


# Installation Guide for Ipsos MediaCell+ for Apple iPhone

This is the install guide for our new application, Ipsos MediaCell+ 

If you have previously installed our older Ipsos MediaCell app/VPN  please could you kindly ensure you have fully removed this app/VPN available from here:

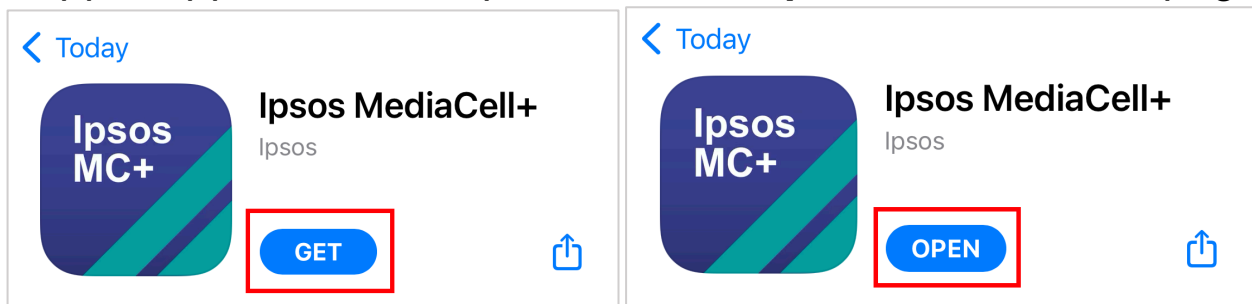
[Click here to view the old Uninstall Guide for Ipsos MediaCell & VPN](#)



## Step #1

### Downloading & Installing the 'Ipsos MediaCell+' App

We have sent you an SMS/Email with the link to our Ipsos MediaCell+ application. Please tap on this app link.

Once Apple App Store has opened on the '**Ipsos MediaCell+**' page:



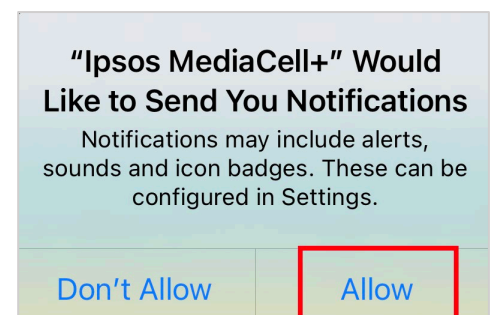
- Please tap  or  to begin downloading and installing the application.
- Once installed, tap '**Open**'.

## Step #2

### Grant 'Notification' Permission

You will now be prompted by our app to permit us to send you notifications regarding your compliance.

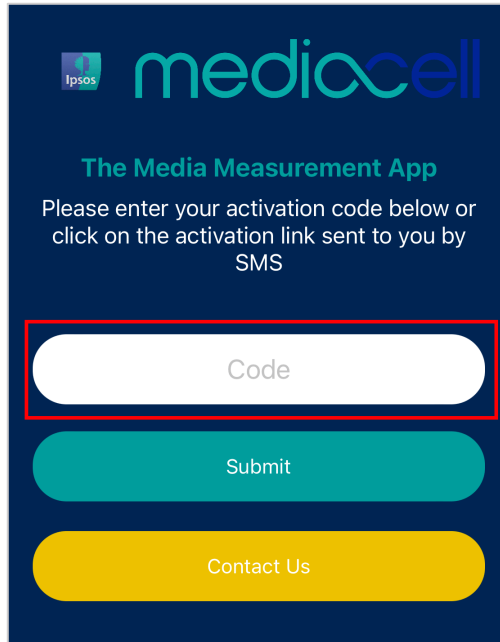
- Tap '**Allow**' to permit access.



# Installation Guide for Ipsos MediaCell+ for Apple iPhone

## Step #3

### Activate Ipsos MediaCell+



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

- Please **open** the activation link/code sent to you via SMS/Email.
- Tap **once** on your Activation Code Link.

Activation Code: Hi, Once you have installed & opened the Ipsos MediaCell+ app, please tap on your activation code link- <https://appstore.ipsosmediacell.com/activate/01234567890123>. If this link fails to load for you, please type in or copy and paste into the app, your 14 digit code: [01234567890123](https://appstore.ipsosmediacell.com/activate/01234567890123) -Thank you!

**ABOVE IS USED JUST AS AN EXAMPLE.**

**Note:** If this does not work for you, please enter the code manually into the app.

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## Step #4

### Legal Acceptance

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

1. App Terms
2. Terms and Conditions
3. Privacy Policy

**You will need to scroll completely to the bottom of the screens before the 'Accept' button is available.**

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



### The Media Measurement App

Ipsos MediaCell+ can only be used by invitation and is solely for eligible opted-in participants of Ipsos market research activities.

Ipsos MediaCell+ is an application developed by the global market research company, Ipsos, which passively collects information about how your device is used and your exposure to media. By using this application, you will help shape the future of media services.

Ipsos takes its responsibility for the security and confidentiality of the information supplied to us by our research participants very seriously. We take every care to ensure that we comply with our legal, regulatory and ethical obligations, including GDPR and the Market Research Society Code of Conduct. We will never distribute, sell or transfer your

### Terms and Conditions

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.

displayed in or on the App is accurate, complete up-to-date and/or does not infringe the rights of any third party. IPSOS Pty Ltd does not warrant that the functions contained in the Materials will be uninterrupted or error-free. Unless expressly stated otherwise in this Agreement and to the extent permitted by law, we do not give any other representation, warranty or recourse, express or implied and we hereby exclude all terms, representations and warranties that might otherwise be implied into this Agreement.

4.2 While we use reasonable efforts to ensure that the App is free from viruses and other malicious content, neither we nor any other party involved in producing or delivering the App assumes any responsibility, nor shall be liable for any damage to, or viruses that may infect, your computer equipment or other property on account of your access to, use of, the App or your downloading of any materials, data, text, images, video or audio from the App. Except where required by applicable law, IPSOS Pty Ltd shall not be liable to any person for any loss or damage they suffer as a result of viruses or other malicious or harmful content that they access from or via the App.

#### 5 Information arising from your use of the App

5.1 Any information, data, reports, analysis and results which are created following your installation of the Application on your Device ("Data") shall vest in and be owned by IPSOS Pty Ltd. We are not under any obligation to use, collect or analyze any Data relating to you.

#### 6 Changes

6.1 We reserve the right to make changes to these Terms, or to the functionality, features, feature or content of the Application at any time. We may automatically update the Application on your device. Changes to these Terms will be announced on our website or otherwise communicated to you. Please be sure to visit the website regularly. You may need to download a new version of the Application if you wish to take the benefit of any changes, we may make to it.

#### 7 Third Party Rights

7.1 These Terms are personal to you and IPSOS Pty Ltd. The parties do not intend that any term of the Agreement shall be enforceable by any person other than the parties.

#### 8 Governing Law and Jurisdiction

8.1 These Terms shall be governed by the laws of New South Wales and any matter or dispute arising in connection with them or in connection with the App shall be subject to the exclusive jurisdiction of the courts of New South Wales. All contracts formed by these Terms shall be construed in English.

8.2 You are responsible for compliance with applicable local laws relating to the use of or otherwise connected with the App. To the extent that the App or any activity contemplated by it would infringe any law of a jurisdiction other than New South Wales, then you are prohibited from accessing or using the App or attempting to carry on any such offending activity and this provision shall override all other provisions of these Terms.

### 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.

3 Thomas More Square  
London  
UK  
E1W 1YW

Please quote your Panel membership number (if known) or your contact details used for inCompass in your email or letter.

If you have any complaints, we will appreciate if you give us an opportunity to resolve any issue first, by contacting us as set out above. You are, however, always entitled to contact our regulatory body, the UK Information Commissioner at:  
<https://ico.org.uk/global/contact-us/> or  
Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK95AF  
Tel: UK 0303 123 1113 (local rate) or +44 1625 545 745 if you prefer to use a national rate number

Other national data protection authorities are also likely to accept your complaint.

#### How to contact us

You can contact us by via:  
Email: [support@incompass.me.uk](mailto:support@incompass.me.uk)  
Phone: 0808 1295701  
SMS: 07507208591

#### Changes to Our Privacy Policy

We keep our privacy policy under regular review and we let you know of any updates. Our privacy policy was last updated on 8<sup>th</sup> February 2022.

#### Useful Links

Ipsos: <https://www.ipsos.com/en-uk>  
Ipsos Group: [www.ipsos.com](http://www.ipsos.com)  
Information Commissioner's Office: [www.ico.org.uk](http://www.ico.org.uk)  
World organisation for market research - ESOMAR: [www.esomar.org](http://www.esomar.org)  
Market Research Society: [www.mrs.org.uk](http://www.mrs.org.uk)

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## Step #5

### Allow App Tracking

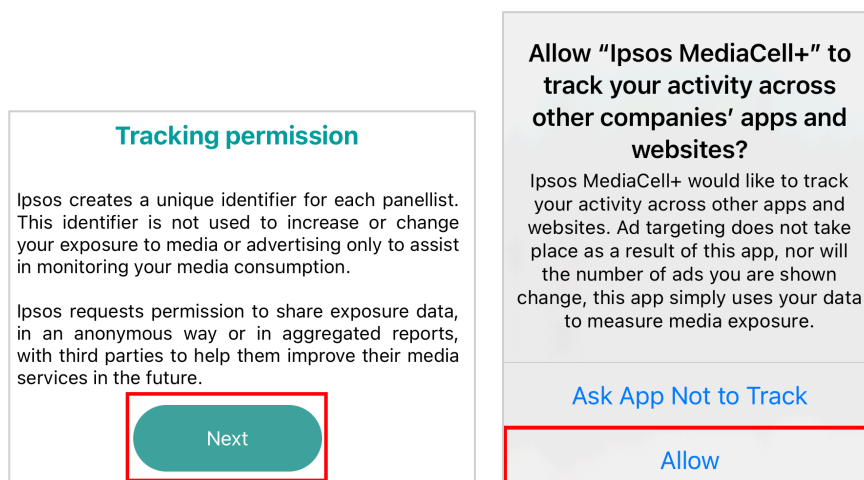
#### **Applicable for Apple iOS devices running iOS 14.0 or higher**

You will now be prompted to allow **Ipsos MediaCell+** to track your activity across other apps and websites.

You will never receive any ads due to your use of this app. We will only use the functionality given via this permission to collect your media usage, in line with the panel Privacy Policy and Terms & Conditions.

If you do not grant this permission we will not be able to capture your media usage, and therefore may need to remove you from the panel.

- On the onboarding screen, please kindly tap '**Next**'.
- Finally tap '**Allow**' when iOS prompts you to permit tracking.



### **Did not receive tracking permission?**

- If you did not receive the prompt to '**Allow**', your device settings may be configured to prevent apps asking for this permission.

#### **Ipsos MediaCell+ is prevented from requesting permission.**

It appears you have app tracking completely disabled on your device.

Without this setting enabled, Ipsos MediaCell+ will not be able to request a permission for tracking your measurement data.





If you wish to enable this setting, please navigate to **SETTINGS > PRIVACY > TRACKING** and turn the "Allow Apps to Request to Track" toggle on.

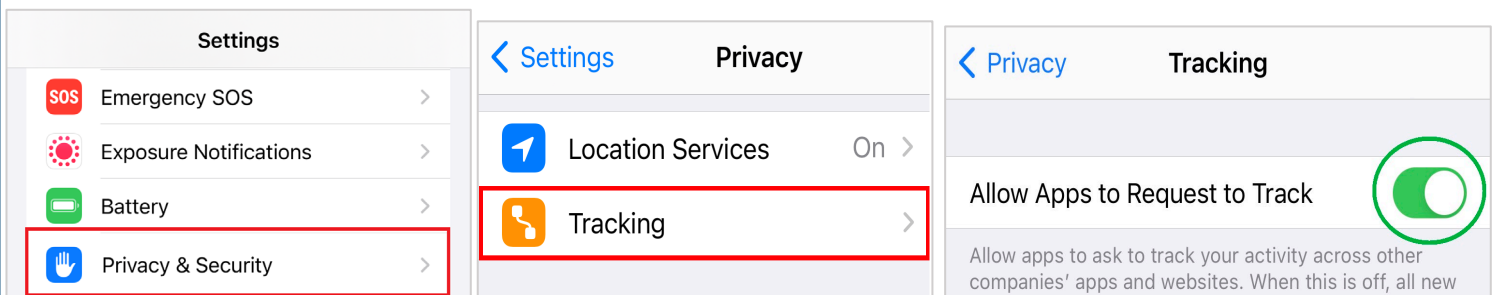
**To fix this, please kindly follow the instructions on the next page.**


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## Allowing Apps permission to simply REQUEST for tracking permission

This permission is required for Ipsos MediaCell+ to be able to make a REQUEST to track apps/websites used on the device.

1. Open your '**Settings**' app 
2. Find and tap '**Privacy**' / '**Privacy & Security**' 
3. Find and tap '**Tracking**' 
4. Turn **ON** the toggle for '**Allow Apps to Request to Track**' 



5. Once you have done this please kindly open '**Ipsos MediaCell+**'  and you will be prompted for app tracking, tap '**Allow**' (see step 5).

### Optional



To maintain your privacy, you can, if you wish to do so, turn OFF the 'REQUEST' setting (above), just remember to keep the '**Ipsos MediaCell+**' app tracking toggle enabled/ON.

Please be aware, if you do this optional step and later uninstall & reinstall **Ipsos MediaCell+**, you will need to repeat the above once again.





The next page shows you how this can be done.

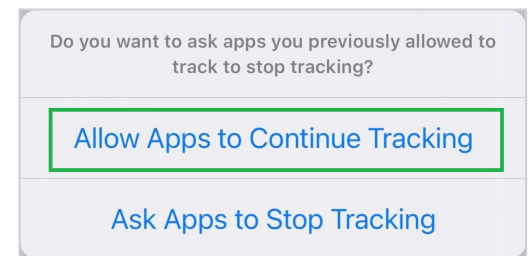
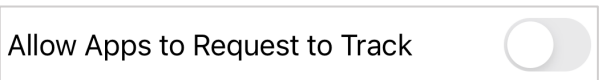
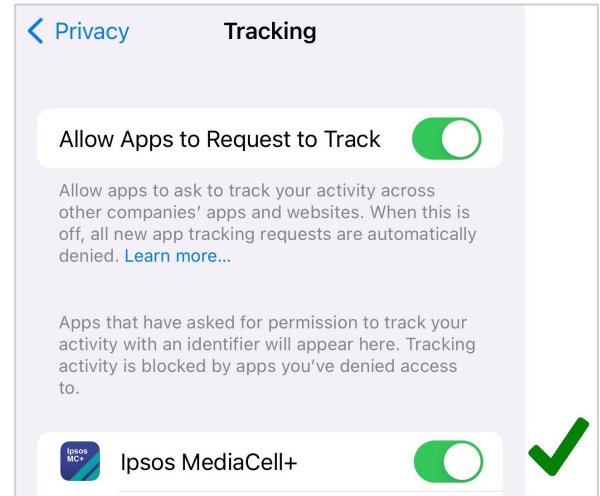
# Installation Guide for Ipsos MediaCell+ for Apple iPhone

## **OPTIONAL**

### Turning OFF app 'REQUEST' permission

When tracking for Ipsos MediaCell+ is **granted**, it will appear in your tracking system setting:

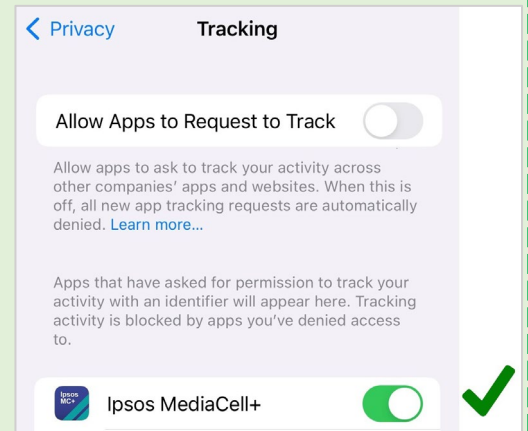
1. Open 'Settings' 
2. Tap 'Privacy' / 'Privacy & Security' 
3. Tap 'Tracking' 
4. If you prefer, you can now, for 'Allow Apps to Request to Track', turn OFF the toggle. 
5. In the popup that appears, tap 'Allow Apps to Continue Tracking'.



### WHAT AN ACCEPTABLE SETUP LOOKS

#### LIKE:

As long as **Ipsos MediaCell+** is (1) **listed** and (2) **enabled**, the app will be fully functional.



**Note:** Please remember it is your responsibility to ensure your iPhone is only permitting tracking for the applications you have approved, Ipsos MediaCell+ has no capability to enable tracking for other apps.

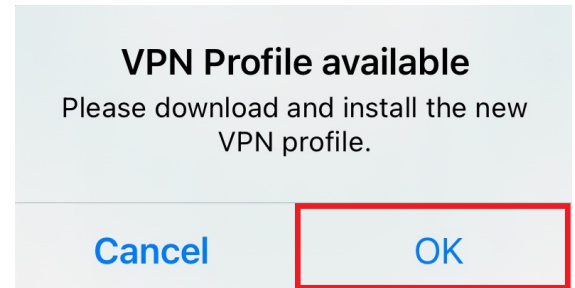
# Installation Guide for Ipsos MediaCell+ for Apple iPhone

## Step #6

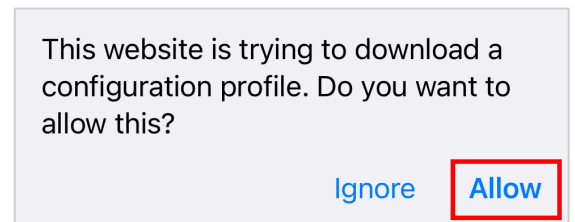
### Downloading the VPN Profile

You will now need to download the VPN profile certificate for the app.

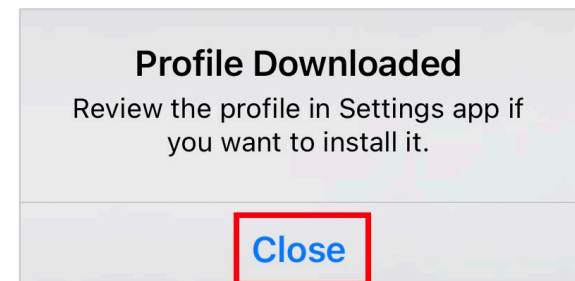
- **6.1** - Please tap 'OK' to begin.



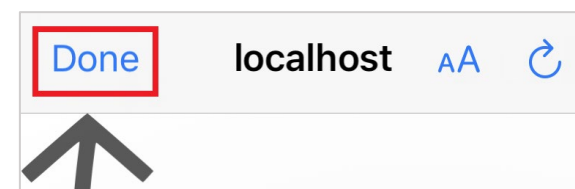
- **6.2** – In the popup that appears, please tap 'Allow'.



- **6.3** – Once the profile has downloaded, in the popup, tap 'Close'.



- **6.4** - Once downloaded, on the top left of the screen, tap 'Done'.



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## Step #7

### Installing the VPN Profile

You are now required to manually **INSTALL** the downloaded VPN profile from Step 6.

To do this, please follow the steps below.

**Install VPN**

Please go to: Settings > General > VPN & Device Management > Ipsos MediaCell+ > Install.

If you need to re-download, please tap "Re-download profile"

OK

Re-download profile

7.1 – Open the '**Settings**' app on your iPhone. 

7.2 – Find and tap '**General**'.

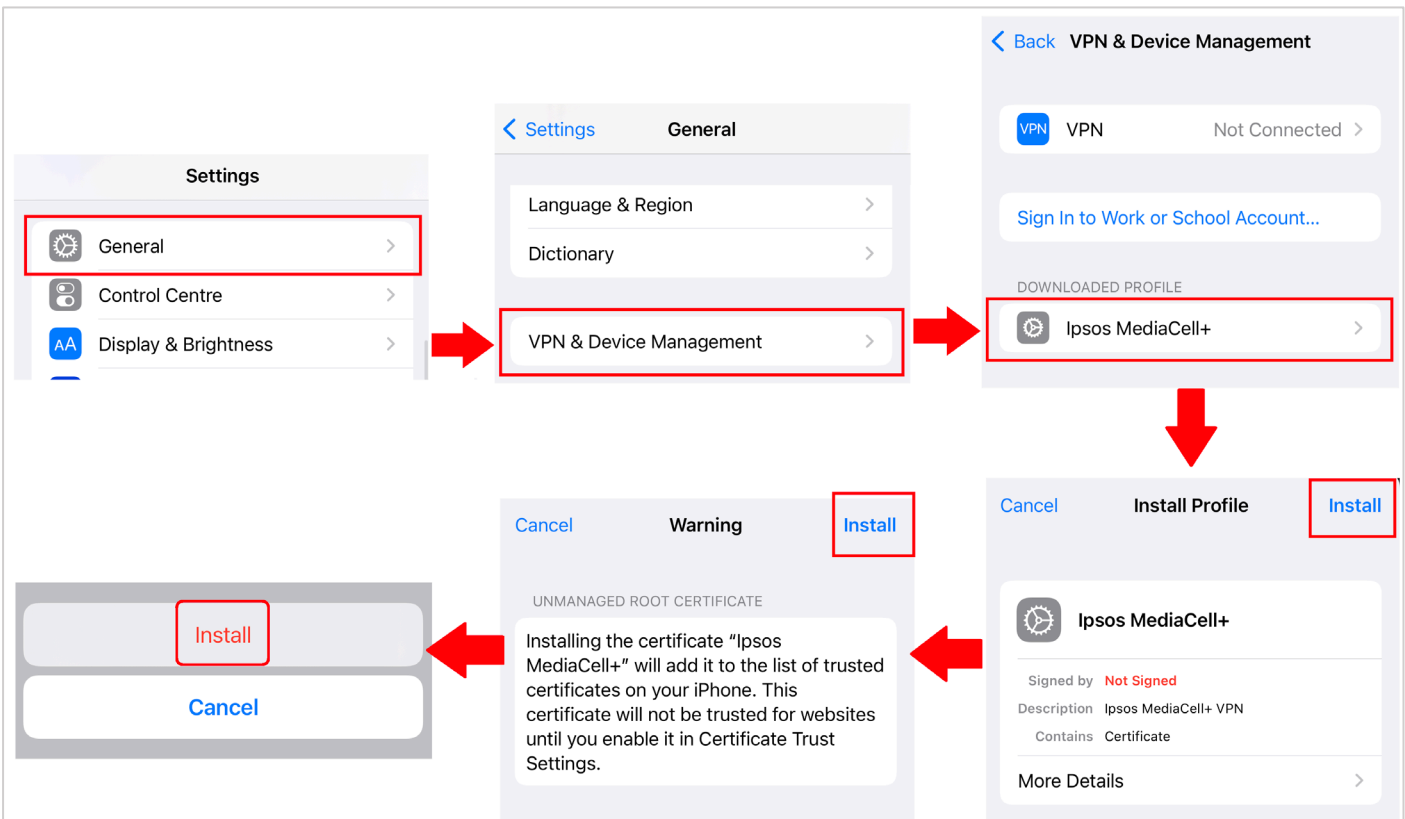
7.3 – Find and tap '**VPN & Device Management**' or '**Profile**'.

7.4 – Under '*Downloaded Profiles*' please find/tap '**Ipsos MediaCell+**'.

7.5 – Tap '**Install**' (you may be prompted to enter your pin/password).

7.6 – Confirm once again by tapping '**Install**'.

7.7 – You may be given one final confirmation, tap '**Install**'.



Once completed, please **OPEN** Ipsos MediaCell+ app on your iPhone.

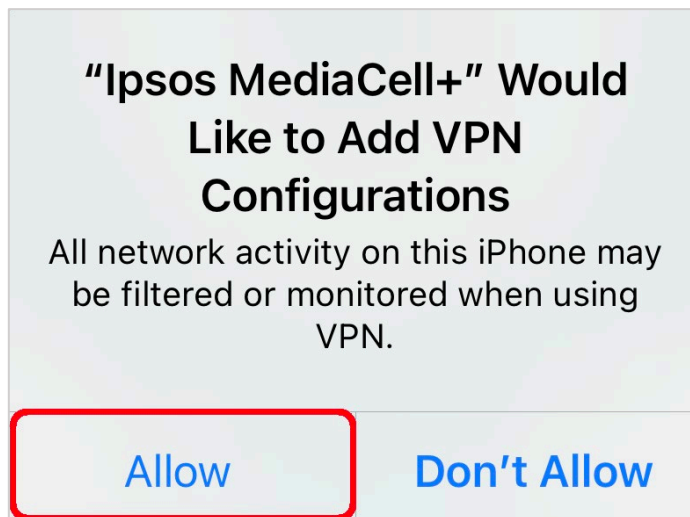


## Installation Guide for Ipsos MediaCell+ for Apple iPhone

### Step #8

#### Installing the VPN Configuration

Ipsos MediaCell+ now needs to set a VPN Configuration on your iPhone so will display a popup reading: *“Ipsos MediaCell+” Would Like to Add VPN Configurations.*



- On the iOS popup that appears, please tap '**Allow**' to proceed.

You will be asked use your Face ID/TouchID/Passcode to add the VPN Configuration to your iPhone.


# Installation Guide for Ipsos MediaCell+ for Apple iPhone

## Step #9

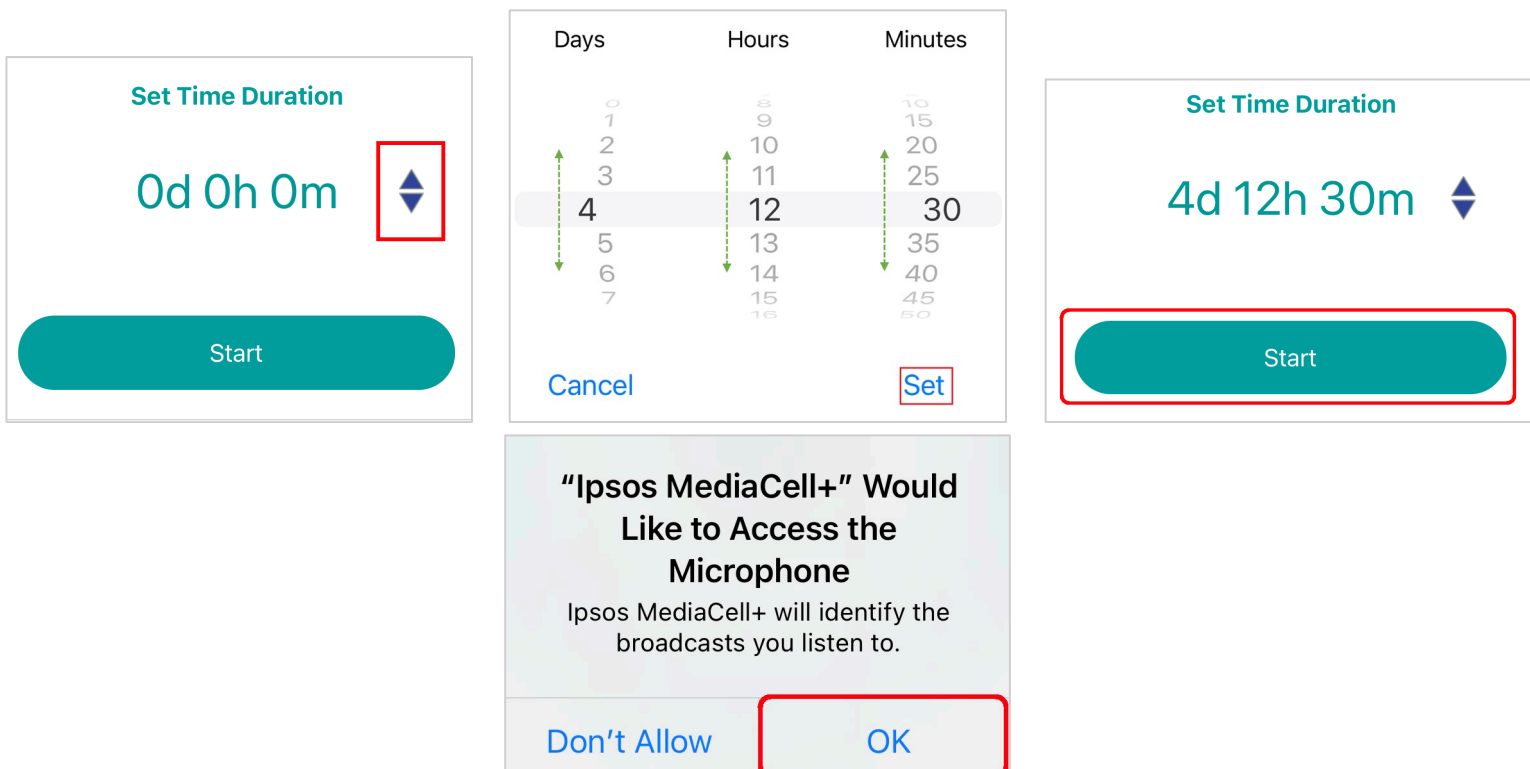
### Setting the Timer for Ipsos MediaCell+

Ipsos MediaCell+ can collect / send data only when the **TIMER** is **active**.

You can set the timer duration to the **day(s)**, **hour(s)** and **minute(s)** as you prefer but please be mindful that it is your sole responsibility to ensure you set the timer if it expires as this may lead to insufficient data.

1. Tap the **arrowhead icon**  on the right hand side.
2. Please use the scroller to set the '**Days**', '**Hours**' and '**Minutes**' you wish to allow the app to collect data. Tap '**Set**' once confirmed.
3. Please tap '**Start**'.
4. \*You will now prompted by iOS to allow Ipsos MediaCell+ to access the iPhone **microphone**, please tap '**OK**'.

**Note\***: The timer will utilise the microphone permission on your iPhone for as long as you permit it whilst it runs in the background but **will not** record or listen to your phone calls.



The image shows three sequential screenshots of the app's timer setup process:

- Set Time Duration**: A screen showing '0d 0h 0m' with a red box around the arrowhead icon on the right and a 'Start' button at the bottom.
- Time Selection**: A screen with three columns: 'Days' (0-7), 'Hours' (0-16), and 'Minutes' (0-50). The values '4', '12', and '30' are selected. A red box highlights the 'Set' button at the bottom right.
- Set Time Duration**: A screen showing '4d 12h 30m' with a red box around the 'Start' button at the bottom.

Below these screenshots is an iOS system alert:

**"Ipsos MediaCell+" Would Like to Access the Microphone**

Ipsos MediaCell+ will identify the broadcasts you listen to.

Buttons: Don't Allow, **OK** (highlighted with a red box)

# Installation Guide for Ipsos MediaCell+ for Apple iPhone

## Step #10

### Trust the VPN Root Certificate


You now need to trust the root certificate you installed on your device.

By running our application without trusting the root certificate, your iPhone may receive errors when visiting websites and apps.

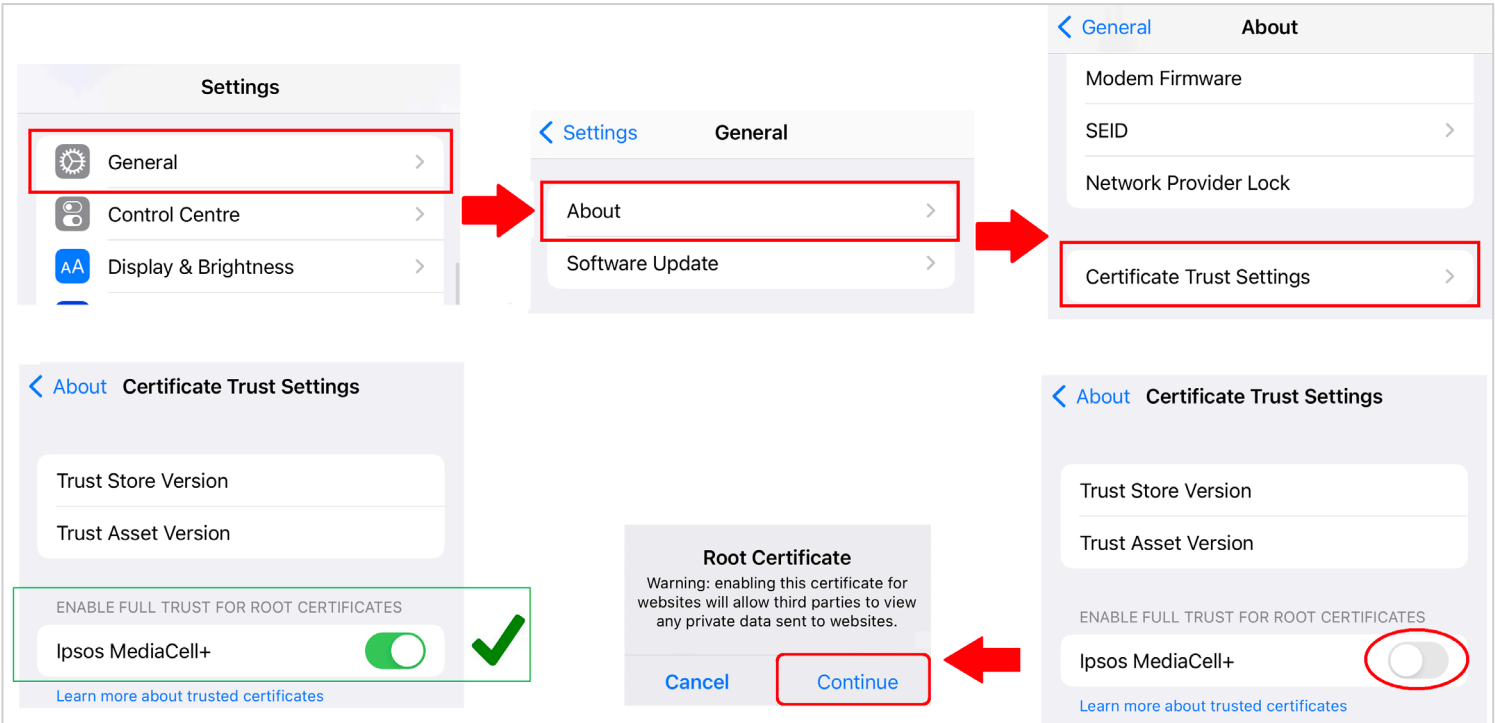
Please enable certificate trust for Ipsos MediaCell+

Please go to Settings>General>About>Certificate Trust Settings and enable trust for Ipsos MediaCell+

OK

- **10.1** – Open the '**Settings**' app on your iPhone. 
- **10.2** – Find and tap '**General**'.
- **10.3** – Find and tap '**About**'
- **10.4** – Scroll to the bottom & tap on '**Certificate Trust Settings**'
- **10.5** – For "Ipsos MediaCell+" please switch/tap the toggle **ON**.
- **10.6** – When prompted by Apple iOS, please tap '**Continue**'.

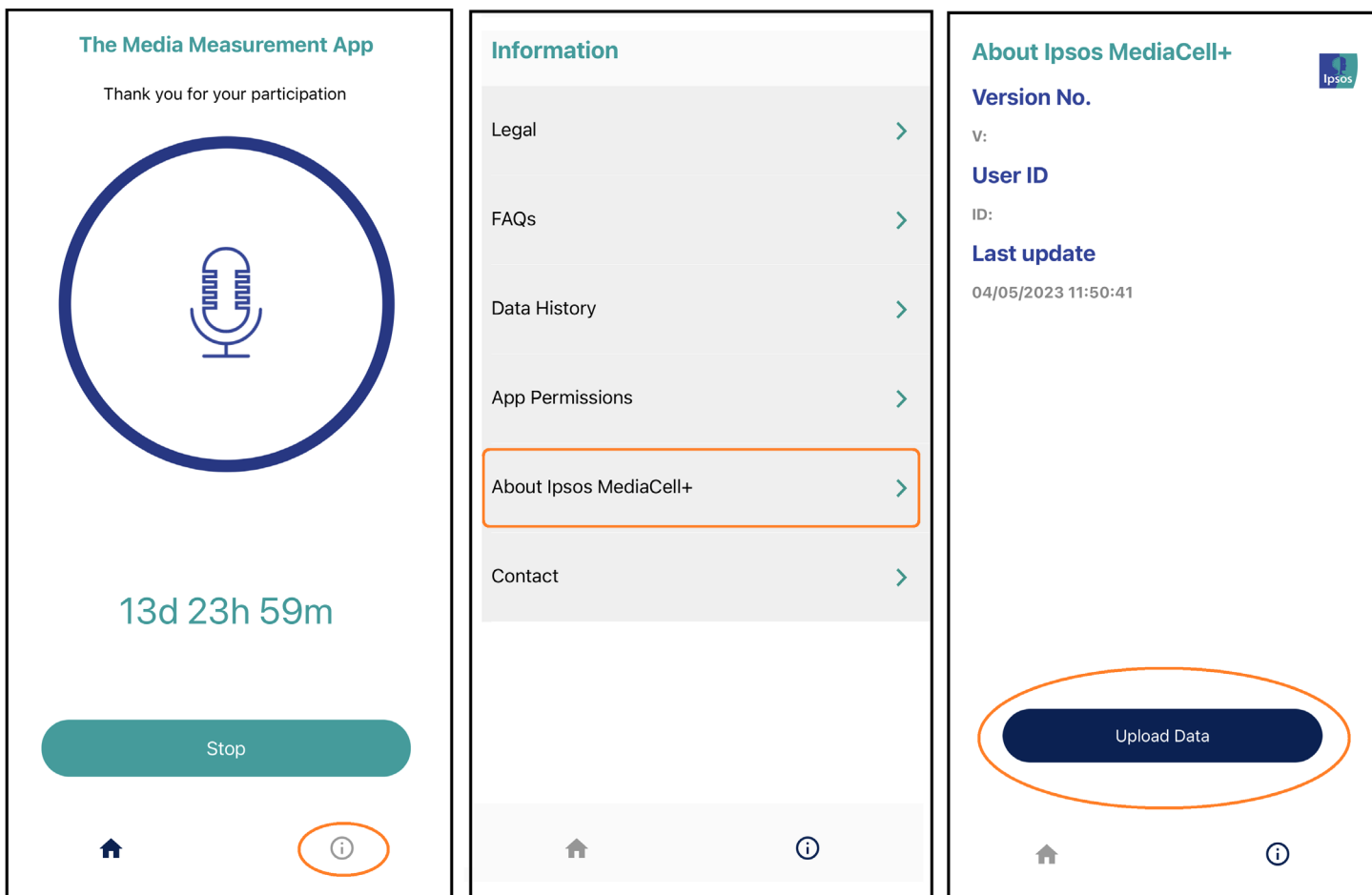
The toggle will now be switched on  and the certificate is trusted.




The sequence of screenshots illustrates the navigation path: Settings → General → About → Certificate Trust Settings. In the Certificate Trust Settings screen, the toggle for 'Ipsos MediaCell+' is shown turned ON with a green checkmark. A warning dialog box for the 'Root Certificate' is also shown, with the 'Continue' button highlighted.

# Installation Guide for Ipsos MediaCell+ for Apple iPhone

## How to force upload data manually?



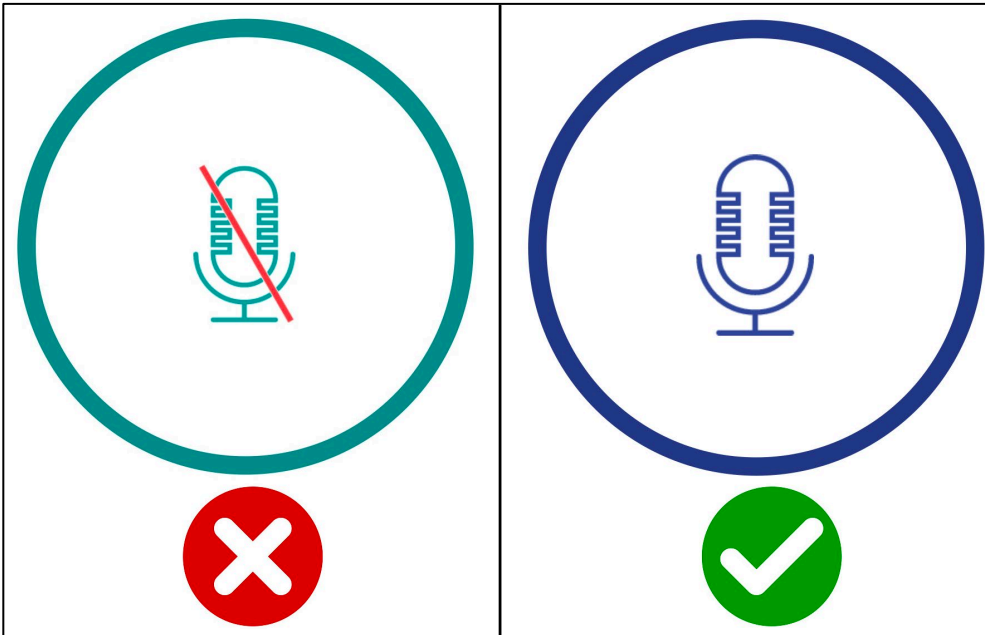
The Ipsos MediaCell+ app will attempt to send data by itself hourly provided your device is connected to the internet. If you wish to upload data manually, please do the following in the app:

1. **Open the Ipsos MediaCell+** app on your device.
2. Along the bottom navigation menu, tap the **information icon**. 
3. Find and tap '**About Ipsos MediaCell+**'
4. Now you can tap the '**Upload Data**' button and the timestamp displayed will update.

**If this does not work for you, please check your internet connection and try again.**

## Installation Guide for Ipsos MediaCell+ for Apple iPhone

### How to know if the Timer is running?



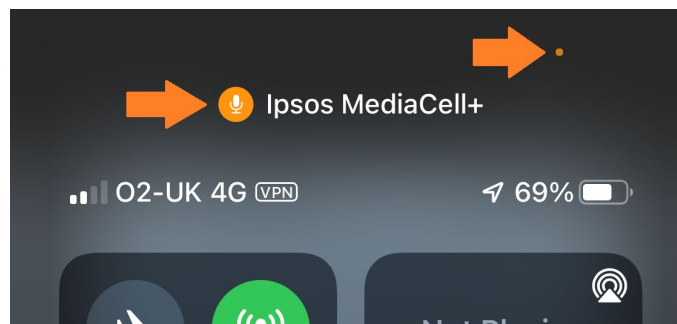
✓ In the app, you will see a blue pulsating microphone graphic (see *left image*).

When the timer expires, you will receive a [notification to set a new time](#).

### How to know if the app is using the microphone?

This feature is fully controlled by Apple iOS & cannot be disabled.

## Status Bar / Control Centre



On iPhones operating iOS 14 and later, on the status bar/control centre, you should expect to see:

- x1 **Orange** dot indicator
- x1 **Orange** microphone icon displaying 'Ipsos MediaCell+'

iPhones running an older iOS version will see a **red banner/pill shade** instead.

## Installation Guide for Ipsos MediaCell+ for Apple iPhone

### How to know if the VPN is running?

Depending on your model, the visibility of the 'VPN' icon may vary

### Status Bar / Control Centre



#### For iPhone 10 (X) or higher:

- Please swipe down from the top right-hand corner of your screen, you will see a 'VPN' icon on the status bar.

#### For iPhone 8 or lower:

- You'll see a 'VPN' icon along the status bar along the top of your iPhone.