Installation Guide for Ipsos MediaCell+ for Android

- These instructions/images may vary depending on the device model you are using.

- This installation will take a few minutes to complete so please do take the time to complete each step in this guide to get the best experience.

- Please be mindful that the previous app named '**MediaCell+**' has now been rebranded to the new & latest '**Ipsos MediaCell+**' app.

Step #1

Downloading & Installing Ipsos MediaCell+

Once Google Play Store has opened on the '**Ipsos MediaCell+**' page.

- Please tap '**Install**'

The app will begin to download and install.

- Once installed, tap '**Open**'
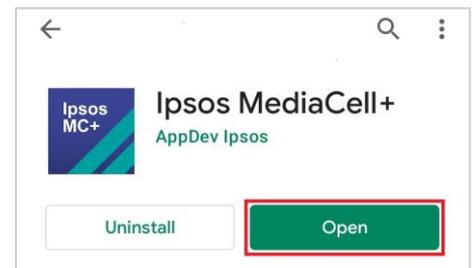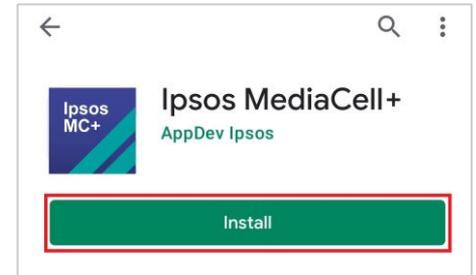
Step #2

Activate Ipsos MediaCell+

You will need to activate 'Ipsos MediaCell+' with the activation code we've sent you by Email/SMS message.

Please open this message/email on your smartphone and **tap on your Activation Link.**

Note: If prompted after tapping the link, select '**Ipsos MediaCell+**' and tap '**Always**'.
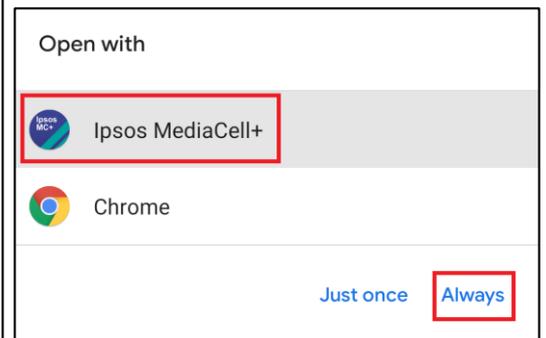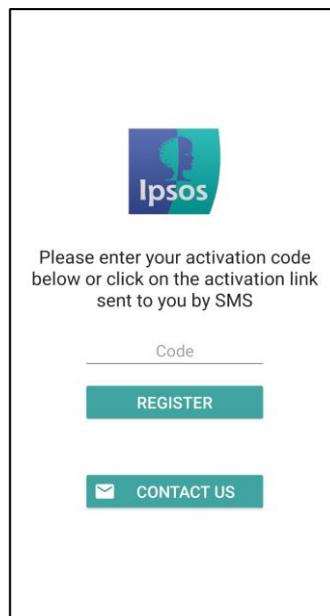
Notifications Permission
(Devices running Android 13+ only)

Ipsos MediaCell+ requires permission to be able to send you notifications on your device. We require this permission to be able to:

- Notify you if your setup appears incomplete which may affect your ability to earn rewards.
- Ask you some questions regarding data collected from your device.

We will <u>never</u> use this feature to send you any advertisements.
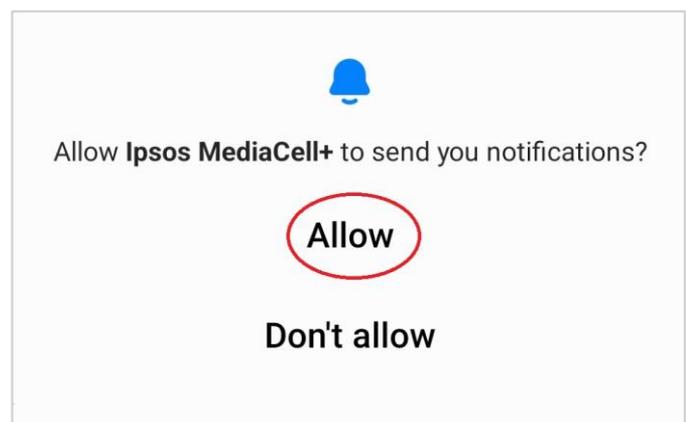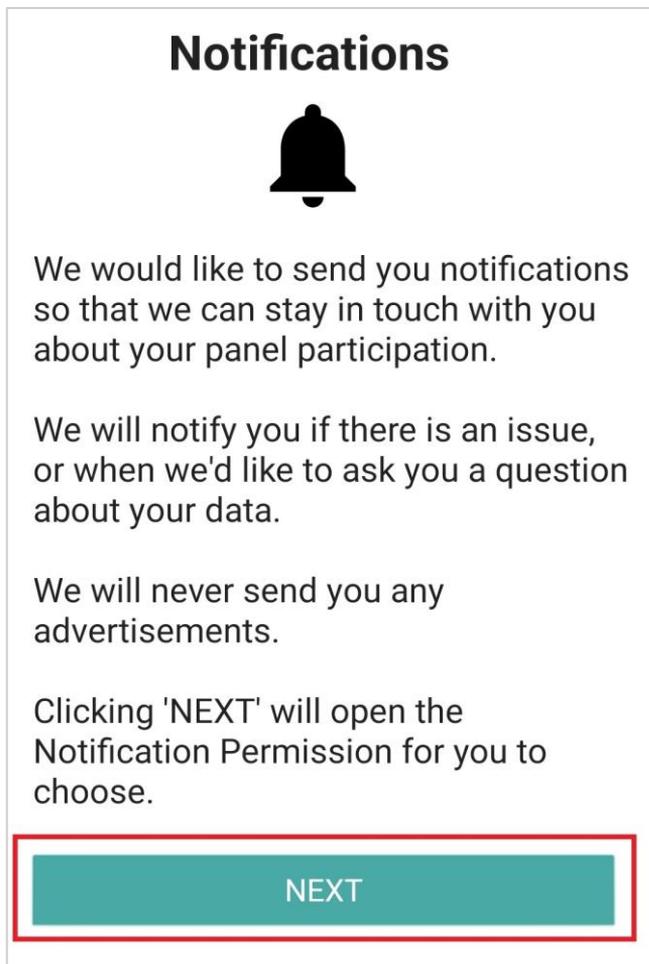
- On the onboarding screen for Notifications, please tap '**Next**'.

- You will now be prompted the Notification permission, please tap '**Allow**'.

Step #4

<u>Legal Acceptance</u>

Please read and **<u>accept</u>** the following legal screens:

1. Privacy Declaration
2. Terms of Use
3. Privacy Policy

You will need to scroll completely to the <u>bottom of the screens</u> before the 'Accept' button is available.

<u>No data</u> is collected/sent on or from your device until these legal terms have been accepted.

Privacy Declaration

Please read through and accept the policy. This is the same agreement that you accepted at recruitment to the panel. Please scroll to the bottom in order to accept.

Online activities: Search terms you enter and the results of such searches, the videos you view, information you enter into forms, materials you download or upload, advertisements you see, information and content on sites or apps that you visit or use and with which you interact and may include personal, financial and health information.

System information: Information about the device and browser that you are running, the IP address, how the application is operating, and which other applications are installed, running or have been removed whilst this app is installed, information on the phone usage like the battery level, if on charge, usage of the screen and motion.

DECLINE   ACCEPT

Terms of Use

Please read through and accept the policy. This is the same agreement that you accepted at recruitment to the panel. Please scroll to the bottom in order to accept.

11. inCompass team contacts

You can contact the inCompass team by sending an email to support@incompass.me.uk or calling on their Freephone helpline **0808 1295701** or sending a SMS on **07507308591**.

Alternatively, you can also contact them by writing to:

inCompass Panel
Ipsos MORI
Kings House
Kymberley Road
Harrow
HA1 1PT

DECLINE   ACCEPT

Privacy Policy

Please read through and accept the policy. This is the same agreement that you accepted at recruitment to the panel. Please scroll to the bottom in order to accept.

We keep our privacy policy under regular review and we let you know of any updates. Our privacy policy was last updated on 9th March 2021.

Useful Links

Ipsos MORI: www.ipsos-mori.com

Ipsos Group: www.ipsos.com

Information Commissioner's Office: www.ico.org.uk

World organisation for market research - ESOMAR: www.esomar.org

Market Research Society: https://www.mrs.org.uk/

DECLINE   ACCEPT

Step #5

Permission for Scheduling Background Events

Note: If your device is running on **Android 14+**, you **will** need to complete the step below. If your device is running **Android 13 or lower**, you will **not** see this screen and can move to the next step.

We require a permission to be able to reliably carry out checks/tasks whilst the app runs in the background on your device.

This permission is safe and does not impact your battery.

- When ready and happy to continue, tap the '**Next**' button. This will open your Settings app.
- Find and tap '**Ipsos MediaCell+**'.
- Now **tap/turn on the toggle switch** to allow permission for Ipsos MediaCell+.

Once turned on, please kindly return back to the Ipsos MediaCell+ app.

Step #6

App Permissions

You will now be prompted to allow the required <u>app permissions</u> that Ipsos MediaCell+ requires to function correctly.

We <u>do not</u> under any circumstances record or listen to phone calls.

Permission 1 of 2

Microphone Permission

Required for the app to listen for digitally encoded television & or radio broadcasts.

- Tap '**Allow**' or '**While using the app**' to continue.

Allow **Ipsos MediaCell+** to record audio?

While using the app

Only this time

Deny
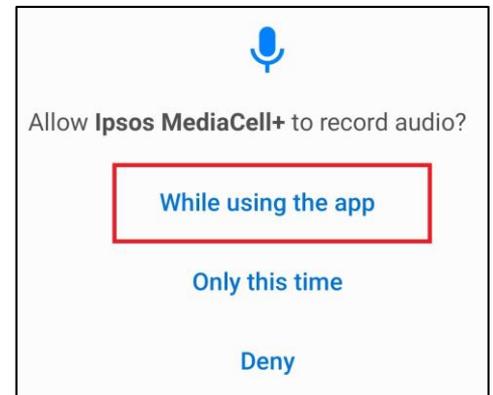
Permission 2 of 2

Manage/Make Phone Calls

To avoid interrupting any received, started or ongoing phone calls, Ipsos MediaCell+ needs access to '*read the phone state*'.

- Tap '**Allow**' to continue.

Allow **Ipsos MediaCell+** to make and manage phone calls?

Allow

Deny
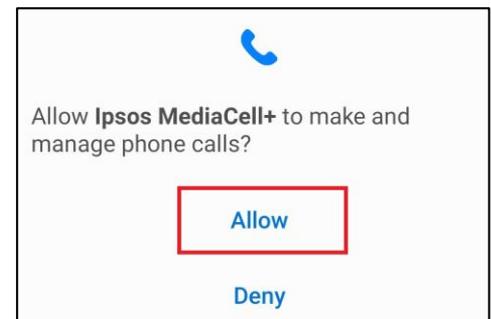
Step #7

Enabling Accessibility Service

Ipsos MediaCell+ will now prompt you to enable 'Accessibility Services' for the app.

We require accessibility services to explicitly:

✓ View which apps are being used in the foreground on your device to understand the amount of time spent per app.
✓ To view your device browser address bar to read website links & how websites are being accessed.

We do <u>not</u> under any circumstances ever modify what you see on your device screen.
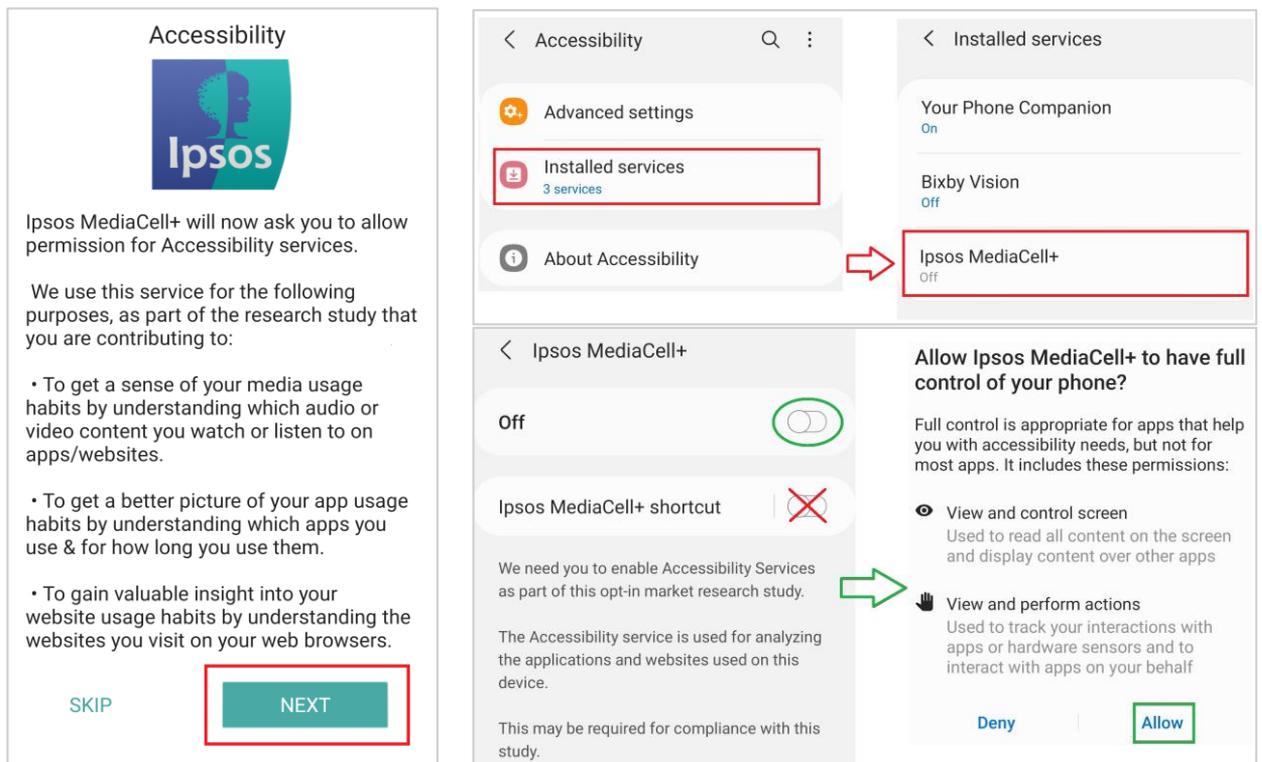
- On the onboarding screen, scroll down and tap '**Next**'.

    You will then be taken to your phone's '**Accessibility**' settings.

- Find & tap '**Ipsos MediaCell+**' and turn the toggle from **OFF** to **ON**.

    Now please kindly return back to the Ipsos MediaCell+ app to continue.

VPN Services

To start collecting information about how you use your phone online, we need to enable VPN services for our app.

- Please read about how we use VPN services in the screen presented to you in the app (also shown below).

VPN Services

The Ipsos MediaCell+ app uses a VPN to record internet traffic to and from your device. The VPN will collect web browsing history data and no other data points. The data is used for market research purposes only.

When you install the VPN, Android will ask you to trust the app.

If you're happy to continue, please tap "NEXT".
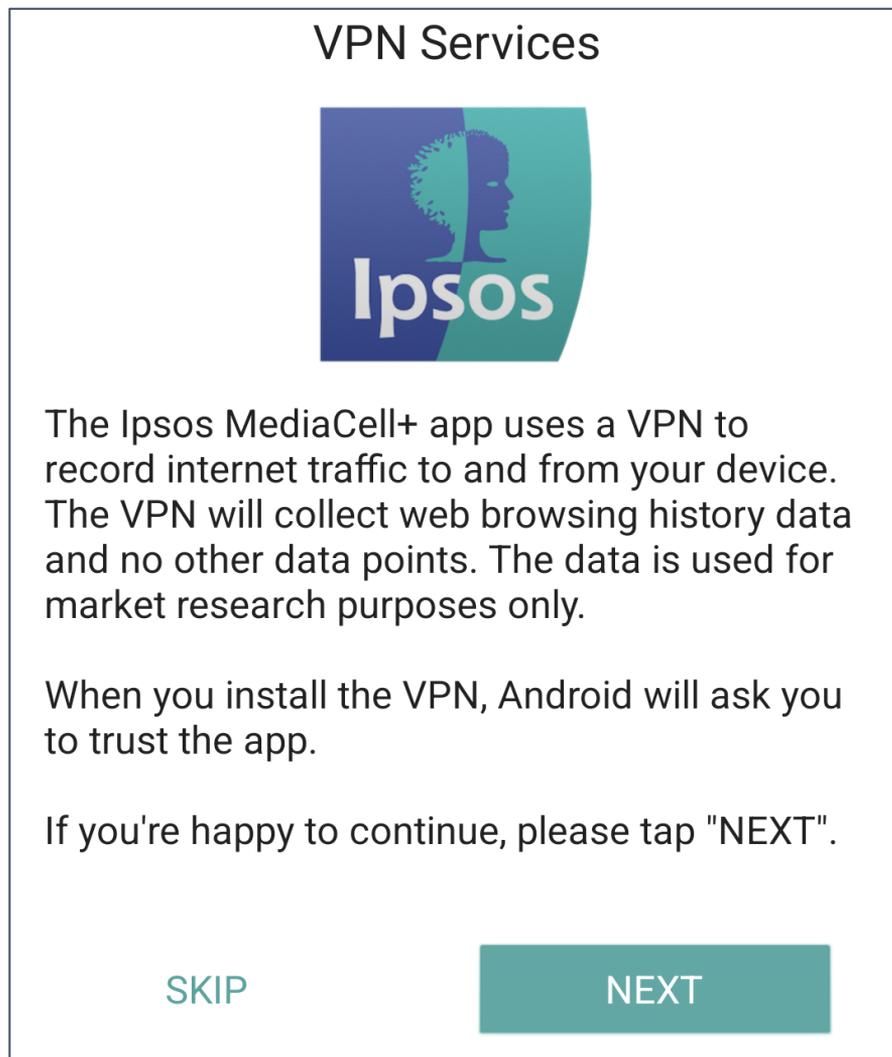
SKIP　　　　NEXT

- If you are happy to continue to setup the VPN services, please tap '**Next**'.

Step #9

Install VPN Certificate

For devices running Android 10 or under

[*For devices running **Android 11 or higher**, please skip to the next page*]

Install VPN certificate

Ipsos

In order for the VPN to function correctly we have to install a VPN Certificate.

When you press NEXT below, a dialog will ask you to give the certificate a name.

You can leave the default as it is and tap OK.

Note: You may at this point be prompted to enter your lockscreen password/pin (or set one up if you have no lockscreen security).

NEXT

Step 3 of 4

Name the certificate

Certificate name

Ipsos

Credential use

VPN and apps ⦿

Wi-Fi ○

The issuer of this certificate may inspect all traffic to and from your device.

The package contains: CA certificate

CANCEL   OK

- On the onboarding screen, tap '**Next'**

Note: You may at this point be prompted to enter your lock screen password/ pin – please enter this.

- You will now be prompted to name the certificate, you can leave this as it is & tap '**OK**' to save the VPN Certificate.

For devices running Android 11 or higher

On devices running Android 11 or higher, users need to:

1. Save the VPN certificate first.
2. Install the CA certificate <u>manually</u> from the device 'Settings' menu.

Save VPN Certificate

• On the onboarding screen, tap '**Next'**, this will open your files app.
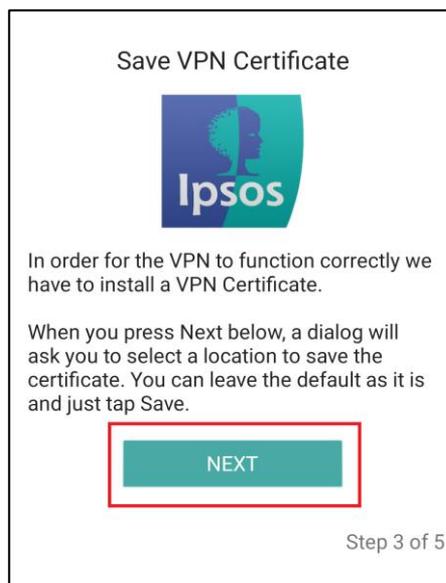
• Tap '**Save'** to save our certificate file (.crt).

   Please remember the place you have saved this file (by default, "**Downloads**" folder) ~ you will need to find this file in the next step.

inCompass
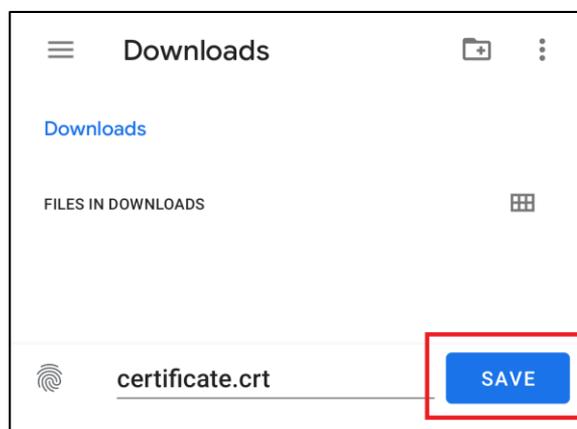
Installing the Saved VPN Certificate

You are now required to **INSTALL** the certificate file that you saved previously.

• On the onboarding screen, please tap '**Next**'.

Note: This will open your device **'Security'** settings menu.
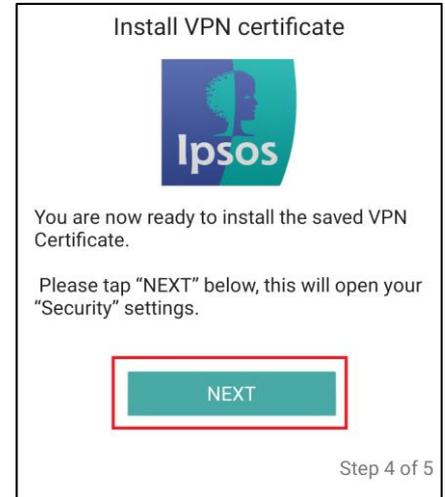
Install VPN certificate

Ipsos

You are now ready to install the saved VPN Certificate.

Please tap "NEXT" below, this will open your "Security" settings.

NEXT

Step 4 of 5

The exact location will differ depending on device model/manufacturer. To best assist, we have added a table below for where you *may* find the setting to install the saved certificate.

Note: You can also open your Settings app and click search for '*certificate*' to maximise your chance of locating the setting you need.

Manufacturer	Possible Setting
Samsung	• Open 'Settings' > 'Biometrics and security' / 'Security and privacy' > 'Other security settings' > 'Install from device storage' > 'CA Certificate'
Google Pixel	• Open 'Settings' > 'Security' / 'Security & Privacy' > 'More Settings' / 'Encryptions and credentials' > 'Install a certificate' > 'CA Certificate'
Nokia / Motorola	• Open 'Settings' > 'Security' > 'Advanced' / 'Encryptions & credentials / certificates' > 'Install from storage/certificate' > 'CA Certificate'
Huawei	• Open 'Settings' > 'Security' > 'More Settings' > 'Encryptions & credentials' > 'Install from storage' > 'CA Certificate'
OnePlus	• Open 'Settings' > 'Password & security' > 'System security' > 'Credential storage' > 'Install certificates from storage' > 'CA Certificate' • Open 'Settings' > 'Security & lock screen' > 'Encryptions & credentials' > 'Install from SD Card' > 'CA Certificate'
Oppo / Realme	• Open 'Settings' > 'Security' > 'Credentials Storage' > 'Install certificates from storage' > 'CA Certificate'
Xiaomi	• Open 'Settings' > 'Password & Security' > 'Privacy' > 'More security settings' / 'Encryptions & credentials' > 'Install rom storage/certificate' > 'CA Certificate'

- Find and tap '**CA certificate'** (in the following security warning, tap '**Install anyway**')
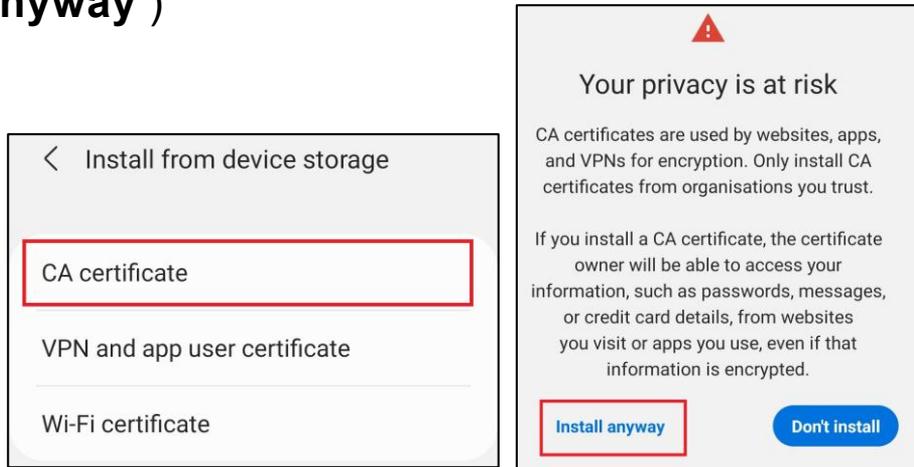
- To install the saved certificate, please find the certificate you saved and **tap/select the certificate (.crt) ~** if prompted, please tap '**Done**'.
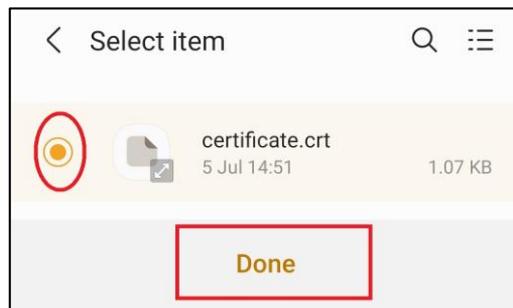
Step #10

Enable the VPN Connection

Ipsos MediaCell+ needs permission to create the VPN on your device.

- Please tap '**Next**'

- Once more, tap '**OK**' / '**Always Allow**' to the connection request that appears.
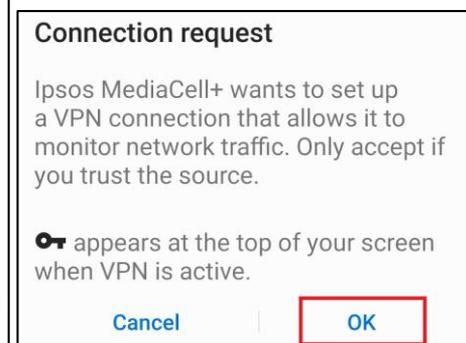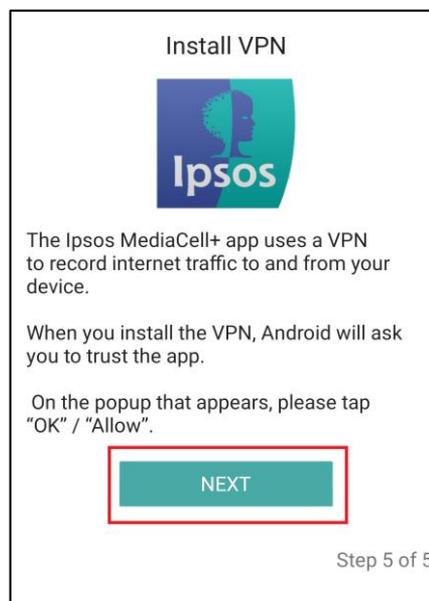
Please move to the next page to continue the app setup.

11

Installation Guide for Ipsos MediaCell+ for Android

Step #11

Starting the Ipsos MediaCell+ Recorder

The Ipsos MediaCell+ App has a Start/Stop button which gives you greater control for when MediaCell+ is allowed to collect & upload data on the status of your device whilst it operates in the background.

We recommend ensuring the Ipsos MediaCell+ Recorder has started & is kept running all times.
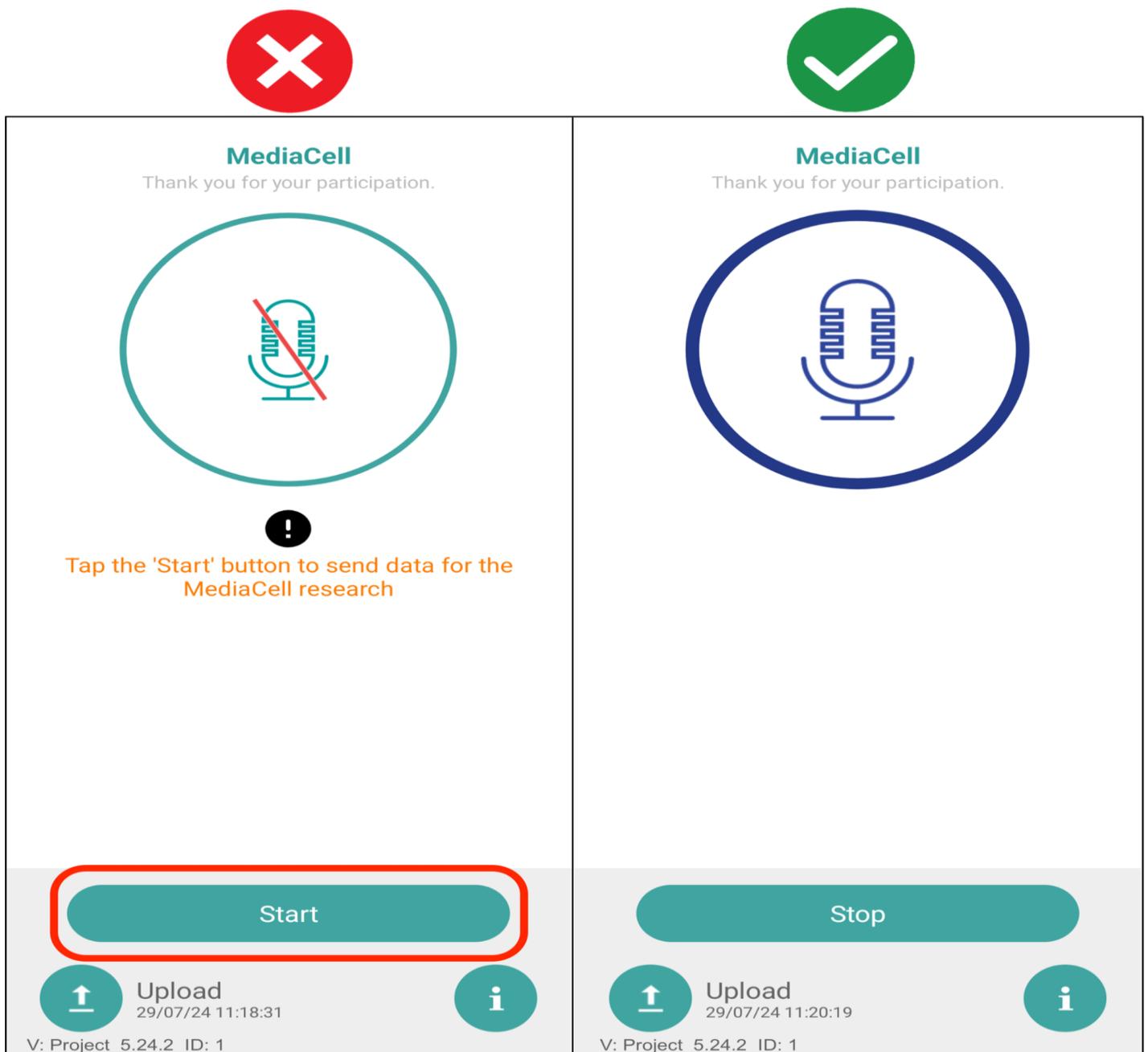
To start the Ipsos MediaCell+ recorder, along the bottom of the MediaCell+ screen:

• Simply tap once on the **Start** button shown.

Step #11

<u>Disable Battery Optimisation</u>

The Android operating system that your device runs on can become aggressive in closing background apps/services.

• To prevent any impact to your compliance, using the possible settings below, please kindly check and turn off battery optimisation against Ipsos MediaCell+.

The exact location will differ depending on device model/manufacturer. To best assist, we have added a table below for where you *may* find the setting(s) that can affect the running of the app.

Note: You can also open your Settings app and click search '*battery*' or '*optimise*' to maximise your chance of locating the setting you need.

Manufacturer / Android Version	Possible Setting
Android 12+	• Open 'Settings' > 'Apps' > Find & tap 'Ipsos MediaCell+' > 'Battery' / 'App battery usage' > Set to 'Unrestricted'.
Android 11 or lower	• Open 'Settings' > 'Apps' > Tap 'More Options' / 'Advanced' > 'Special App Access' > Tap 'Optimise Battery Use' > Tap the dropdown and select 'Not optimised' and select 'All Apps' > Find & tap 'Ipsos MediaCell+' > Tap 'Don't optimise'.
Xiaomi devices	• Open 'Settings' > 'Privacy protection' > 'Special permissions' > Tap 'Battery optimisation' > Tap the dropdown and select 'Not optimised' and select 'All Apps' > Find & tap 'Ipsos MediaCell+' > Tap 'Don't optimise'. • Open 'Settings' > 'Apps' > 'Permissions' > Tap 'Autostart' > Find & turn on the toggle for 'Ipsos MediaCell+'.
Oppo/OnePlus	• Open 'Settings' > 'Battery' > 'More battery settings' > 'Optimize battery use' > Find and tap 'Ipsos MediaCell+' > Tap 'Don't Optimize'. • Open 'Settings' > 'Apps' or 'App Management' > Find & tap 'Ipsos MediaCell+' > Tap 'Battery usage' > Select 'Allow background activity' + Enable 'Allow auto-launch'

<table>
<tr><td>**YOU'RE ALL SET**
The Ipsos MediaCell+ app should now be up and running.</td></tr>
</table>

Notification Panel

- When the Ipsos MediaCell+ recorder has been started & is running, you will see the following notifications:
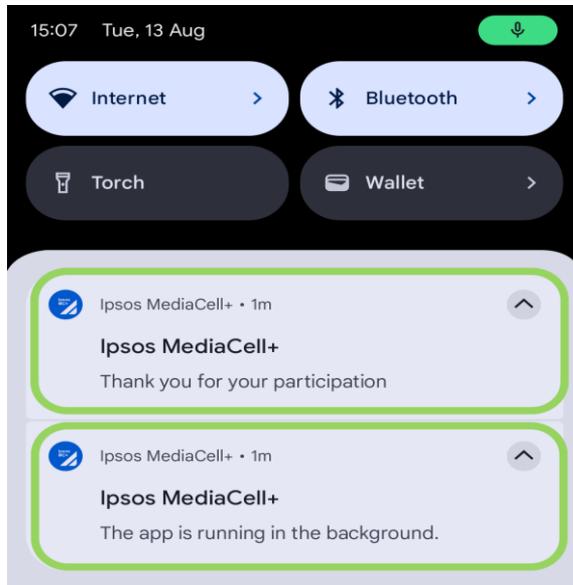
- If the Ipsos MediaCell+ recorder is stopped & is not running, you will see the following notification:
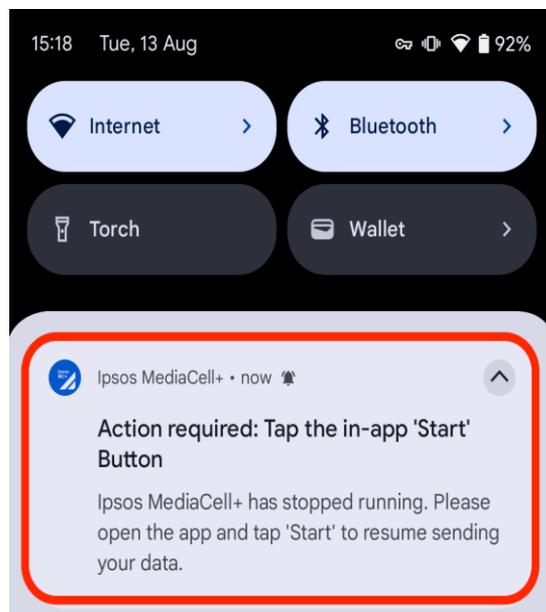
Note: To resolve, simply open the notification shown to you to open Ipsos MediaCell+ app and tap **Start** to begin the recorder (see step 11).

Status Bar

- When running, the Ipsos MediaCell+ app will show the app icon in your status bar.
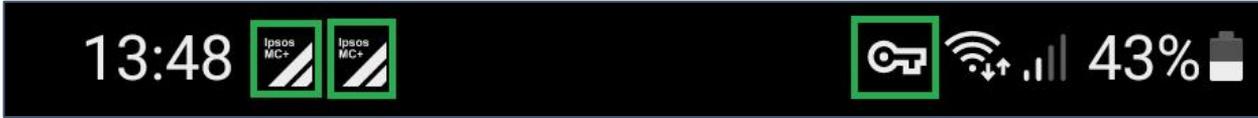
- On some Android device models, you will show a green indicator when the Ipsos MediaCell+ recorder has been started & is running.
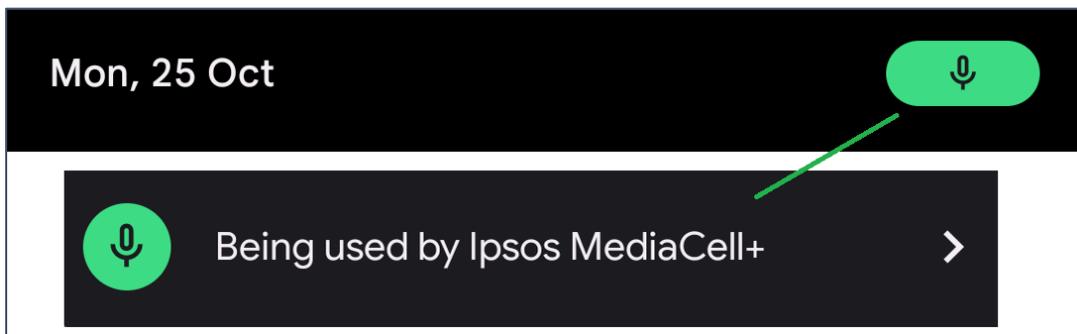
Upload Button

When the Ipsos MediaCell+ recorder is running, it will upload data by itself automatically.

- If you are asked by panel support, or would like to upload manually, you can do this by tapping the **Upload** button in the Ipsos MediaCell+ app.