inCompass

Installation Guide for Ipsos MediaLink 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 '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.

ompass Pai	nel
Thank you for a device, please s	agreeing to download the app onto your Android device. To serve you the correct app for this select the type of device you are using below. This will take you to the appropriate app to install.
	Download for Android Smartphone
_	or
	Download for Android Tablet
If you need any	assistance, please contact your panel support team on support@incompass.me.uk who will b

Please tap on '<u>Download for Android Tablet</u>'

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 '<u>Open</u>'



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Step #2

App Registration

If prompted:

- Please <u>enter your email address</u> that you used to register on the Panel.
- Once done, tap '<u>Sign In'</u>

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

Step #3

Legal Acceptance

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

- Terms & Conditions
- Privacy Policy

Start Setup

You are now ready to begin the setup.

Once happy, tap '<u>Next</u>' to start.

Ipsos ML	
Email or invite code	
SIGN IN	





Ipsos MediaLink

Welcome to Ipsos MediaLink

DECLINE

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 and VPN.

ACCEP⁻



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 <u>never</u> use this feature to send you any advertisements.



 You will now be prompted the Notification permission, please tap '<u>Allow</u>'.

Continue Setup

You are now ready to continue the setup.

• Once happy, tap '<u>Next</u>' to resume.

Ostron Oscida	
Setup Guide	
These are the steps to setup Ipsos MediaLink	
Setup Data Collection	
1 Accessibility Permission	
2 Install VPN	
(3) Install VPN Certificate	
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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 <u>not</u> under any circumstances ever modify what you see on your device screen.

	< Accessibility Q :	< Installed services
	Advanced settings	Your Phone Companion
psos MediaLink	Installed services 3 services	Bixby Vision
	About Accessibility	Ipsos MediaLink
Accessibility Service		
We need special permission from you to access	< Ipsos MediaLink	Allow Ipsos MediaLink to have full control of your phone?
On the Accessibility screen, please find the Ipsos	Off	Full control is appropriate for apps that help you with accessibility needs, but not for
	Ipsos MediaLink shortcut	 View and control screen
PNEXT	We need you to enable Accessibility Services as part of this opt-in market research study.	and display content over other apps
J	The Accessibility service is used for analyzing the applications and websites used on this device.	View and perform actions Used to track your interactions with apps or hardware sensors and to interact with apps on your behalf
	This may be required for compliance with this study.	Deny

In the app, tap '<u>Next</u>'.

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

Find & tap '<u>Ipsos MediaLink</u>' and turn the toggle from <u>OFF</u> to <u>ON</u>.

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



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Step #6

Enable the VPN Connection

Tap 'Next'

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

Connection request	
Ipsos MediaLink wants to set up a VPN connection that allows it to monitor	
network traffic. Only accept if you trust the source. •• appears at the top of your screen when VPN is active.	

Step #7

Install VPN Certificate



For devices running <u>Android 11+</u>, please skip to the next page

Tap '<u>Next</u>'

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 lpsos 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.

Ipsos MediaLink

Install VPN Certificate

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 just tap OK.

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).

After you've set the certificate name, Android will take you through setting up a PIN for the Lock Screen.



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Name the certificate

Certificate name

Ipsos MediaLink

Credential use

VPN and apps

CANCEL

Wi-Fi

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

The package contains: CA certificate





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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 '<u>Next</u>', this will open your files app.

Save VPN Certi	ficate
In order for the VPN to fo	inction correctly we have
to install a VPN Certifica	te.
When you press Next be	ow, a dialog will ask you
to select a location to sa	ve the certificate. You
can leave the default as	it is and just tap Save.

Tap '<u>Save</u>' 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.

≡	Downloads	•
Dow	nloads	
FILES	IN DOWNLOADS	=
Ĩ	Ipsos MediaLink	SAVE

Installing the Saved VPN Certificate **Ipsos MediaLink** You are now required to **INSTALL** the Install VPN Certificate certificate file that you saved previously. 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. Please tap 'Next' - this will open your While the VPN certificate is on your device, Android requires that the lock screen is secured with a PIN. If you device 'Security' settings menu. 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** Open 'Settings' > 'Biometrics and security' / 'Security and privacy' > Samsung 'Other security settings' > 'Install from device storage' > 'CA Certificate' Open 'Settings' > 'Security' / 'Security & Privacy' > 'More Settings' / **Google Pixel** 'Encryptions and credentials' > 'Install a certificate' > 'CA Certificate' Nokia / Open 'Settings' > 'Security' > 'Advanced' / 'Encryptions & credentials / Motorola 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' Open 'Settings' > 'Password & Security' > 'Privacy' > 'More security' Xiaomi settings' / 'Encryptions & credentials' > 'Install rom storage/certificate' > 'CA Certificate'

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Find and tap '<u>CA certificate</u>' (in the following security warning, tap 'Install anyway')



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



Step #8

Confirm the completion of the installation

Tap '<u>Done</u>'

Ipsos MediaLink	
All Setl	
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	
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 lpsos 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.

Possible Setting
 Open 'Settings' > 'Apps' > Find & tap 'Ipsos MediaLink' > 'Battery' / 'App battery usage' > Set to 'Unrestricted'.
 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'.
 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'.
 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 '<u>Application is running</u>' <u>Status Bar</u>: 1 x VPN key and 1 x Ipsos MediaLink icon will be present <u>Notification Panel</u>: 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 lpsos MediaLink app in order for the app to start.