel member, you must register with or for the Panel and provide certain personal information. Panel members and non-Panel members are required to truthfully provide all information. NORC reserves the right to restrict or prohibit your use of, access to, and/or participation in the Services if you provide, or NORC reasonably suspects that you have provided, information that is untrue, inaccurate, not current, or incomplete.

NORC will either: (i) issue a username and password to a Panel member; or (ii) permit a Panel member to create his/her own username and password. Panel members are solely responsible for the security of their usernames and passwords and will be solely liable and responsible for any use, whether authorized or unauthorized, of their membership accounts. NORC strongly recommends against the use of a Social Security number, financial account number, or any other identification or account number, as a username or password.

Panel membership is specific to the individual who registers for membership with the Panel.

You expressly agree that you are accessing, using, and/or participating in the Services in the capacity of an independent contractor, and that no agency, partnership, joint venture, employee-employer or franchisor-franchisee relationship is intended or created by this agreement.

6. RESTRICTED CONTENT

In connection with the Services, you may be given access to confidential and proprietary information, materials, products, and content ("Restricted Content") belonging to NORC and/or NORC's clients, partners and/or licensors. NORC considers all Restricted Content to be confidential. Restricted Content is and shall remain the sole and exclusive property of the owner of the Restricted Content. In no event shall you obtain or receive any right, title, and/or interest in or to any Restricted Content. You agree to protect the confidentiality of the Restricted Content. You shall not modify, copy, reproduce, republish, display, transmit, distribute, reverse engineer, create derivative works of, decompile, or otherwise use, alter, or transfer Restricted Content without the prior express written consent of NORC.



Restricted Content may be subject to, and protected by, intellectual property laws, regulations, and codes. You further acknowledge and agree that if you breach or otherwise violate the restrictions, limitations, and prohibitions contained in this Section, in addition to any other rights or remedies available to NORC, NORC reserves the right to terminate, prohibit, or restrict your use of, access to, and/or participation in the Services.

7. UNAUTHORIZED USES BY THE PANEL MEMBER

You agree not to: (i) use spiders, robots, or other automated data mining techniques to catalog, download, store, or otherwise reproduce or distribute data or content available in connection with the Services, or to manipulate the results of any survey, prize draw, or contest; (ii) take any action to interfere with any Website(s) or an individual's use of any Website, including, without limitation, by overloading, "flooding," "mail bombing," or "crashing" any Website; (iii) send or transmit any viruses, corrupted data, or any other harmful, disruptive, or destructive code, file, or information, including, without limitation, spyware; (iv) collect any personally identifiable information of or about any other user of the Services; (v) send unsolicited emails, including, without limitation, promotions and/or advertising of products or services; (vi) open, use, or maintain more than one (1) membership account with a Panel; (vii) forge or mask your true identity; (viii) frame a portion(s) of any Website within another Website or alter the appearance of any Website; (ix) establish links from any other Website to any page of, on, or located within any Website or to the Services, without the prior express written permission of NORC; (x) communicate (including but not limited to email or verbal), post, upload, or transmit any threatening, harassing, libelous, defamatory, obscene, pornographic, lewd, scandalous, discriminatory, intended to incite hatred or violence or inflammatory language, material or content or any language, material or content that could otherwise violate Applicable Laws (as defined herein) either between Panel Members or directed towards an NORC employee, affiliate, or client; (xi) engage in any fraudulent activity, including, without limitation, speeding through surveys, taking the same survey more than once, masking or forging your identity, submitting false information during the registration process, submitting false or untrue survey data, use of improper methods to obtain AmeriPoints, redeeming or attempting to redeem rewards, prizes, and/or incentives through false or fraudulent means, and tampering with surveys; (xii) reverse engineer any aspect of the Services or do or take any act that might reveal or disclose the source code, or bypass or circumvent measures or controls utilized to prohibit, restrict, or limit access to any webpage, content or code, except as expressly permitted by Applicable Laws; (xiii) engage in any criminal or illegal act(s); (xiv) use Restricted Content (as defined herein) in violation or breach of these Terms; or (xv) encourage and/or advise any individual, including, without limitation, any NORC employee, to commit any act(s) prohibited hereunder.

You acknowledge and expressly agree that NORC will fully cooperate with all legal disclosure request(s) (e.g., court order or subpoena).



8. USER CONTENT

You are solely liable and responsible for all content, materials, information, and comments you use, upload, post, or submit in connection with the Services (“User Content”). You are solely responsible for all third-party approvals, consents, and/or authorizations required for User Content. If you submit User Content, the User Content may become publicly available and may be shared with third parties, including, without limitation, NORC’s clients, clients of NORC’s clients, and third-party service providers. User Content should only include audio, video, images, or the likeness of the individual submitting the User Content and should not contain copyrighted or trademarked content or material of any third party. User Content should not include audio, video, images, or the likeness of anyone other than the user. You will not receive compensation for any User Content.

By using, uploading, posting, or submitting User Content in connection with the Services, you hereby grant to NORC a perpetual, irrevocable, unlimited, transferrable, sub-licensable, world-wide, royalty free, right and license to edit, copy, transmit, publish, display, create derivative works of, reproduce, modify, distribute, and otherwise use, modify, or distribute your User Content in any manner, without compensation or notice.

You are solely responsible for the User Content. NORC does not and cannot review all User Content, and NORC is not responsible for the User Content. NORC reserves the right to delete, move, or edit User Content, that is, in NORC’s sole discretion, deemed to: (i) violate these Terms; (ii) violate copyright or trademark laws; or (iii) be abusive, defamatory, obscene, or otherwise unacceptable.

You agree to indemnify NORC against any and all losses, liabilities, claims, or expenses of any kind, including reasonable attorney’s fees for the defense thereof, arising relating or arising from User Content you provide to us in connection with the Services.

9. UPDATING MEMBERSHIP PROFILE

You agree to promptly notify NORC of any changes in or to information contained in your member profile. You agree to review and update, as needed, your membership profile at least once every six (6) months. You may update, correct, and/or delete information contained in your membership profile by: (i) accessing your Panel membership account; (ii) sending an email to the Panel Support Team at support@AmeriSpeak.org; or (iii) calling the Panel Support Team toll-free telephone number at (888) 326-9424.

10. AMERIPPOINTS

In connection with your use of the Services, you may have the opportunity to receive AmeriPoints. AmeriPoints may be used to redeem rewards consistent with these Terms and additional requirements set forth within the AmeriSpeak Member Portal. From time to time, NORC may offer additional promotions or incentives, including entries into prize draws or



sweepstakes. Information, official rules, and terms and conditions for those incentives, and prize draws, or sweepstakes may be available on the Website for a Panel, at the beginning or end of a survey, in survey invitations, on the Website(s), within the AmeriSpeak Member Portal and/or may be described in any newsletter or other communication distributed or published by NORC. Rewards, incentives, and prizes are non-transferrable.

AmeriPoints issued prior to December 1, 2019 do not expire. AmeriPoints issued on or after December 1, 2019 will expire two (2) years after they are awarded. For points issued by other panels prior to your joining AmeriSpeak, those points will be converted to AmeriPoints and will expire one year after their conversion to AmeriPoints. However, and whenever issued, AmeriPoints may be rendered void in the event your membership is terminated. NORC uses points in order, starting with those that are expiring soonest.

11. LINKS TO WEBSITES

In connection with your use of the Services, you may be able to voluntarily link or connect to Websites maintained and/or operated by third parties ("Third-Party Websites"). NORC does not endorse any Third-Party Website nor any products, services, and/or opportunities advertised, offered and/or sold by, through or in connection with any Third-Party Website ("Third-Party Information"). NORC does not make any representations or warranties regarding the Third-Party Websites and/or the Third-Party Information. Please carefully review all policies and terms applicable to the Third-Party Websites and the Third-Party Information.

12. OPT-OUT POLICY

You may opt-out from using the Services (including, without limitation, from receiving newsletters or communications), at any time, by: (i) following the opt-out procedures described in NORC's Privacy Policy; or (ii) by sending an email to the Panel Support Team. NORC shall use reasonable efforts to respond to each email request within a reasonable period of time after receipt. Upon termination, a Panel member's contact information will be removed from any further communication or contact lists. Please allow a few days for the complete removal of contact information from NORC's communication or contact lists for the applicable Panel; during which period the member may receive communications which were created or compiled prior to termination. Please see NORC's Privacy Policy enclosed for information on how NORC handles information and data following an unsubscribe, termination, or opt-out request.

13. COMMUNICATIONS WITH NORC

All communications (excluding personal information) and User Content submitted or transmitted by you to NORC, by electronic mail, by telephone, or otherwise, shall be treated as non-confidential and non-proprietary information, unless specifically indicated by you either prior to, or contemporaneously with, the submission or transmission of such communications



and User Content. You agree that any such communications and User Content may be used by NORC for any legal reason.

14. WARRANTY DISCLAIMER

THE SERVICES, INCLUDING ALL INFORMATION, SURVEYS, CONTENT, MATERIAL, COMMENTARY, AND SERVICES MADE AVAILABLE ON, OR THROUGH, THE SERVICES, ARE PROVIDED "AS IS." NORC DOES NOT MAKE ANY REPRESENTATIONS OR WARRANTIES OF ANY KIND WHATSOEVER IN CONNECTION WITH ANY INFORMATION, CONTENT, MATERIAL, COMMENTARY, SURVEYS, PRODUCTS, OR SERVICES MADE AVAILABLE ON, OR THROUGH, THE SERVICES, INCLUDING, WITHOUT LIMITATION, ANY USER CONTENT. FURTHER, NORC HEREBY DISCLAIMS ANY AND ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF NON-INFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR A PARTICULAR PURPOSE. NORC DOES NOT WARRANT THAT THE TOOLS, TECHNOLOGY, OR FUNCTIONS CONTAINED IN THE SERVICES OR ANY CONTENT, MATERIAL, COMMENTARY, INFORMATION, AND/ OR SERVICES CONTAINED THEREIN, WILL BE UNINTERRUPTED OR ERROR FREE, THAT DEFECTS WILL BE CORRECTED, THAT THE SYSTEMS OR THE SERVER(S) THAT SUPPORT THE SERVICES AND MAKE THE SERVICES AVAILABLE WILL BE CORRECTED, OR THAT THE SERVICES AND/OR THE SYSTEMS AND/OR THE SERVER(S) THAT SUPPORT THE SERVICES ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS. NORC DOES NOT PROVIDE ACCESS OR CONNECTION TO THE INTERNET AND IS NOT AND SHALL NOT BE RESPONSIBLE OR LIABLE FOR THE ACTIONS OR OMISSIONS OF THIRD PARTIES THAT INTERFERE WITH, LIMIT, RESTRICT, OR PREVENT ACCESS OR CONNECTION TO, OR USE OF, THE SERVICES.

15. INDEMNIFICATION

You agree to indemnify NORC against any and all losses, liabilities, claims, or expenses of any kind, including reasonable attorney's fees for the defense thereof, arising out of, resulting from, or caused by, whether directly or indirectly: (i) your breach or violation of these Terms; and/or (ii) your use of, participation in, and/or access to the Services.

16. LIMITATIONS OF LIABILITY

EXCEPT TO THE EXTENT PROHIBITED BY APPLICABLE LAWS, YOU ACKNOWLEDGE AND AGREE THAT IN NO EVENT WILL NORC BE LIABLE, OR OTHERWISE RESPONSIBLE, TO YOU FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, AND/OR PUNITIVE DAMAGES, FOR ANY REASON(S) OR FOR ANY CAUSE(S), REGARDLESS OF WHETHER NORC IS INFORMED OF THE POSSIBILITY THAT SUCH DAMAGES MAY EXIST.

ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF OR RELATED TO USE OF THE SERVICES AND/OR THESE TERMS MUST BE: (I) FILED ON AN INDIVIDUAL BASIS OF LIABILITY ONLY WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (II) LIMITED TO SEEKING ACTUAL OUT-



OF-POCKET COSTS AND/OR DAMAGES INCURRED, BUT IN NO EVENT ATTORNEYS' FEES; AND (III) FILED WITHIN ONE (1) YEAR AFTER SUCH CLAIM OR CAUSE OF ACTION AROSE.

17. COMPLIANCE WITH APPLICABLE LAWS

You agree to comply with all applicable statutes, rules, regulations, and orders of the United States, and of any state or political subdivision thereof. You further agree to indemnify NORC against both losses and liabilities suffered as a result of your failure to comply with the law and the standards issued thereunder.

18. TAX LIABILITY

You may be required under federal, state, and/or local laws to pay taxes on any rewards you may receive. You acknowledge that we may supply information to taxing agencies, or withhold taxes, at the request of those agencies or as we, in our sole discretion, deem appropriate. You acknowledge and agree that you will provide us any additional personal information, such as your Social Security number, that we need to comply with any reporting or withholding obligations. Your failure to provide such information within 30 days of a request that we sent to the email address or mailing address registered at that time may result in the forfeiture of rewards you may have won.

19. SUSPENSION; TERMINATION; DE-ACTIVATION OF PANEL MEMBERSHIP

Either party may terminate your membership with a Panel at any time, with or without cause, for any reason or no reason, and without liability for the termination.

In addition to any and all other available remedies, NORC may, without notice, suspend and/or terminate your use of, access to, and/or participation in the Services if you are in breach or violation of these Terms. If NORC terminates your membership due to your breach or violation of these Terms: (i) you forfeit all rights, title, and interest in and/or to all unredeemed AmeriPoints, rewards, incentives, and/or prizes, effective upon termination; (ii) your membership will immediately be canceled; (iii) your access to, participation in, and use of the Services will immediately cease; and (iv) you will not be allowed to participate in surveys offered through the Services. In the event that a non-Panel member breaches or otherwise violates these Terms, such non-Panel member hereby agrees that: (a) all rights, title, and interest in and/or to all unredeemed rewards, incentives, and/or prizes (if any), will be forfeit effective upon termination; and (b) access to, use of, and participation in the Services will immediately cease.

In addition, NORC reserves the right to de-activate or terminate your Panel membership account if your membership account does not remain Active (as defined herein). For the purpose of these Terms, "Active" means that you (i) participate in a survey at least once out of every eight (8) survey invitations; and (ii) update your profile or member information once every 12 months.



In the event of de-activation, termination by you, or termination by NORC (other than for your breach or violation of these Terms), NORC shall maintain unredeemed AmeriPoints rewards, incentives, and/or prizes active and available for you to redeem for a period of 30 days following de-activation or termination.

20. SEVERABILITY

If any such provision of this agreement is rendered unenforceable it shall be considered separate and severable from this agreement and the remaining provisions shall remain in force and bind the parties as though the unenforceable provision had never been included.

21. NOTICE

Notice from You to NORC. Except as otherwise set forth herein, or as required by Applicable Laws, all notices to be sent or provided to NORC should: (i) be correctly addressed to the applicable business address, and shall be sufficiently delivered if delivered: (a) by Federal Express, Express Mail, or other nationally or internationally recognized overnight courier service (in which case notice shall be effective one (1) business day following dispatch); or (b) by certified mail, return receipt requested, postage prepaid (in which case notice shall be effective six (6) days following deposit in mail); or (ii) be sent via email to the appropriate member services team for the appropriate Panel.

Notice from NORC to You. Except as otherwise required by Applicable Laws, you agree that NORC may provide notices to you: (i) via the email address provided by you to NORC (in which case notice shall be effective one (1) day following the date the email was sent, provided that NORC did not receive an error message stating that delivery of the email was delayed, that the email address was invalid, or that the email otherwise could not be delivered); (ii) by certified mail, return receipt requested, postage prepaid addressed to the address provided by you to NORC (in which case notice shall be effective six (6) days following deposit in mail); or (iii) by posting notices on the applicable Website(s).

Legal Notice. All questions regarding these Terms and all legal notices should be sent, in accordance with Section 21 of these Terms, to:

NORC, Contracts Office
55 East Monroe, 20th Floor
Chicago, IL 60603
or via email to: info@AmeriSpeak.org

22. GOVERNING LAWS AND LEGAL JURISDICTION

The laws of the state of Illinois govern all matters arising out of this agreement without regard to any portion of any choice of law principles. All claims or disputes arising in connection with



these Terms and/or your access to, use of, or participation in the Services, shall be subject to the exclusive jurisdiction of the state or federal courts located in Cook County, Illinois, USA.

23. CHANGES

At its sole discretion, NORC reserves the right to make changes to these Terms. NORC encourages you to review these Terms on an ongoing basis. NORC will obtain your consent prior to changes that are of such nature that consent is needed or required. For changes that do not require consent, your continued use of, access to, and/or participation in the Services does and will constitute your acceptance of these Terms as amended.

24. MISCELLANEOUS TERMS

The headings contained in these Terms are for reference only and shall have no effect on the interpretation and/or application of these Terms. NORC's failure to enforce a breach by you of these Terms shall not waive or release you from such breach and shall not waive, release, or prevent NORC from enforcing any subsequent breach by you of these Terms. These Terms, any rules, terms, or policies referenced herein or incorporated herein, and any Panel-specific requirements represent the entire understanding and agreement between NORC and you with respect to the subject matter hereof.

APPENDIX E: AMERISPEAK STANDARD SURVEY INVITATION (EMAIL AND TELEPHONE)

[EMAIL TEXT]

You're invited to complete your new AmeriSpeak survey (SID: [\$\$Survey.ID]).

BEGIN YOUR SURVEY

and, if you are eligible, get X,000 AmeriPoints.

Dear FIRSTNAME,

Thank you for the valuable insights you provide to us at AmeriSpeak®.

We have a new survey for you. Please complete it at your earliest convenience, and if you are eligible, get X,000 AmeriPoints.

Remember, once you have 10,000 AmeriPoints, you can redeem them for a variety of things, such as a Mastercard® Reward Card or an Amazon.com gift card.

BEGIN YOUR SURVEY

Thank you for your time today. We look forward to hearing from you – and hearing your opinions!

Sincerely,

The AmeriSpeak Support Team

This email is intended for FIRSTNAME (PMID#).

Having trouble with the link? You can copy and paste this into your browser: URL. You can also go to my.AmeriSpeak.org or the AmeriSpeak app, log in using your member credentials, and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free (888) 326-9424. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval.



[TELEPHONE TEXT]

Hello, my name is \$. I'm calling from AmeriSpeak by NORC. May I please speak with [FIRSTNAME]?

Thank you for your continued participation in AmeriSpeak. I am calling to let you know that your next survey is available. The survey takes approximately [SURVEYLENGTH] minutes to complete. If you complete the survey, you will receive [INCENTPOINTS] AmeriPoints for your time. We will keep all your answers confidential. Shall we proceed? Great. As always, for quality assurance purposes, this call may be recorded or monitored.

CONTINUE

INTRO_Q

[DISPLAY IF CAWI] Thank you for agreeing to participate in our new AmeriSpeak survey! [DISPLAY TO CAWI & CATI] This survey is about [INSERT SURVEY TOPIC]. [DISPLAY IF CAWI] To thank you for sharing your opinions, we will give you a reward of [INCENTWCOMMA] AmeriPoints after completing the survey. As always, your answers are confidential.

[DISPLAY IF CAWI] *Please use the "Continue" and "Previous" buttons to navigate between the questions within the questionnaire. Do not use your browser buttons.*

[DISPLAY IF CATI] CONTINUE

[SMS TEXT]

Start your AmeriSpeak survey (SID [\$\$Survey.ID]) now at [\$PURL]. Get \$[INCENTDLR]. Survey ends on [\$\$Survey.ENDDATE].

Get [INCENTWCOMMA] AmeriPoints while you still can! [\$PURL]

Your AmeriSpeak survey is ending tomorrow! Get points now! [\$PURL]



APPENDIX F: PARENT CONSENT TO INVITE TEENS TO AMERISPEAK TEEN PANEL

Screen 1

First, about the AmeriSpeak Teen Panel...

...it was created to survey teens living in AmeriSpeak households across the U.S. about what young adults in America think and feel about issues and current events

...survey topics have included health behaviors, internet use, education and career plans, attitudes about politics and climate change, how teens form relationships, among others

...it's been utilized by researchers at the Pew Foundation, Kaiser Family Foundation, University of Chicago, the National Institute of Justice, and others

...it has informed decision makers and health agencies to create policies that impact all teens

...survey results are often reported by major news outlets across the country

For more details about how the AmeriSpeak Teen Panel works, please visit the AmeriSpeak Teen Panel website.

Screen 2

As a member of the AmeriSpeak Teen Panel:

- Your teen(s) will be invited to complete surveys and get points.
- Your teen(s) can redeem their points using the AmeriSpeak Teen Member Portal for rewards from Amazon.com, Dominos, Sephora, Game Hub, and many others.
- Your teen can refuse to answer any question, can stop any survey, or can request to leave the AmeriSpeak Teen Panel at any time.

Screen 3

As the parent of an AmeriSpeak Teen Panelist:

- You will be notified by email each time we invite your teen to complete a survey on a non-sensitive topic.
- If the survey has questions about topics that are sensitive, we will send you a survey first to ask your permission to invite your teen to complete the survey. You can choose whether your teen(s) will be invited.

- Your decision to allow your teen to join the panel is completely voluntary.
- You can be assured we will never share any of your teens' personal information with any clients or third parties without your explicit prior consent. For more details about how we protect your privacy and the limits of that protection, please see our Privacy Policy.

Now that you have learned a bit more about the AmeriSpeak Teen Panel, will you be interested to invite teenager(s) age 13-17 living at least 3 months in a year in your household to join the Teen Panel?

For your help with letting your teenagers learn about AmeriSpeak, we will give you [BONUSPOINTS] AmeriPoints for each teenager in your home that becomes an AmeriSpeak Teen Panel member. You will have the option at the end of this survey to have the AmeriPoints be added to your teenager's AmeriPoints account.

1. Yes, I am interested.
2. No, I am not interested.
3. No, as there are no teenager(s) in my household.

Screen 4

Thank you for sharing the latest information about your household.

Now we would like to get your consent to contact teens in your household to join the AmeriSpeak teen panel. To ensure that you understand what the AmeriSpeak teen panel is, what your teen will do as AmeriSpeak member, and their rights as an AmeriSpeak member, again, here are the important things you should know:

- Participation in the panel is voluntary; you can choose whether to let your teen join, and they can stop taking surveys or participating in the panel at any time. You may also withdraw your teen from the panel.
- The answers your teenager gives on the surveys they take will be kept private. We will not release your teen's personally identifying information to anyone without prior permissions. For more details about how we protect your privacy and the limits of that protection, please see our privacy policy at www.amerispeak.org/privacy.
- To further help NORC protect your privacy, we have obtained a certificate of confidentiality from the national institutes of health. The researchers can use this certificate to legally refuse to disclose information that may identify you in any federal, state, or local civil, criminal, administrative, legislative, or other proceedings, for example, if there is a court subpoena. The researchers will use the certificate to resist any demands for information that would identify you.

- You should understand that a certificate of confidentiality does not prevent you or a member of your family from voluntarily releasing information about yourself or your involvement in this research. If an insurer, medical care provider, or other person obtains your written consent to receive research information, then the researchers will not use the certificate to withhold that information.
- As a parent, you will receive notification when a message about a new survey is sent to your child. And you will be able to view your child's survey completion and reward redemption history.
- Your teen may be asked questions about personal issues. Some of these questions may make them uncomfortable. All questions are voluntary, and they can skip question if they wish.
- We would encourage your teen to take the surveys at any time when they will have privacy.
- In order to join the AmeriSpeak teen panel, your child should be able to complete surveys, including the AmeriSpeak teen membership survey, on their own, unless asked otherwise.
- [IF WEB] to learn more about the AmeriSpeak teen panel, please visit our AmeriSpeak teen website [[link to myvoice.amerispeak.org](https://myvoice.amerispeak.org)].

If you have any questions or concerns about your teen's participation in this platform, you can contact AmeriSpeak support at support@amerispeak.org. If you have any questions about your teen's rights as a research subject, you can contact the NORC Institutional Review Board at (866) 309-0542.

If you say yes, we will ask you to provide a way to contact your teenager(s) including phone number, email address, or mailing address.

1. Yes
2. No
3. Maybe, I will think about it and return to the survey

APPENDIX G: TEEN CONSENT TO JOIN THE AMERISPEAK TEEN PANEL

Please bear with us on this question. It may be a long read, but we want to make sure that you understand what AmeriSpeak is, what you will do as an AmeriSpeak member, and your rights as an AmeriSpeak member.

So, let's start...

You are being asked to join a community of other teens to help us learn more about what you and people your age think by taking short surveys on a variety of topics such as **current events, climate change, politics, health, dating and relationships**, and more.

Important things you should know are:

- **Each survey we will send you is voluntary;** you can choose whether to take it, and you can stop taking the survey at any time. Joining our survey platform is also voluntary, and you can choose to leave the panel and stop receiving surveys at any time.
- **The answers you give to our surveys will be kept private.** Your parent or guardian may be able to see the questions for the surveys you are sent, but they will never be able to see how YOU answered the questions.
- To further help NORC protect your privacy, we have obtained a Certificate of Confidentiality from the National Institutes of Health. The researchers can use this Certificate to legally refuse to share information that may identify you in any federal, state, or local civil, criminal, administrative, legislative, or other proceedings, for example, if there is a court order. The researchers will use the Certificate to resist any demands for information that would identify you.
- You should understand that a Certificate of Confidentiality does not prevent you or a member of your family from **voluntarily** releasing information about yourself or your involvement in this research. If an insurer, medical care provider, or other person obtains your written consent to receive research information, then the researchers will not use the Certificate to withhold that information.
- **We are interested in your opinions and experiences.** There are no right or wrong answers to the questions on our surveys. If you are uncomfortable answering some of the questions, you can skip them.
- If you are concerned that someone may see your answers while you are taking a survey, you can choose to take the survey at any time when you will have privacy.
- **You will receive AmeriPoints worth \$5-\$15 or more,** for each survey you complete. Rewards will be given as AmeriPoints which you can exchange for gift cards such as Amazon.com, Dominos, Sephora, Game Hub, and many others. **Your parent or guardian will receive notification when you are invited to take a new survey.** They will also be able



to view the name of the surveys you finished and your reward history. However, they will not see your answers to these surveys.

If you have any questions about AmeriSpeak, you can contact the project team at support@AmeriSpeak.org. If you have any questions or concerns about your rights as a research participant, you can contact the NORC Institutional Review Board at (866) 309-0542.

1. Yes, I would like to continue.
2. No, I do not wish to take part in this research community.



APPENDIX H: AMERISPEAK TEEN STANDARD SURVEY INVITATION (EMAIL, TELEPHONE, AND SMS)

[EMAIL TEXT]

You're invited to take our new survey.

BEGIN YOUR SURVEY

Hey [FIRSTNAME],

Your new survey is ready for you! Get [INCENTWCOMMA] AmeriPoints today for completing your newest survey, if you are eligible. Thanks in advance for your time!

BEGIN YOUR SURVEY

Please keep in mind that the more surveys you do, the more points you'll get! Once you've reached 10,000 AmeriPoints, you can redeem for a variety of things, including an Amazon.com gift card. We can't wait to hear your opinions!

Sincerely,

The AmeriSpeak Support Team

This email is intended for [FIRSTNAME] ([MEMBER_PIN]).

Having trouble with the link? You can copy and paste this into your browser:

[https://survey.amerispeak.org/SE/?\[\\$PURLPARAMS\]](https://survey.amerispeak.org/SE/?[$PURLPARAMS]) You can also go to teen.AmeriSpeak.org or the AmeriSpeak app, log in using your member credentials, and click on the Start Survey button in your dashboard page. Need more help? Email support@AmeriSpeak.org or call toll-free (888) 326-9424. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval.



[TELEPHONE TEXT]

Hello, my name is \$I. I'm calling from AmeriSpeak by NORC. May I please speak with [FIRSTNAME]?

Thank you for your continued participation in AmeriSpeak. I am calling to let you know that your next survey is available. The survey takes approximately [SURVEYLENGTH] minutes to complete. If you complete the survey, you will receive [INCENTPOINTS] AmeriPoints for your time. We will keep all your answers confidential. Shall we proceed? Great. As always, for quality assurance purposes, this call may be recorded or monitored.

CONTINUE

INTRO_Q

[DISPLAY IF CAWI] Thank you for agreeing to participate in our new AmeriSpeak survey! [DISPLAY TO CAWI & CATI] This survey is about [INSERT SURVEY TOPIC]. [DISPLAY IF CAWI] To thank you for sharing your opinions, we will give you a reward of [INCENTWCOMMA] AmeriPoints after completing the survey. As always, your answers are confidential.

[DISPLAY IF CAWI] *Please use the "Continue" and "Previous" buttons to navigate between the questions within the questionnaire. Do not use your browser buttons.*

[DISPLAY IF CATI] CONTINUE

[SMS TEXT]

Get [INCENTWCOMMA] AmeriPoints while you still can! [\$PURL]

Your AmeriSpeak survey is ending tomorrow! Get points now! [\$PURL]



APPENDIX I: PARENT CONSENT TO INVITE TEEN TO A SPECIFIC SURVEY

We are asking you for permission to have **[NAME]** take part in this survey on how teens feel about **[TOPIC]**. This will take **[NAME]** about 15 minutes to finish, depending on their answers.

Important things you should know are:

- [survey-specific information here]
- All questions are voluntary, and they can skip questions if they wish.
- We would encourage your teen to take the survey at any time when they will have privacy.
- Your teen will be compensated for their time via [survey-specific incentive information here].

If you say yes, we will ask you to provide a way to contact them (phone, email, or mailing address).

If you have any questions or concerns about your teen's participation in this study, you can contact AmeriSpeak Support at support@AmeriSpeak.org or call (888) 326-9424.

Would you be willing to have **[NAME]** complete this survey?

1. Yes
2. No

APPENDIX J: TEEN CONSENT TO PARTICIPATE IN A SPECIFIC SURVEY

Screen 1

Welcome to today's AmeriSpeak survey! Your parent has invited you to participate in the survey about **[TOPIC]**!

A few things...

This survey is voluntary. We're excited to hear what you think and hope you will answer as many questions as you can, but it is OK to leave a question blank if you choose not to answer it.

Your answers will be kept private. Your answers will be combined with answers from other children and teens across the country. NO ONE will be told how you answered any of your questions.

There are NO wrong answers. We want you to answer truthfully and as best you can, but this is a chance for you to have a voice: tell us what YOU think!

Screen 2

We are asking you to take part in this survey on how teens like you feel about issues in society today. This will take about 15 minutes to finish, depending on your answers.

Important things you should know are:

- **[survey-specific information here]**
- The survey is voluntary; you can choose whether to take it, and you can stop taking the survey at any time.
- We would encourage you to take the survey at any time when you will have privacy.
- You will be compensated for your time via [survey-specific incentive information here].

If you have any questions or concerns about your participation in this study, you can contact AmeriSpeak Support at support@AmeriSpeak.org or call (888) 326-9424.

Are you willing to complete this survey?

1. Yes
2. No

APPENDIX K: NON-EMPANELED TEEN STANDARD SURVEY INVITATION (EMAIL AND SMS)

[EMAIL TEXT]

An invitation to complete your survey

Begin your Survey

Hey [FIRSTNAME],

Your parent thought that you would be interested in completing a short AmeriSpeak survey and receive a \$[INCENTDLR] Amazon.com gift card. Complete this survey today!

Begin your Survey

Thanks in advance for your time!

Sincerely,

The AmeriSpeak Team

This email is intended for [FIRSTNAME] ([P_PIN])

Having trouble with the link? You can copy and paste this into your browser:

[https://survey.amerispeak.org/SE/?\[\\$PURLPARAMS\]](https://survey.amerispeak.org/SE/?[$PURLPARAMS]) Need more help? Email support@AmeriSpeak.org. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval.

[SMS TEXT]

Your parent invited you to an AmeriSpeak survey worth [INCENTDLR] dollars – ending soon [PURL]

[INCENTDLR] dollars for AmeriSpeak survey – ending soon [PURL]

