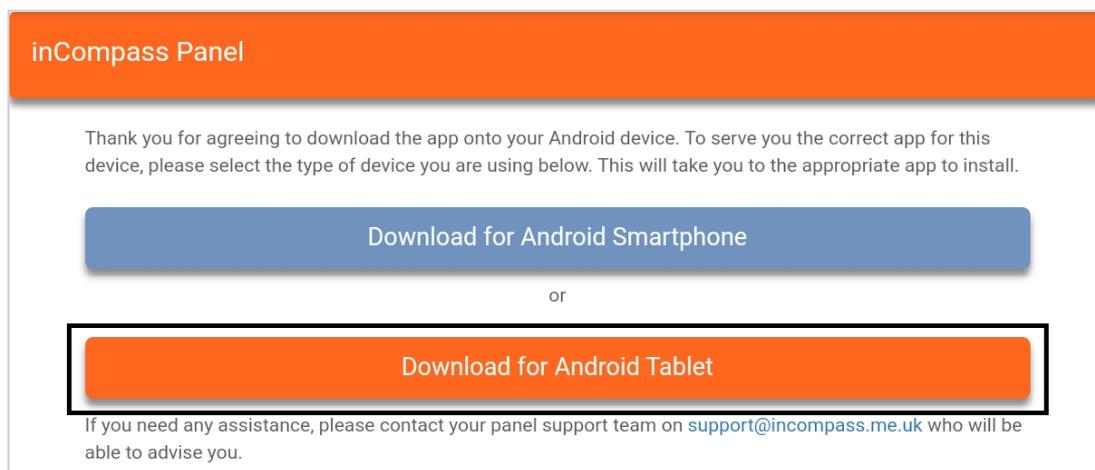


- These instructions/images may vary depending on the device model you are using.
- This installation will take a few minutes to complete so please do take the time to complete each step in this guide to get the best experience.
- Please be mindful that the previous app named '**inCompass**' has now been rebranded to the new & latest '**Ipsos MediaLink**' app.

Step #1

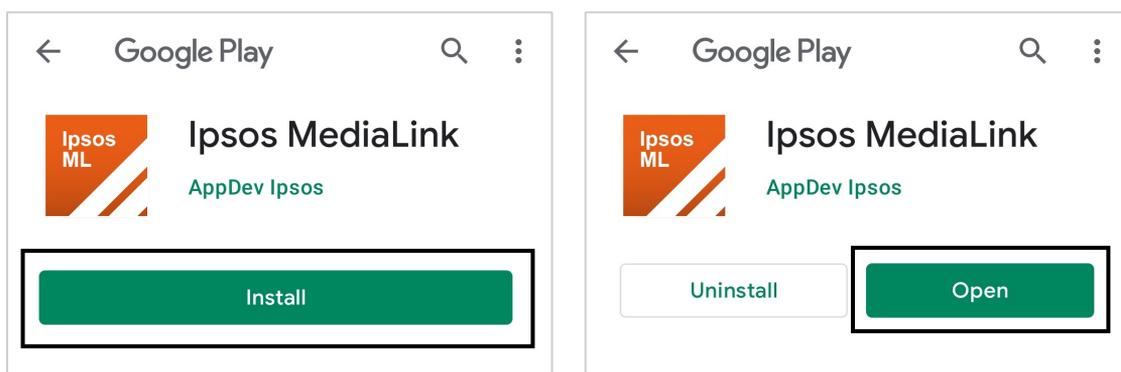
We have sent you your link to install the 'Ipsos MediaLink' app via Email.

- 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.

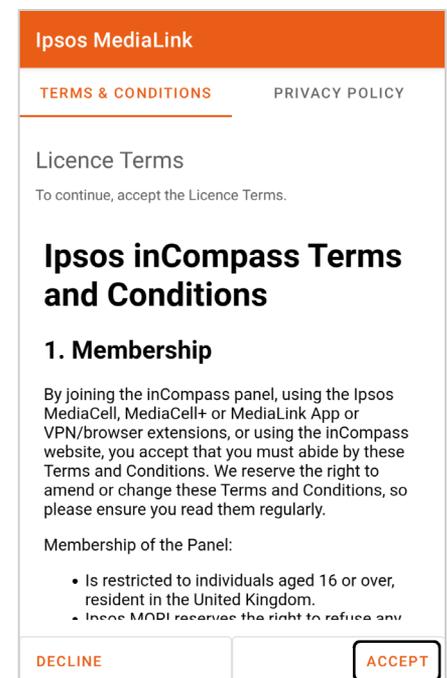


Step #3

Legal Acceptance

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

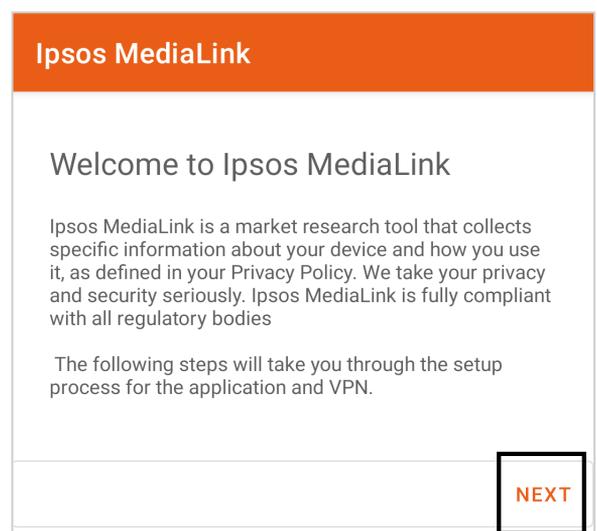
- Terms & Conditions
- Privacy Policy



Start Setup

You are now ready to begin the setup.

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



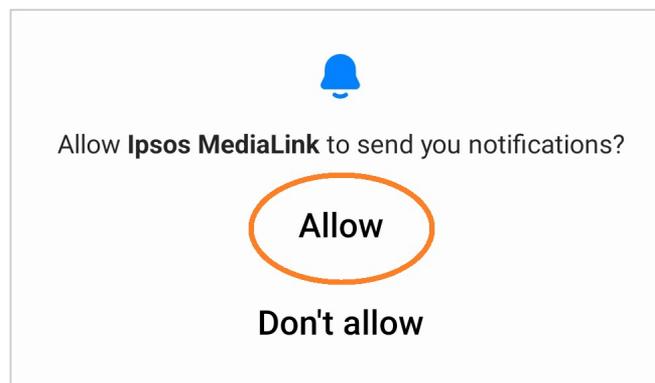
Step 4

Notifications Permission (Devices running Android 13+ only)

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 never use this feature to send you any advertisements.

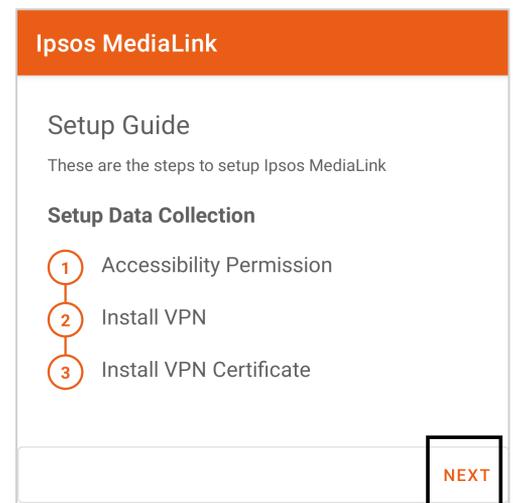


- You will now be prompted the Notification permission, please tap 'Allow'.

Continue Setup

You are now ready to continue the setup.

- Once happy, tap 'Next' to resume.



Step #5

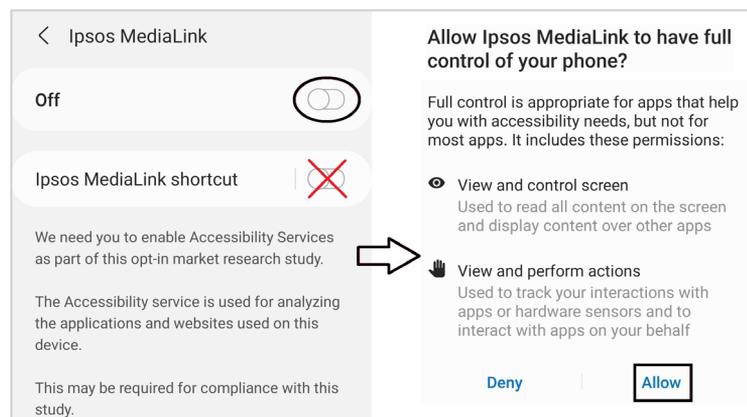
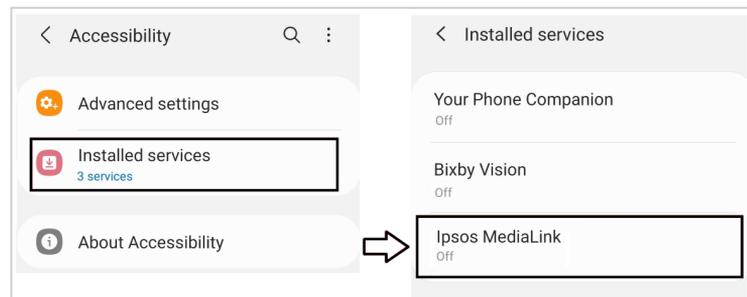
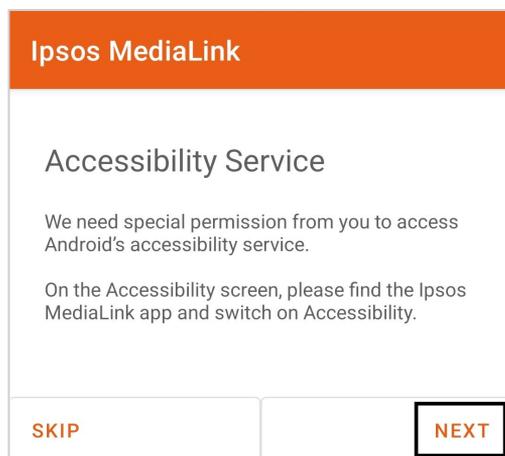
Enabling Accessibility Service

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.



- In the app, tap 'Next'.

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

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

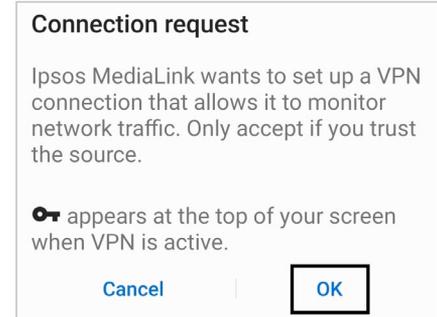
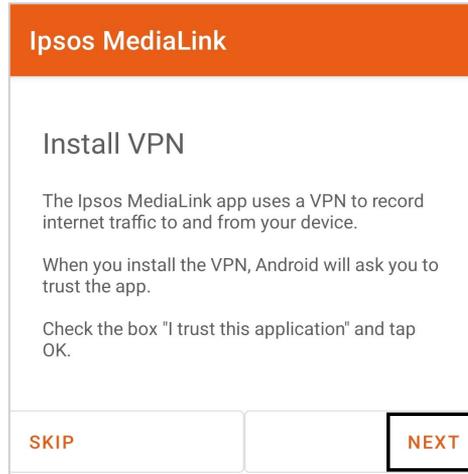
Now please kindly return back to the Ipsos MediaLink app to continue.

Step #6

Enable the VPN Connection

Tap 'Next'

You will now be prompted to allow permission for Ipsos MediaLink to create a VPN connection, tap 'OK' / 'Always Allow'.



Step #7

Install VPN Certificate

For devices running Android 10 or under

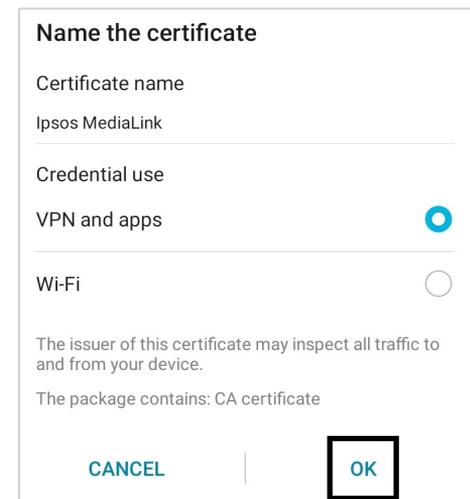
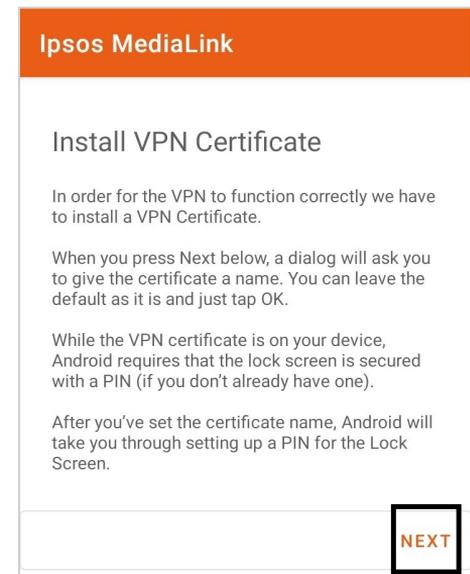
[For devices running **Android 11+**, please skip to the next page]

Tap 'Next'

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

You will now receive a prompt to save the Ipsos MediaLink certificate, please tap 'OK'

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



For devices running Android 11 or higher

On Android 11 devices, users need to:

1. Save the VPN certificate first
2. Install the CA certificate manually from the Settings menu.

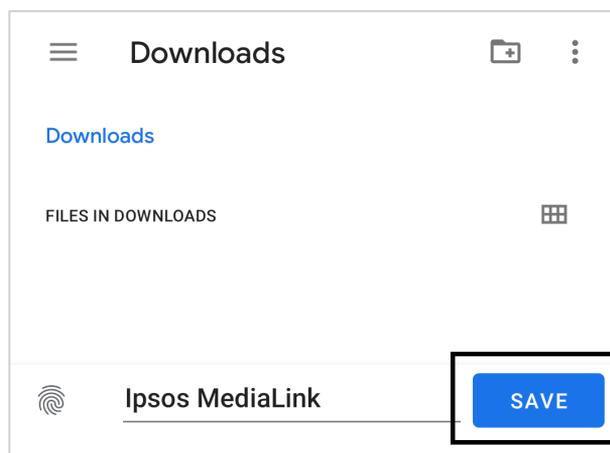
Save VPN Certificate

- Tap '**Next**', this will open your files app.



- Tap '**Save**' to save our certificate file (.crt).

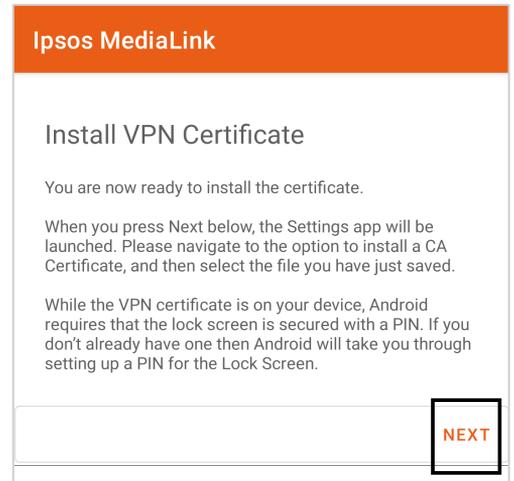
Please remember the place you have saved this file (by default, "**Downloads**" folder) ~ you will need to find this file in the next step.



Installing the Saved VPN Certificate

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

- Please tap '**Next**' – this will open your device '**Security**' settings menu.

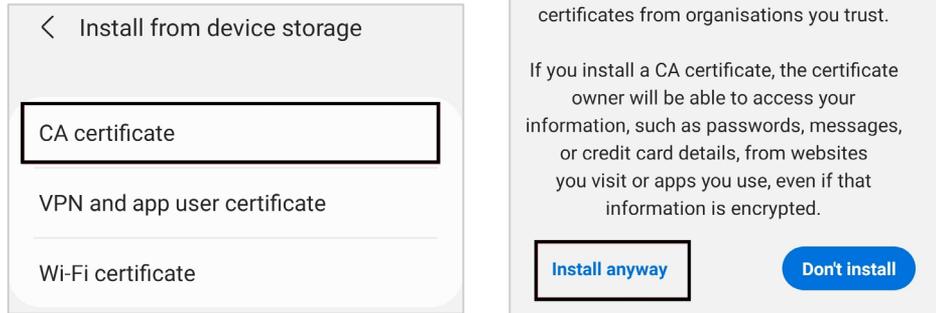


The exact location will differ depending on device model/manufacturer. To best assist, we have added a table below for where you *may* find the setting to install the saved certificate.

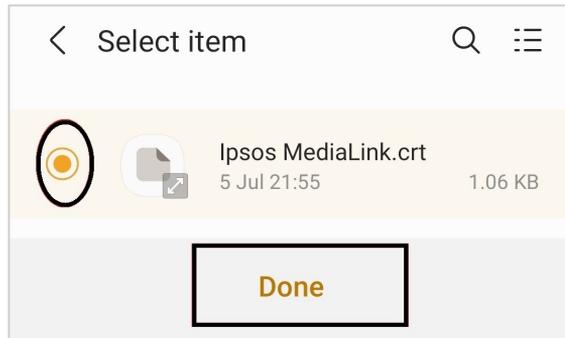
Note: You can also open your Settings app and click search for '*certificate*' to maximise your chance of locating the setting you need.

| Manufacturer | Possible Setting |
|------------------|--|
| Samsung | <ul style="list-style-type: none"> • Open 'Settings' > 'Biometrics and security' / 'Security and privacy' > 'Other security settings' > 'Install from device storage' > 'CA Certificate' |
| Google Pixel | <ul style="list-style-type: none"> • Open 'Settings' > 'Security' / 'Security & Privacy' > 'More Settings' / 'Encryptions and credentials' > 'Install a certificate' > 'CA Certificate' |
| Nokia / Motorola | <ul style="list-style-type: none"> • Open 'Settings' > 'Security' > 'Advanced' / 'Encryptions & credentials / certificates' > 'Install from storage/certificate' > 'CA Certificate' |
| Huawei | <ul style="list-style-type: none"> • Open 'Settings' > 'Security' > 'More Settings' > 'Encryptions & credentials' > 'Install from storage' > 'CA Certificate' |
| OnePlus | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • Open 'Settings' > 'Security' > 'Credentials Storage' > 'Install certificates from storage' > 'CA Certificate' |
| Xiaomi | <ul style="list-style-type: none"> • 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**')



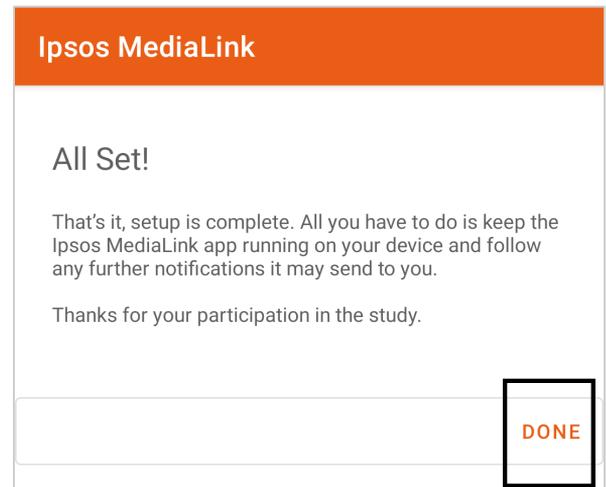
- To install the saved certificate, please find the certificate you saved and **tap/select the certificate (.crt)** ~ if prompted, please tap '**Done**'.



Step #8

Confirm the completion of the installation

- Tap '**Done**'



The Ipsos MediaLink application is now installed and set up.

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+ | <ul style="list-style-type: none"> Open 'Settings' > 'Apps' > Find & tap 'Ipsos MediaLink' > 'Battery' / 'App battery usage' > Set to 'Unrestricted'. |
| Android 11 or lower | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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' |

YOU'RE ALL SET

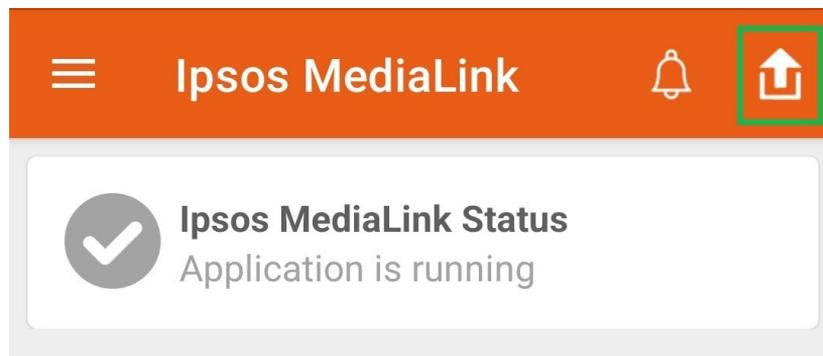
In the app: you should see a notification stating 'Application is running'

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

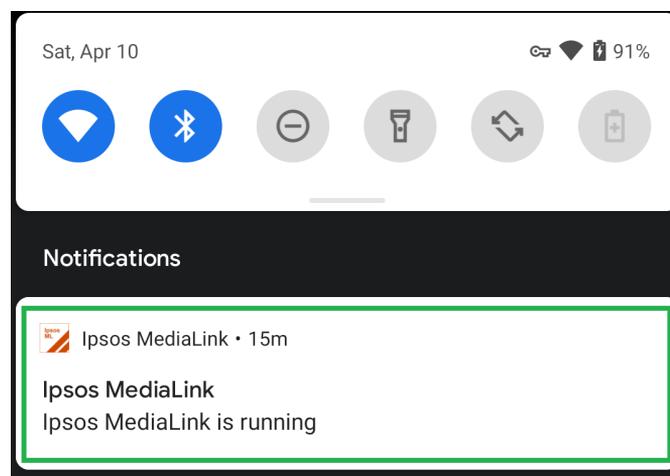


You can tap the '**Upload**' button (**top right corner of the app**) to send data manually.

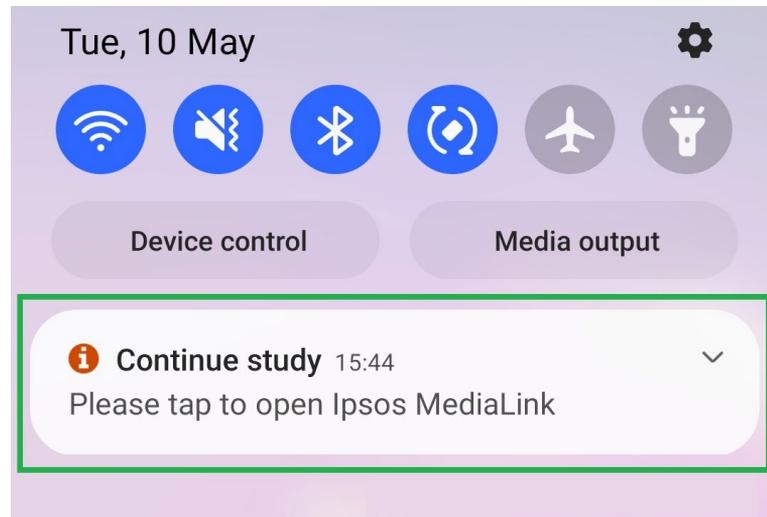
Status Bar



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.