- 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 '**inCompass**' has now been rebranded to the new & latest '**Ipsos MediaLink**' app.
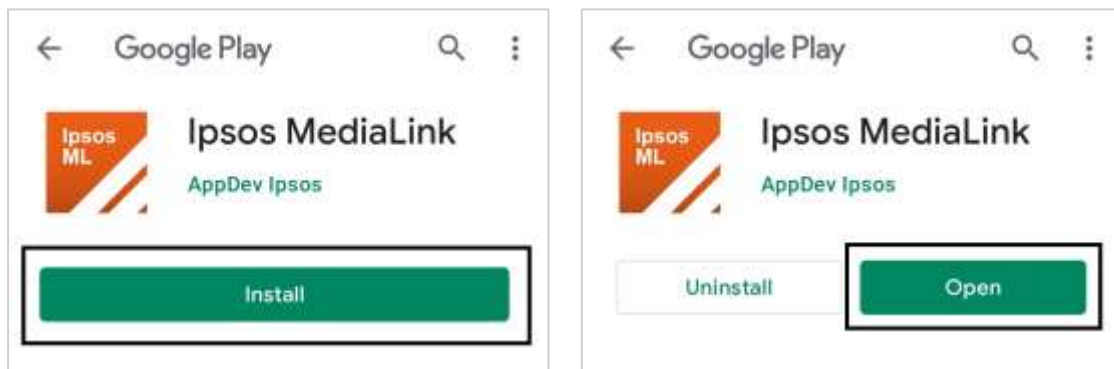
Step #1

We have sent you your link to install the 'Ipsos MediaLink' app via Email.

- Please **tap** on this link. This will open in your default browser app.

- Please tap on '**Download for Android Tablet**'

Once Google Play Store has opened on the 'Ipsos MediaLink' app page:

- Please tap '**Install**' – the app will begin to download & install.

- Once installed, tap '**Open**'

Step #2

App Registration

If prompted:

- Please **enter your email address** that you used to register on the Panel.

- Once done, tap '**Sign In**'

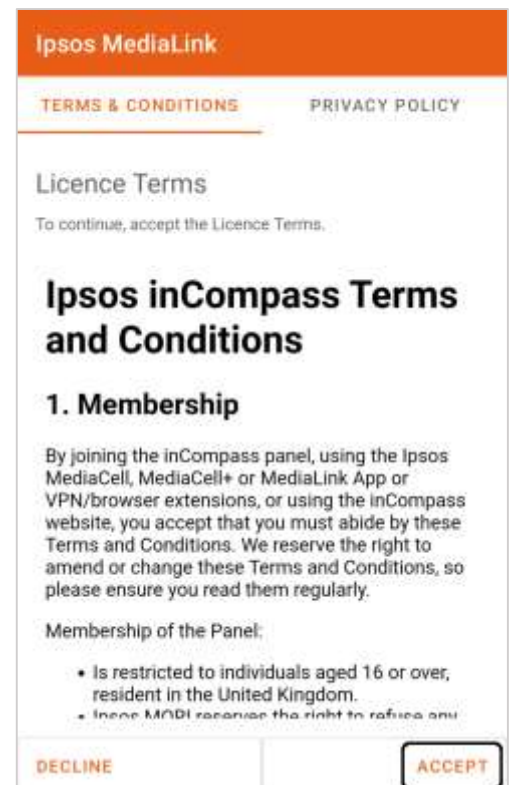If you have problems signing in, please contact us for assistance.

Step #3

Legal Acceptance
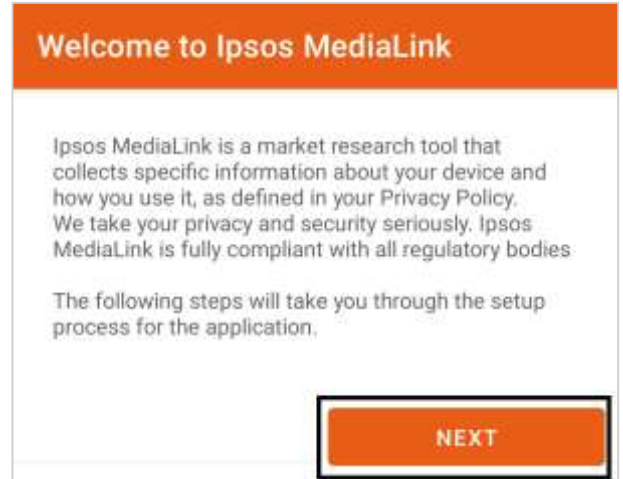
Please read and **accept** the following legal screens:

- Terms & Conditions
- Privacy Policy
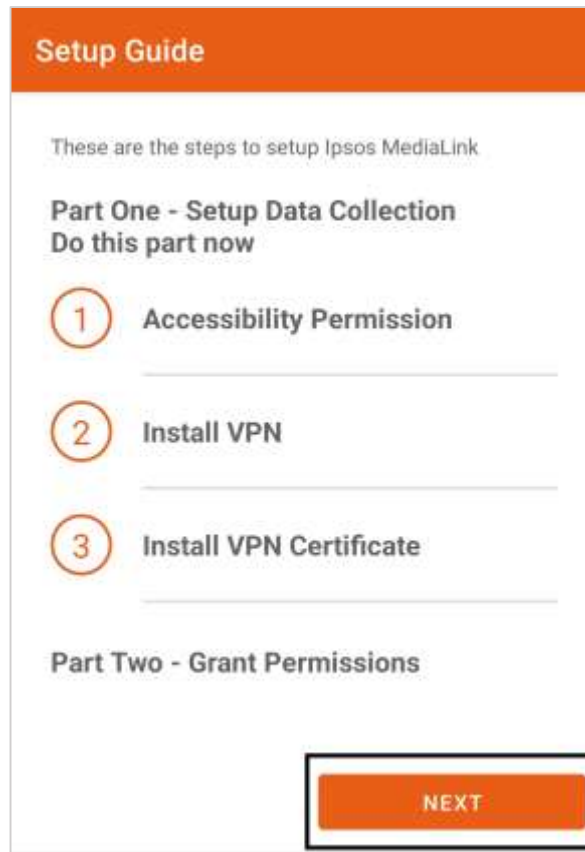
Start Setup

You are now ready to begin the setup.

- Once happy, tap '**Next**' to start.

Welcome to Ipsos MediaLink

Ipsos MediaLink is a market research tool that collects specific information about your device and how you use it, as defined in your Privacy Policy. We take your privacy and security seriously. Ipsos MediaLink is fully compliant with all regulatory bodies

The following steps will take you through the setup process for the application.

NEXT

Setup Guide Overview

The app will now present to you the Setup Guide for the installation.

Note: 'Part Two – Grant Permissions' may or may not be displayed on your device depending on the Android version your Android device is running on, if you do see it, please complete this part also.

Setup Guide

These are the steps to setup Ipsos MediaLink

**Part One - Setup Data Collection
Do this part now**

(1) Accessibility Permission

(2) Install VPN

(3) Install VPN Certificate

Part Two - Grant Permissions

NEXT

- Please kindly click '**Next**' to begin.

Step #4

Enabling Accessibility Service

Ipsos MediaLink 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 not under any circumstances ever modify what you see on your device screen.
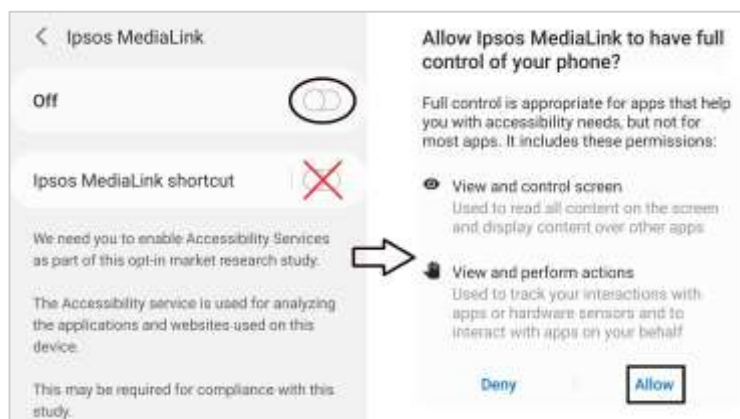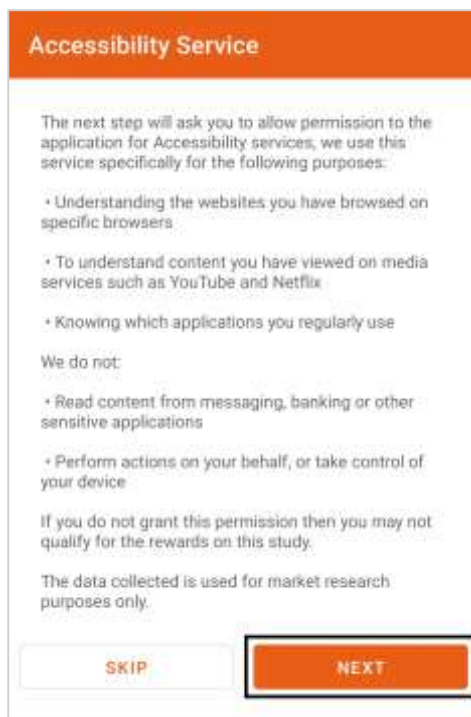
- On the onboarding screen, tap '**Next**'.

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

- Find & tap '**Ipsos MediaLink**' and turn the toggle from **OFF** to **ON**.
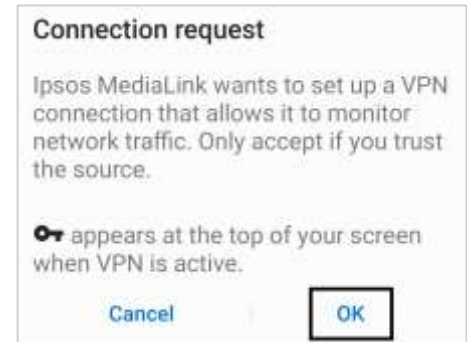
    Now please kindly return back to the Ipsos MediaLink app to continue.

inCompass

Step #5

Enable the VPN Connection

Ipsos MediaLink needs permission to create the VPN on your device.

- Please tap '**Next**'
- Once more, tap '**OK**' / '**Always allow**' to the connection request that appears.

Step #6

Install VPN Certificate
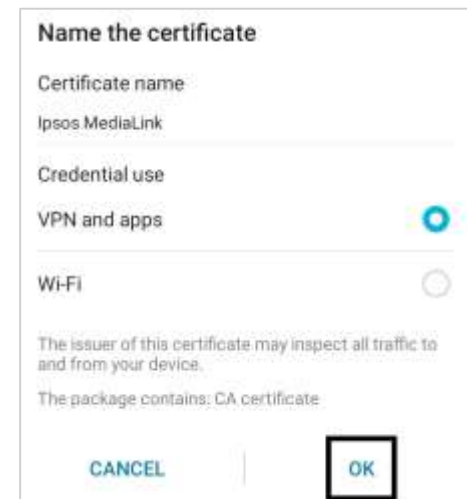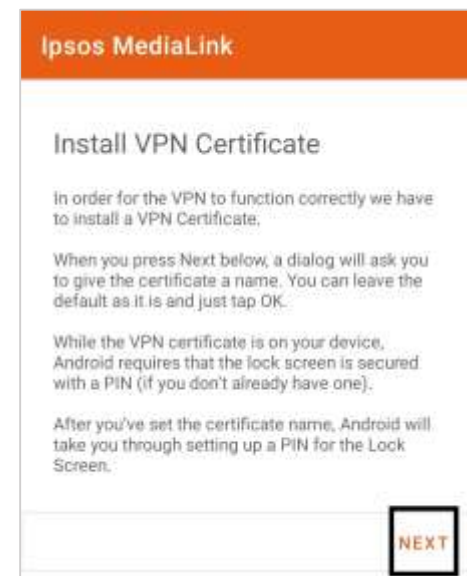
For devices running Android 10 or under

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

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

Note: You may at this point be prompted to enter your lockscreen 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.

Once you have done this, tap '**Next'** in the Ipsos MediaLink app and move to **Step 8** in this guide.
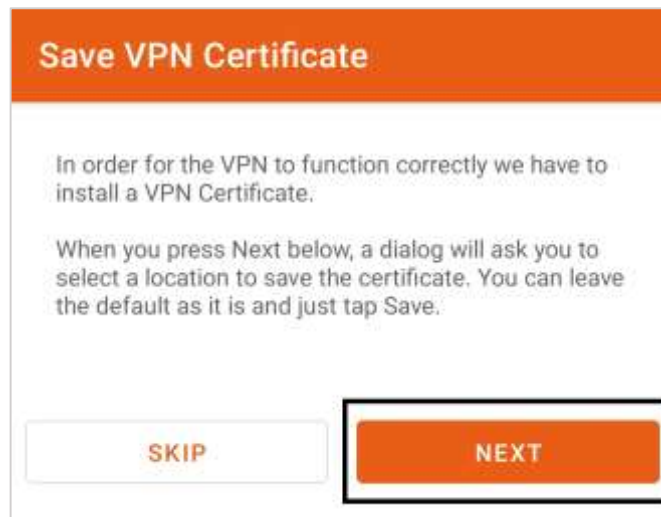
5

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 Settings menu.

Save VPN Certificate

• 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.

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

You are now ready to install the certificate.

When you press Next below, the Settings app will be launched. Please navigate to the option to install a CA Certificate, and then select the file you have just saved.

While the VPN certificate is on your device, Android requires that the lock screen is secured with a PIN. If you don't already have one then Android will take you through setting up a PIN for the Lock Screen.

NEXT

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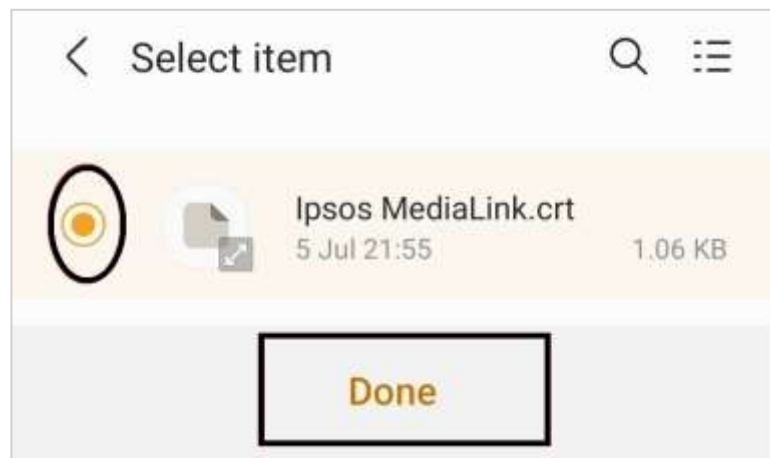
Note: You can also open your Settings app and click search for '*certificate*' to maximise your chance of locating the setting you need.

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**')

Install from device storage

CA certificate

VPN and app user certificate

Wi-Fi certificate

⚠️

Your privacy is at risk

CA certificates are used by websites, apps, and VPNs for encryption. Only install CA certificates from organisations you trust.

If you install a CA certificate, the certificate owner will be able to access your information, such as passwords, messages, or credit card details, from websites you visit or apps you use, even if that information is encrypted.

Install anyway   **Don't install**

- To install the saved certificate, please find the certificate you saved and **tap/select the certificate (.crt)** ~ if prompted, please tap '**Done**'.

Select item   🔍 ☰

Ipsos MediaLink.crt
5 Jul 21:55   1.06 KB

Done

Now please kindly return back to the Ipsos MediaLink app to continue.

inCompass

Step 7

Notifications Permission
(Devices running Android 13+ only, please skip only if you <u>do not</u> see this step)

Ipsos MediaLink 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.

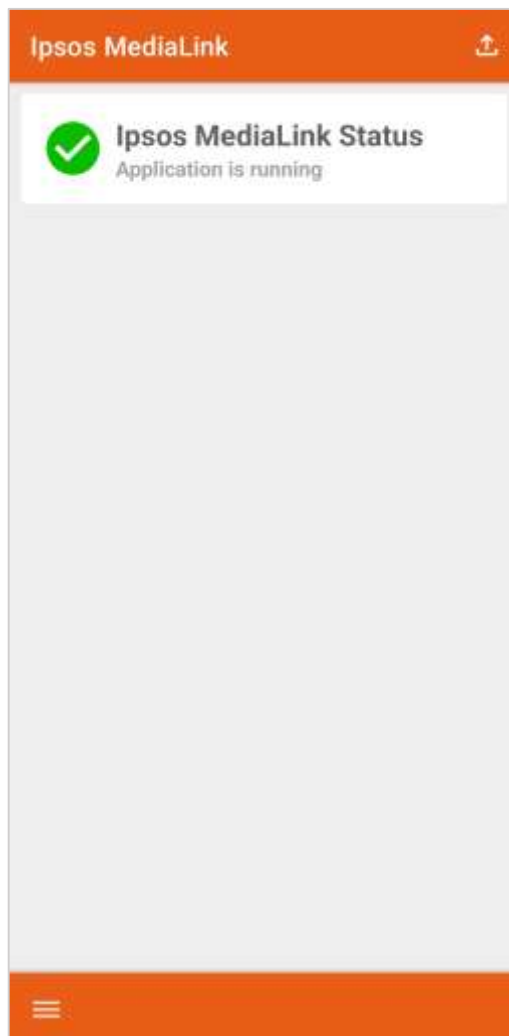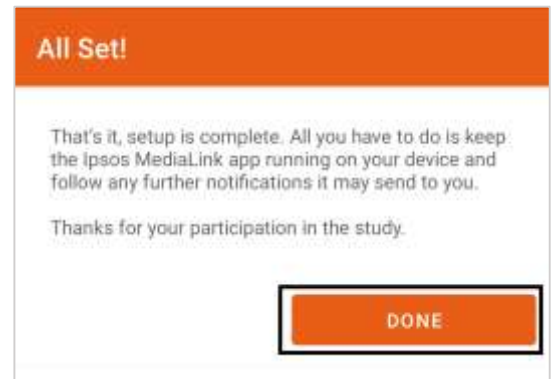We will <u>never</u> use this feature to send you any advertisements.
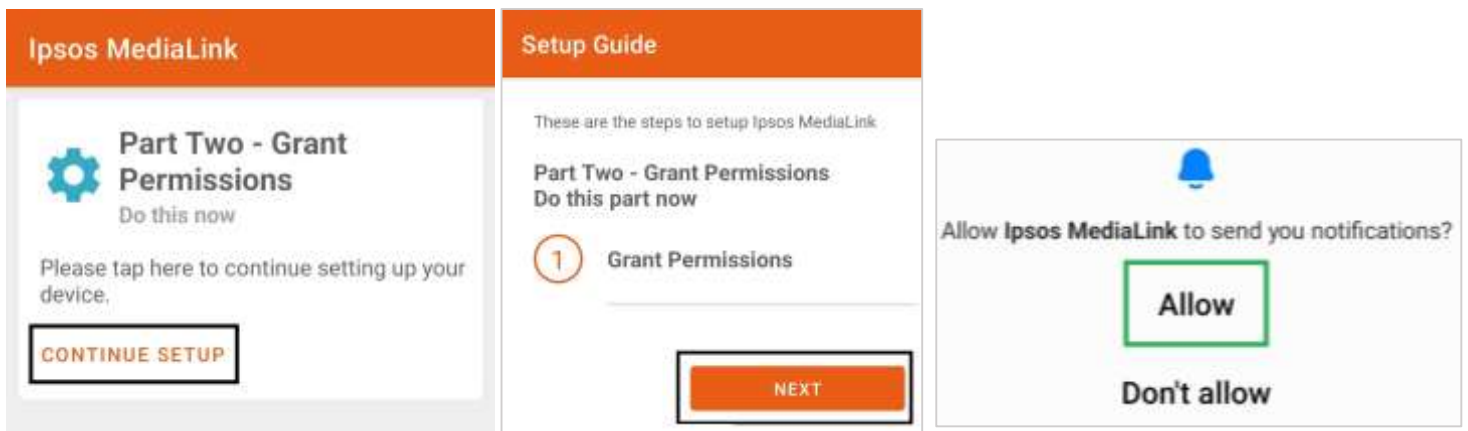
In the app:

1. Tap '**<u>Continue Setup</u>**' to resume.
2. In the next screen, tap '**<u>Next</u>**'.
3. Now, Android will ask you permission for MediaLink to send notifications on your device, please tap '**<u>Allow</u>**'.

Step #8

Confirm the completion of the installation

- On the onboarding screen, tap '**Done**'.

All Set!

That's it, setup is complete. All you have to do is keep the Ipsos MediaLink app running on your device and follow any further notifications it may send to you.

Thanks for your participation in the study.

DONE

Ipsos MediaLink

Ipsos MediaLink Status
Application is running

The Ipsos MediaLink application is now installed and set up.

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Step #9

Disable Battery Optimisation

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 MediaLink.

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 MediaLink' > '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 MediaLink' > 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 MediaLink' > Tap 'Don't optimise'. • Open 'Settings' > 'Apps' > 'Permissions' > Tap 'Autostart' > Find & turn on the toggle for 'Ipsos MediaLink'.
Oppo/OnePlus	• Open 'Settings' > 'Battery' > 'More battery settings' > 'Optimize battery use' > Find and tap 'Ipsos MediaLink' > Tap 'Don't Optimize'. • Open 'Settings' > 'Apps' or 'App Management' > Find & tap 'Ipsos MediaLink' > Tap 'Battery usage' > Select 'Allow background activity' + Enable 'Allow auto-launch'

inCompass

YOU'RE ALL SET

In the app: you should see a notification stating 'Application is running'

Status Bar: 1 x VPN key and 1 x Ipsos MediaLink icon will be present

Notification Panel: 1 x Ipsos MediaLink notification

Note: Visibility of the icons may vary depending on device model.

Displayed in the Ipsos MediaLink app
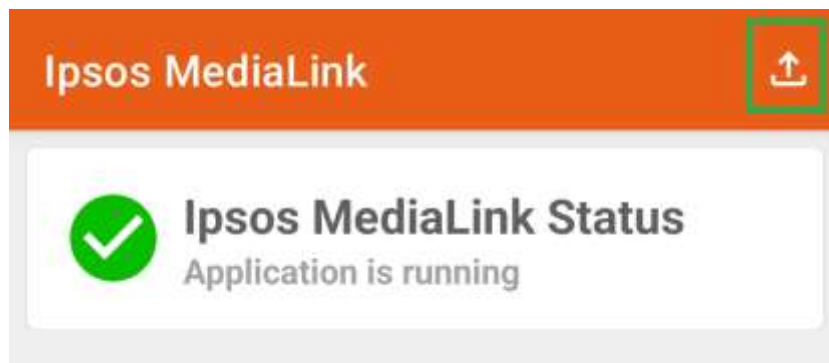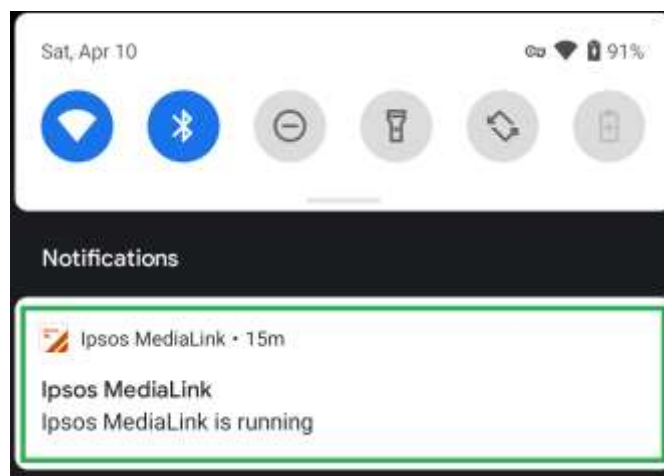

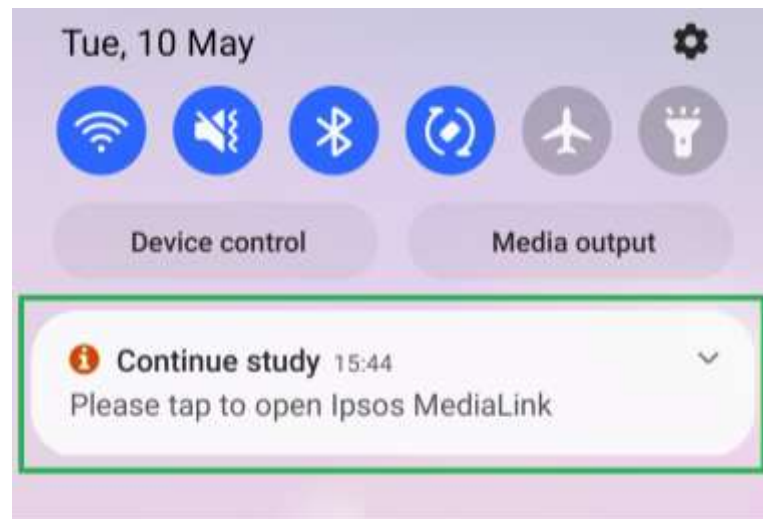You can tap the '**Upload**' button (**top right corner of the app**) to send data manually.

Status Bar

Notification Panel

Device Restart Notification (Android 11+)

- Due to restrictions on Android, for devices running on Android 11 or higher, when you restart your Android device you will be prompted to open the Ipsos MediaLink app in order for the app to start.