

Installation Guide for Ipsos MediaLink for Apple iPad

This is the install guide for our new application, Ipsos MediaLink 

If you have previously installed our older Ipsos MediaLink VPN only solution, please could you kindly ensure you have removed the VPN using the guide below:

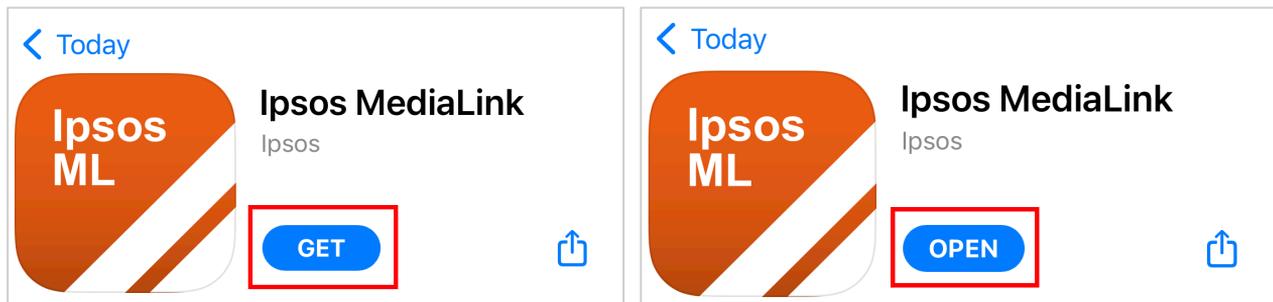
[Click here to view the old Uninstall Guide for Ipsos MediaLink VPN](#)

Step #1

Downloading & Installing the 'Ipsos MediaLink' App

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

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



- Please tap **GET** 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.

"Ipsos MediaLink" Would Like to Send You Notifications

Notifications may include alerts, sounds and icon badges. These can be configured in Settings.

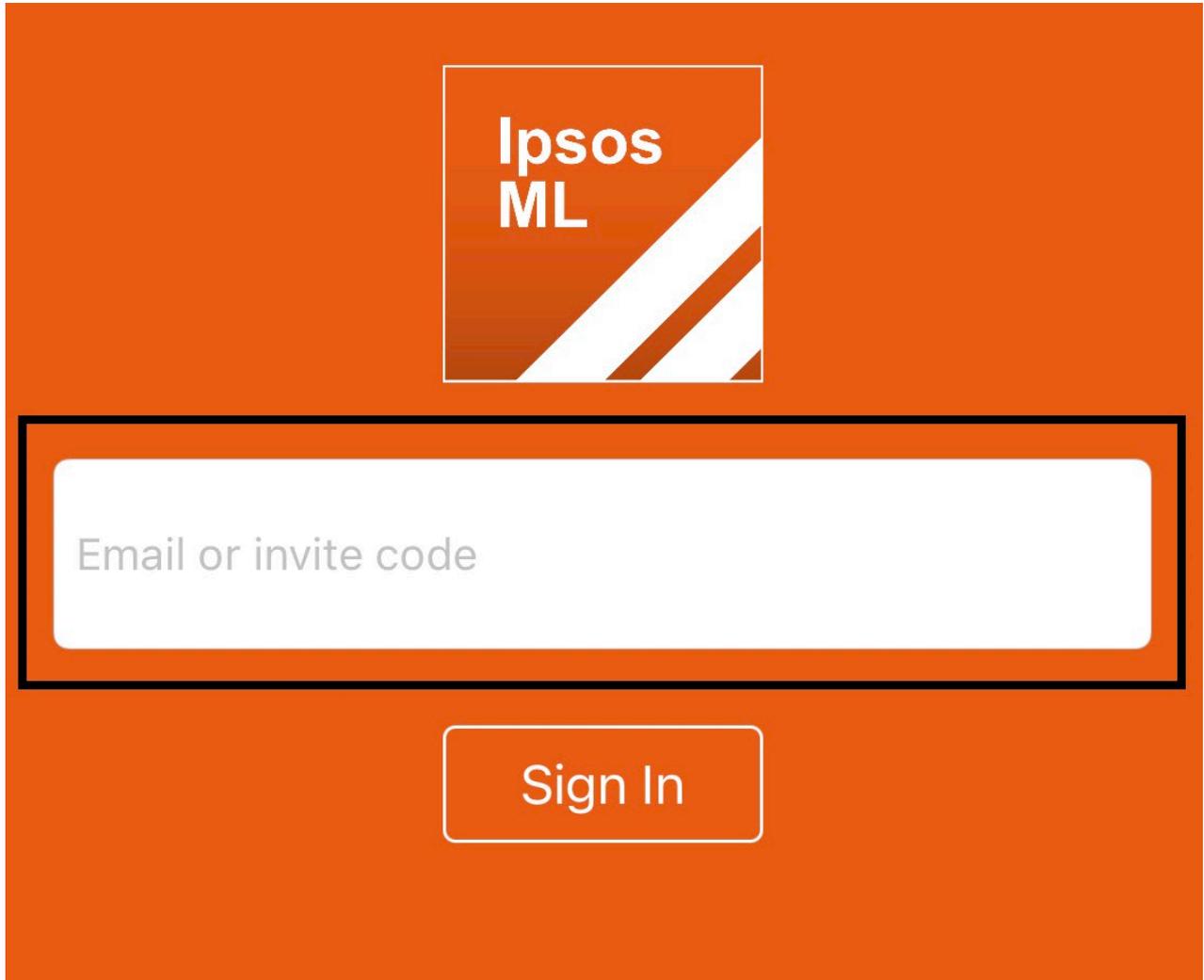
Don't Allow

Allow

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Step #3

App Registration



When 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.

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Step #4

App Terms & Conditions / Privacy Policy

Please read and **accept** the following:

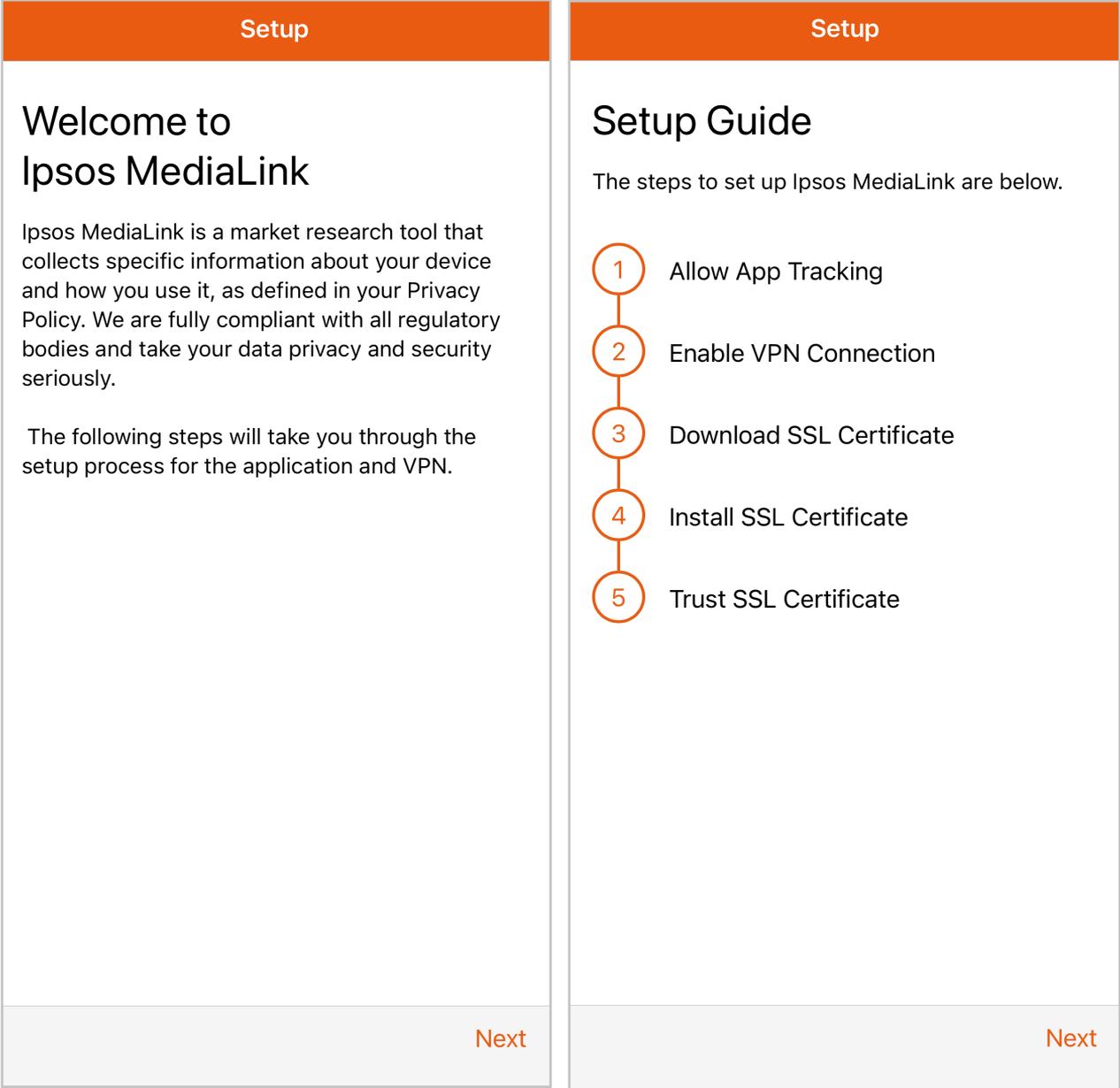
- Privacy Policy
- Terms and Conditions

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

Privacy Policy	Licence Terms
<p>To continue, accept the licence terms.</p> <h2>Ipsos inCompass Privacy Policy</h2> <p>Effective: 17/06/2019</p> <p>How we use your information</p> <p>Ipsos MORI UK Limited, (“Ipsos MORI”, ”we” or “us”), commonly known as Ipsos MORI, is a company registered in the United Kingdom 3 Thomas More Square, London, E1W 1YW under company number 01640855. Ipsos MORI is part of the Ipsos worldwide group of companies.</p> <p>This privacy policy explains how we use any personal information we collect about you (“Panellist”, ”you” or “your”) when you install the MediaCell+ app on your smartphone, the inCompass app on additional devices, the inCompass VPN on your smartphone or additional devices, join in our inCompass panel, take part in inCompass surveys or use the panel members’ website.</p> <p>What are Ipsos MORI’s company details?</p> <p>Ipsos MORI is a specialist research agency established in the United Kingdom and part of the Ipsos worldwide group of research companies. Ipsos MORI’s full company and registered details are: Ipsos MORI UK Limited (Company No: 0101640855) whose registered</p> <p>Decline  Accept</p>	<p>To continue, accept the licence terms.</p> <h2>Ipsos inCompass Terms and Conditions</h2> <p>Effective: 17/06/2019</p> <p>1. Membership</p> <p>By joining the inCompass panel, using the inCompass app, using the inCompass VPN or using the inCompass website, you accept that you must abide by these Terms and Conditions. We reserve the right to amend or change these Terms and Conditions, so please ensure you read these Terms and Conditions regularly (on the website www.incompass.me.uk if you have access to the website, or the latest version that has been posted to you if you do not have access to the website).</p> <p>Membership of the Panel:</p> <ul style="list-style-type: none">• Is restricted to individuals aged 16 or over, resident in the United Kingdom.• Ipsos reserves the right to refuse any membership applications and/or terminate membership without giving a reason.• Membership is free and is personal to you. You may not transfer your membership to anyone else.• You will NOT be eligible to join (or if already a <p>Decline  Accept</p>

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Set up Ipsos MediaLink



Setup

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 are fully compliant with all regulatory bodies and take your data privacy and security seriously.

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

Next

Setup

Setup Guide

The steps to set up Ipsos MediaLink are below.

- 1 Allow App Tracking
- 2 Enable VPN Connection
- 3 Download SSL Certificate
- 4 Install SSL Certificate
- 5 Trust SSL Certificate

Next

For the two screen's that will appear (above) please:

- Tap '**Next**' to continue.

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Step #5

Allow App Tracking

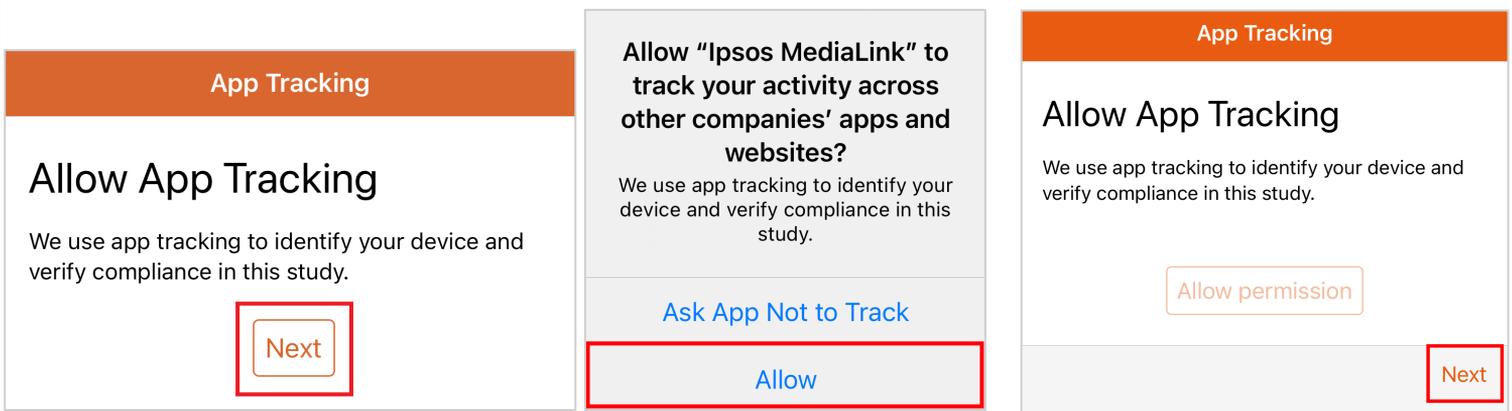
Applicable for Apple iOS devices running iOS 14.0 or higher

You will now be prompted to allow **Ipsos MediaLink** to identify your device & verify your compliance for this study.

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.

1. Please tap '**Next**' in the setup screen.
2. Finally tap '**Allow**' when iOS prompts you to permit tracking.
3. Now tap '**Next**' to move onto the next step.



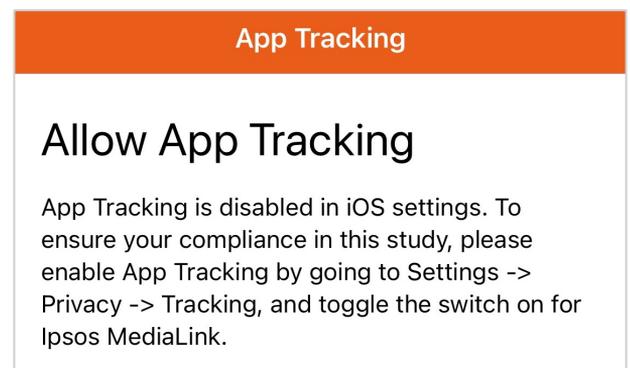
The first screenshot shows the 'App Tracking' header, the text 'Allow App Tracking' and 'We use app tracking to identify your device and verify compliance in this study.', and a 'Next' button highlighted with a red box.

The second screenshot shows the title 'Allow "Ipsos MediaLink" to track your activity across other companies' apps and websites?' and the text 'We use app tracking to identify your device and verify compliance in this study.', an 'Ask App Not to Track' button, and an 'Allow' button highlighted with a red box.

The third screenshot shows the 'App Tracking' header, the text 'Allow App Tracking' and 'We use app tracking to identify your device and verify compliance in this study.', an 'Allow permission' button, and a 'Next' button highlighted with a red box.

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.



The screenshot shows the 'App Tracking' header, the text 'Allow App Tracking', and the instructions: 'App Tracking is disabled in iOS settings. To ensure your compliance in this study, please enable App Tracking by going to Settings -> Privacy -> Tracking, and toggle the switch on for Ipsos MediaLink.'

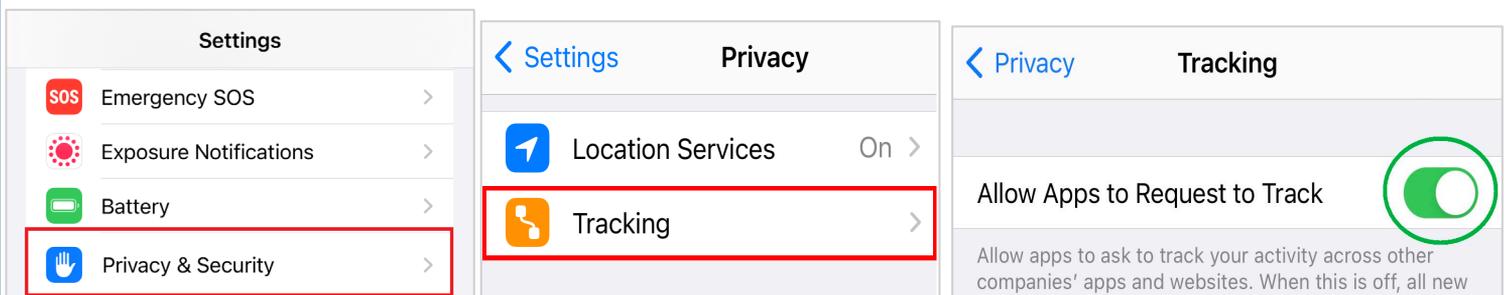
To fix this, please kindly follow the instructions on the next page.

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Allowing Apps permission to simply REQUEST for tracking permission

This permission is required for Ipsos MediaLink 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 MediaLink**'  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 MediaLink**' app tracking toggle enabled/ON.

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

The next page shows you how this can be done.

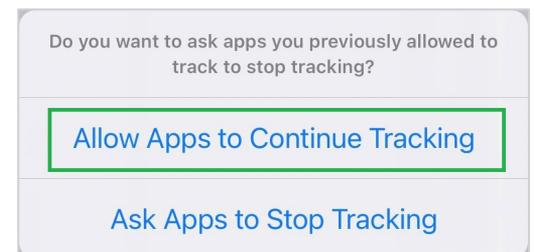
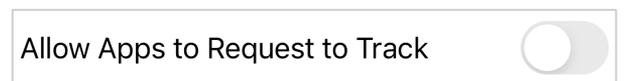
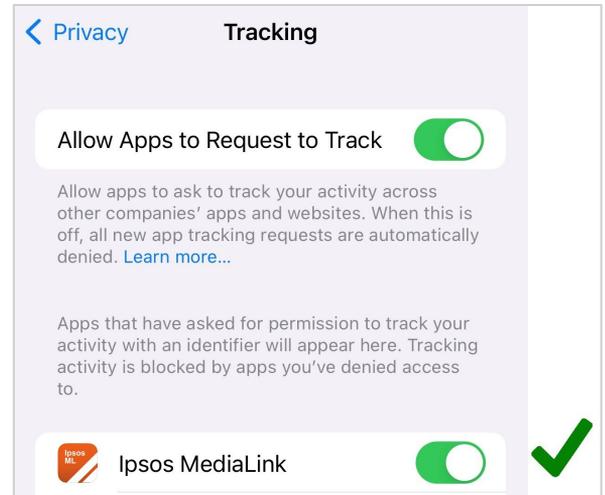
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OPTIONAL

Turning OFF app 'REQUEST' permission

When tracking for Ipsos MediaLink 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 MediaLink** is (1) **listed** and (2) **enabled**, the app will be fully functional.



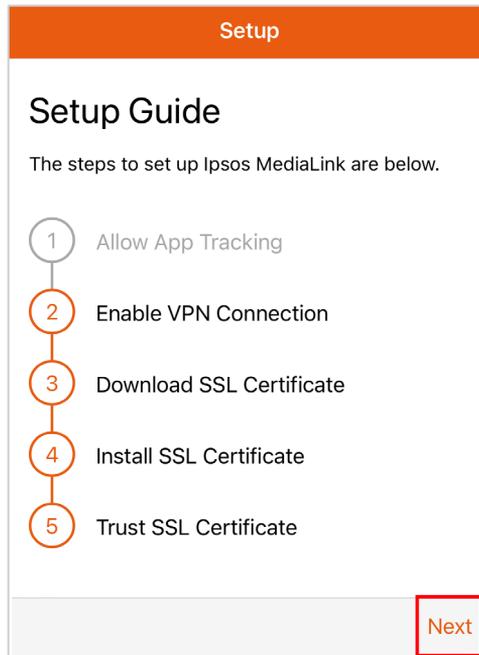
Note: Please remember it is your responsibility to ensure your iOS device is only permitting tracking for the applications you have approved, Ipsos MediaLink has no capability to enable tracking for other apps.

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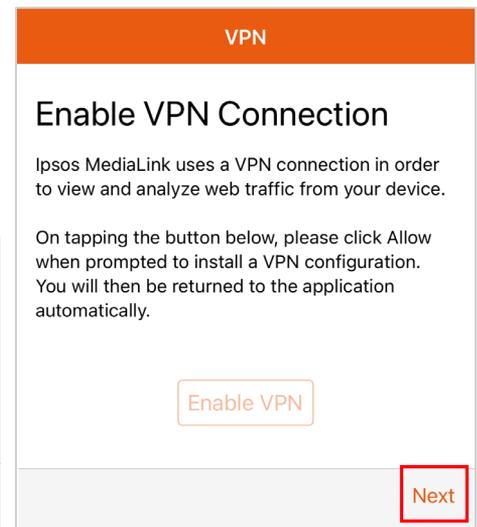
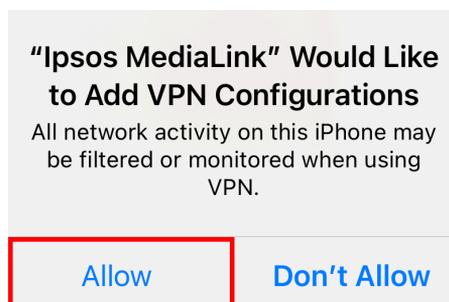
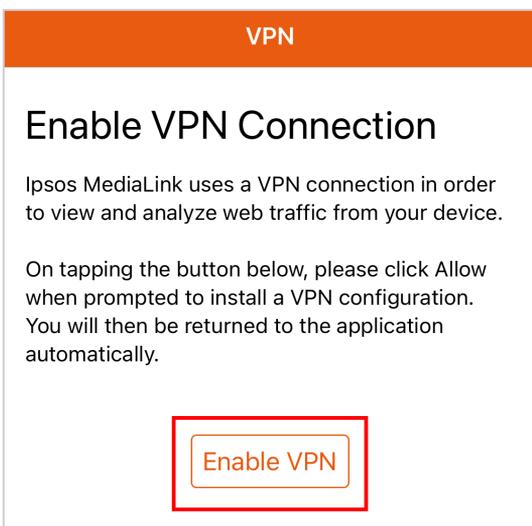
Step #6

Enable VPN Connection

In the app, you will now need to enable the VPN connection for Ipsos MediaLink.



- Tap the '**Next**' button in order to proceed.



- Please tap the '**Enable VPN**' button to initiate the connection prompt.
- A popup will appear to add the '*VPN Configuration*', tap '**Allow**'.
- Once done, please tap '**Next**' to move onto the next step.

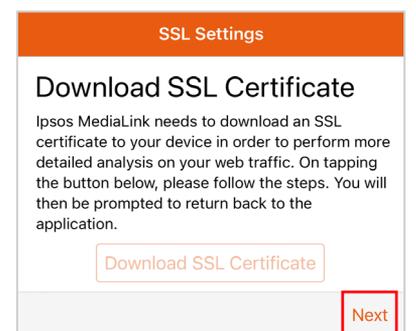
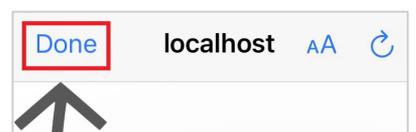
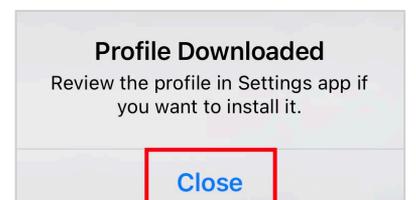
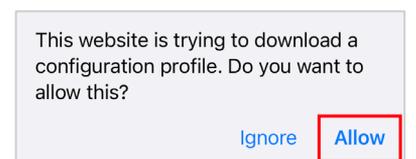
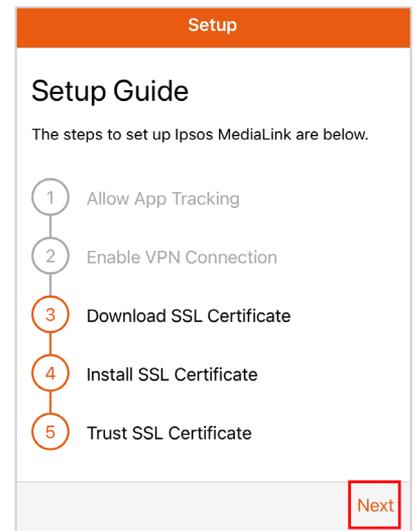
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Step #7

Downloading the SSL Certificate

You will now need to download the SSL certificate for the app.

- In the app setup guide, tap the '**Next**' button in order to proceed.
- Now, tap the '**Download SSL Certificate**' button, this will open in your default browser.
- In the popup that appears, please tap '**Allow**'.
- Once the profile has downloaded, in the popup, tap '**Close**'.
- Once downloaded, on the top left of the screen, tap '**Done**'.
- Now, in the app, tap '**Next**' to move to the next step of the installation.



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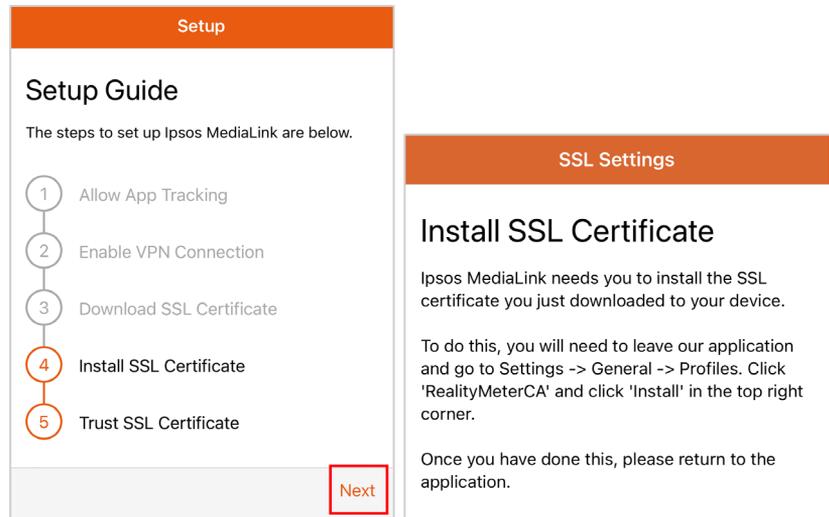
Step #8

Install SSL Certificate

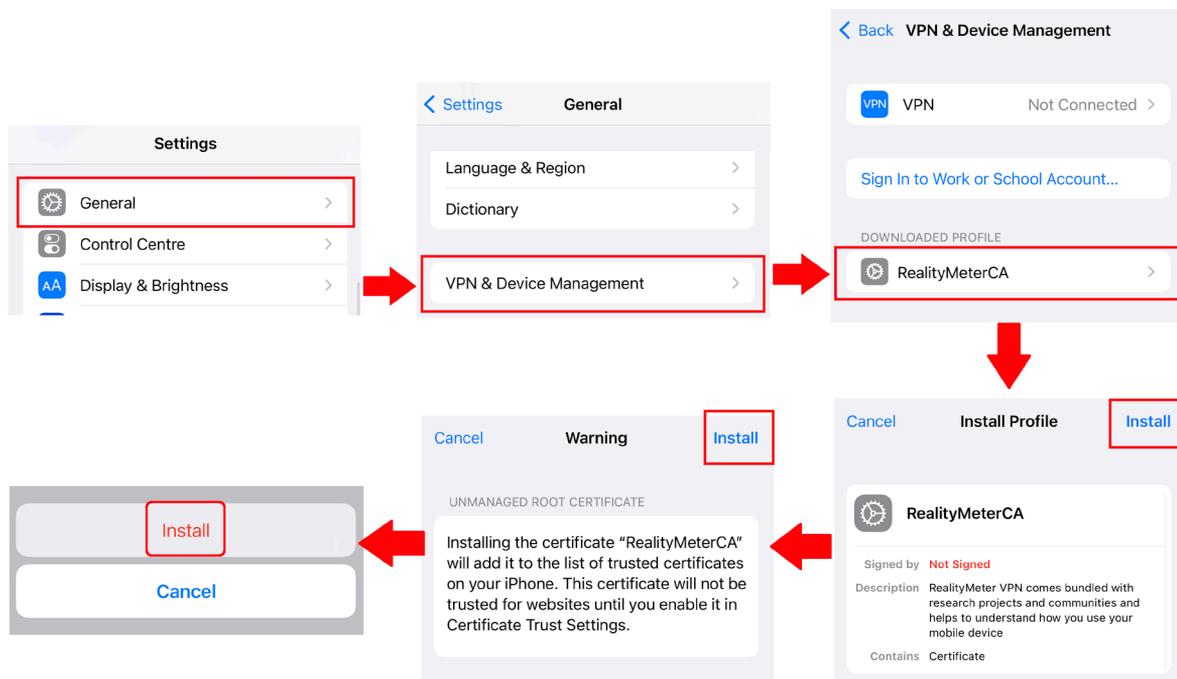
You will now need to **INSTALL** the SSL Certificate you have downloaded in Step 7.

In the Setup Guide:

- Tap '**Next**' to view the instruction screen for this step.



- **8.1** - Open the '**Settings**' app on your iOS device. 
- **8.2** - Find and tap '**General**'.
- **8.3** - Find and tap '**VPN & Device Management**' or '**Profile**'.
- **8.4** - Under '**Downloaded Profiles**' please find/tap '**RealityMeterCA**'.
- **8.5** - Tap '**Install**' (if prompted please enter your pin/password).
- **8.6** - Confirm once again by tapping '**Install**'.
- **8.7** - You may be given one final confirmation, tap '**Install**'.



Once, completed, please **OPEN** Ipsos MediaLink and tap '**Next**'.

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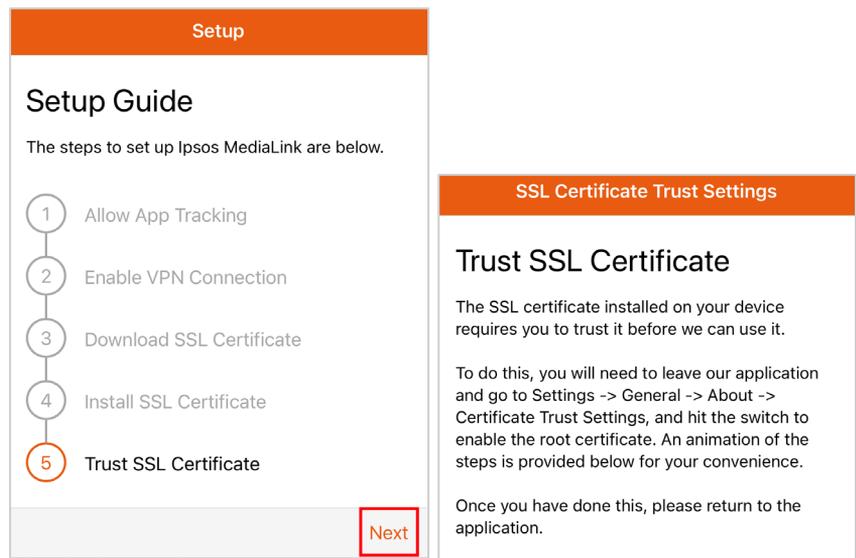
Step #9

Trust SSL Certificate

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

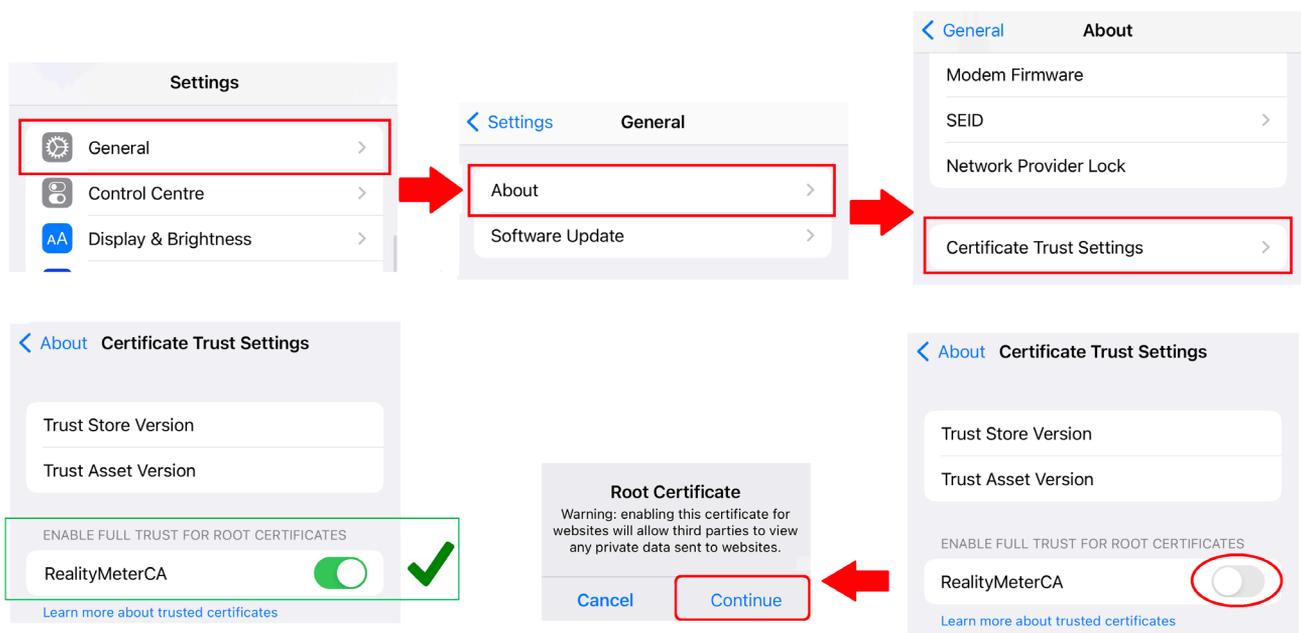
In the Setup Guide:

- Tap '**Next**' to view the instruction screen for this step.



- **9.1** – Open the '**Settings**' app on your iOS device. 
- **9.2** – Find and tap '**General**'.
- **9.3** – Find and tap '**About**'
- **9.4** – Scroll to the bottom to find/tap on '**Certificate Trust Settings**'
- **9.5** – For "**RealityMeterCA**" please switch/tap the toggle **ON**.
- **9.6** – When prompted by Apple iOS, please tap '**Continue**'.

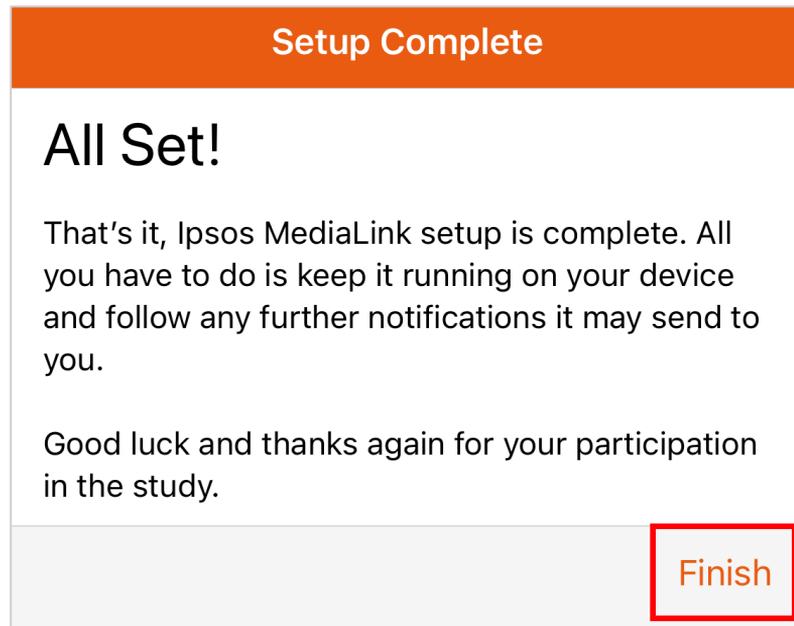
The toggle will now be switched on  and the certificate is trusted.



Once, completed, please **OPEN** Ipsos MediaLink and tap '**Next**'.

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Finish your installation



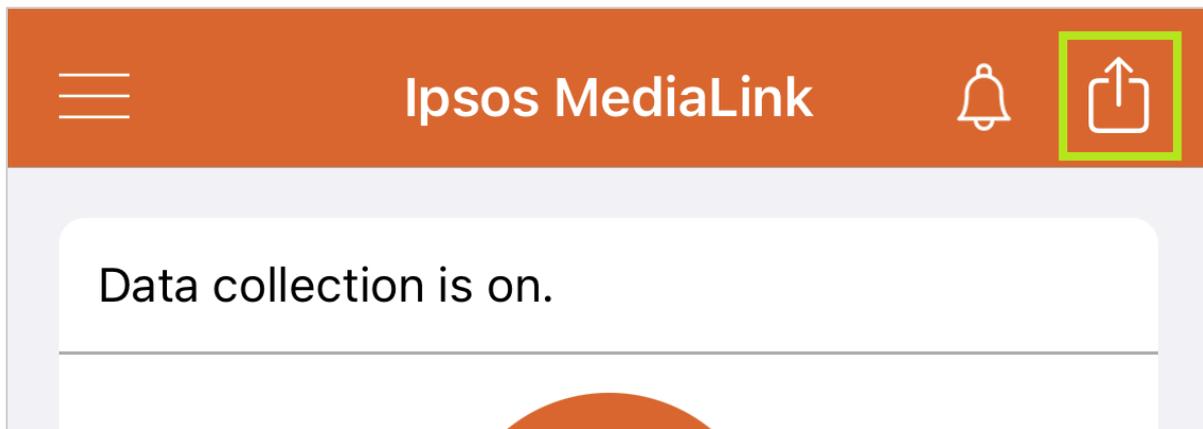
Once returned to the Ipsos MediaLink app:

- Tap '**Finish**' to complete the installation.

The application is now installed.

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How to upload data manually?



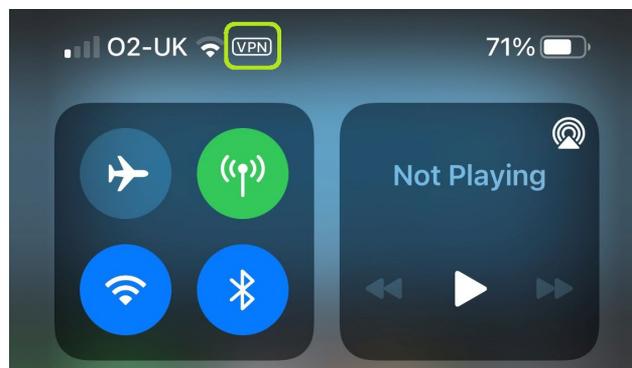
The Ipsos MediaLink app can send data by itself, if you wish to send data manually, you can tap the Upload button by doing the following:

1. Open the Ipsos MediaLink app on your device.
2. Along the top right, you can see the Upload icon for the app. Tap this button and the app will attempt to force upload data. 

How to know if the VPN is running?

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

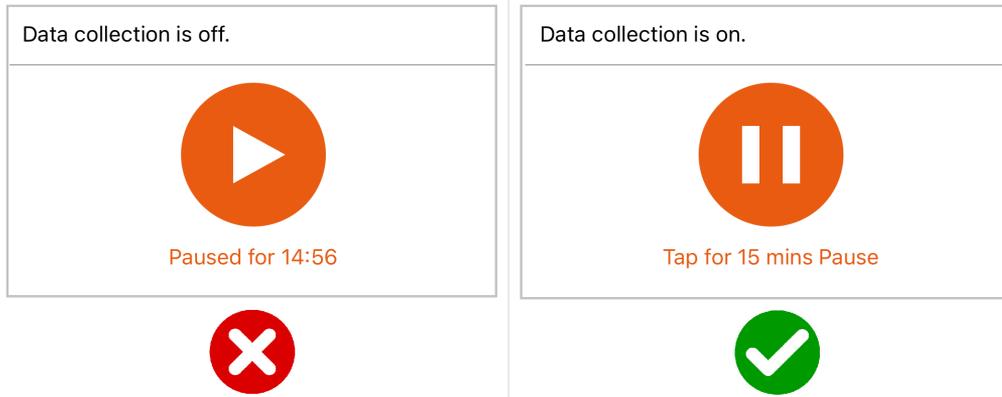
Status Bar / Control Centre



- Your iOS device will show a VPN icon in the status bar of the device to show when the VPN is running.

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How to know if the app is running? Can I 'Pause' data collection?



- In the Ipsos MediaLink app, it will state “**Data collection is on.**”
- If you would like to ‘**Pause**’ data collection for 15 minutes, you can tap the ‘Pause’ button. The in-app graphic will read “**Data Collection is off.**” and the timer will resume automatically after 15 minutes. You can manually resume by tapping the ‘**Start**’ icon.