Installation Guide for Ipsos MediaLink for Apple iPad

This is the install guide for our <u>new</u> application, Ipsos MediaLink

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

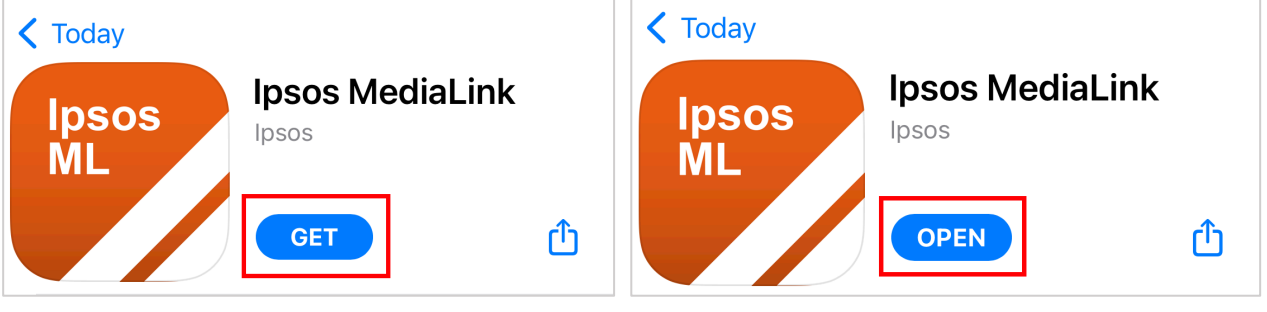
Click here to view the old Uninstall Guide for Ipsos MediaLink VPN

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:

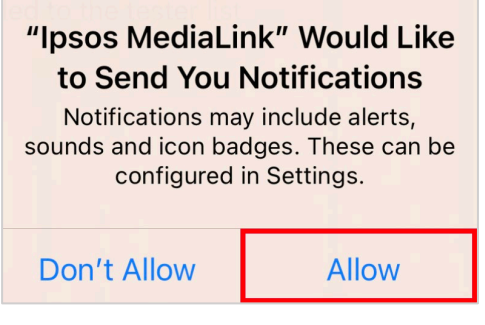


- Please tap GET or to begin downloading and installing the application.
- Once installed, tap '**Open**'

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.

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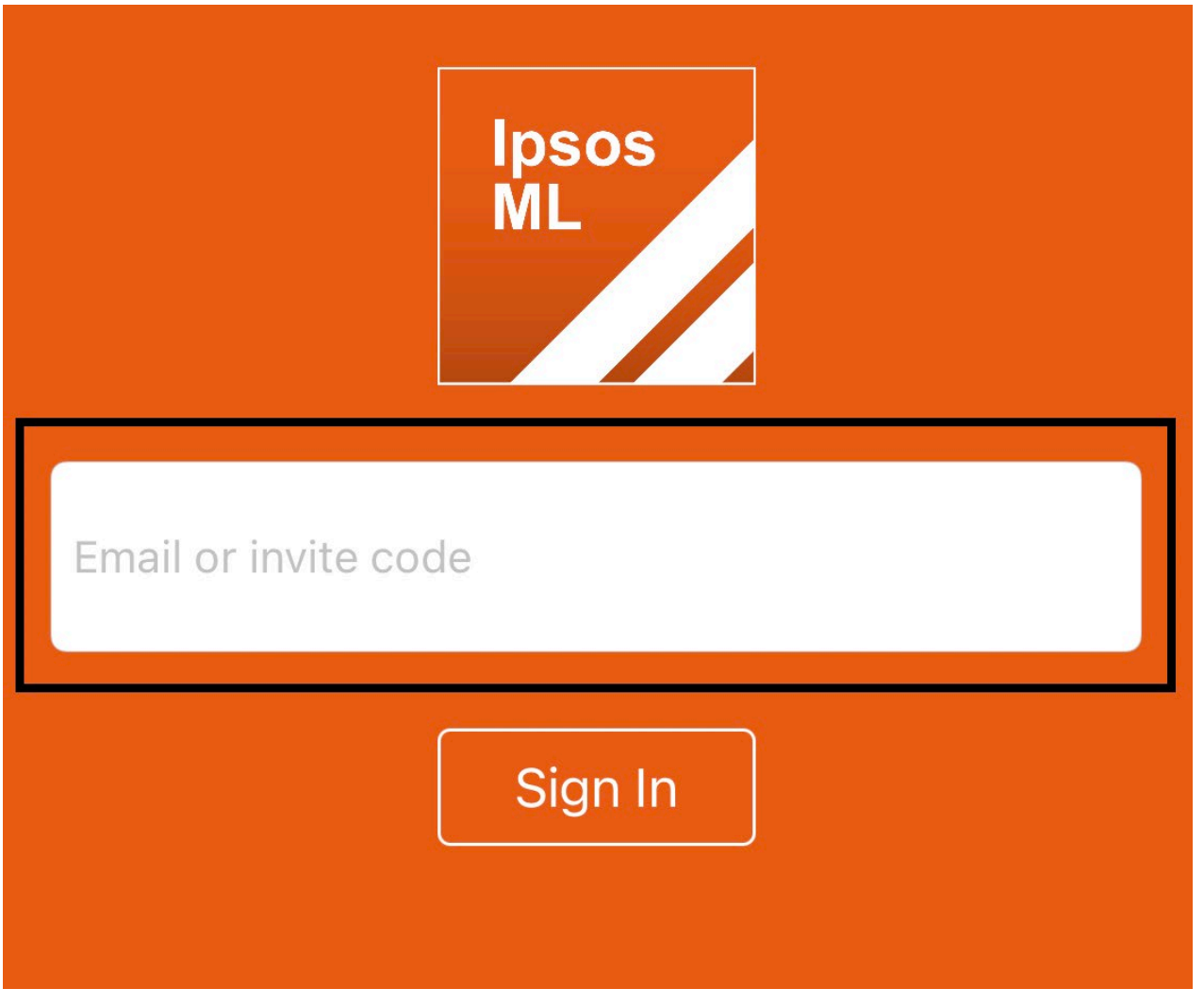
Step #3

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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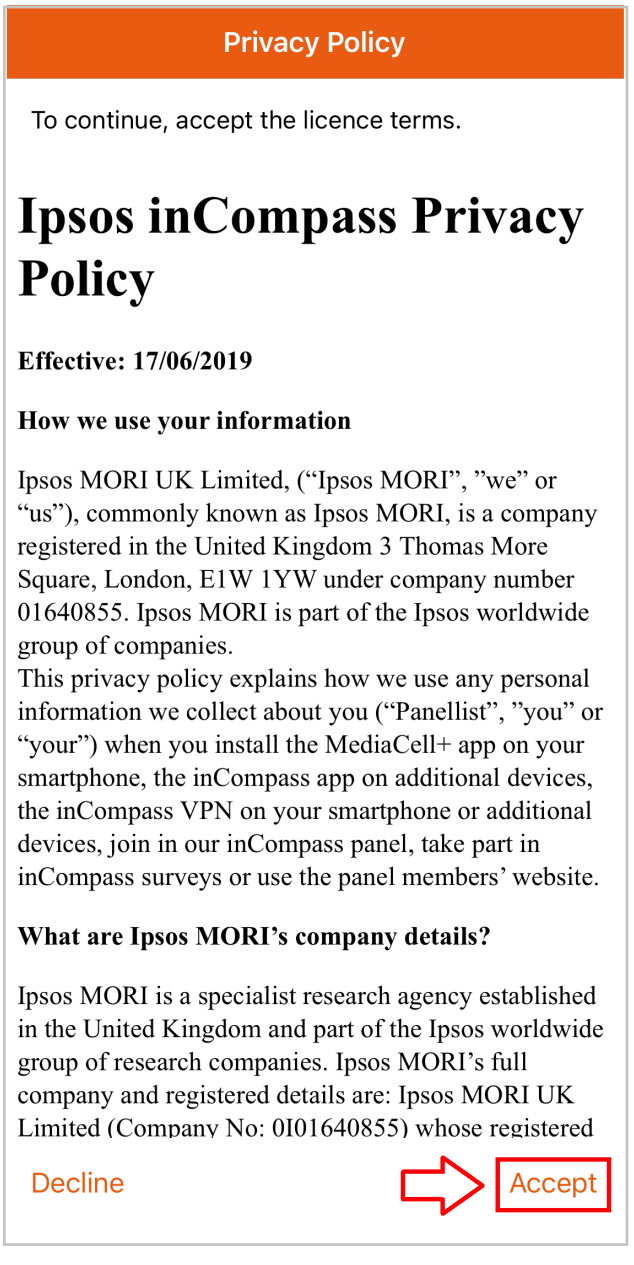
Step #4

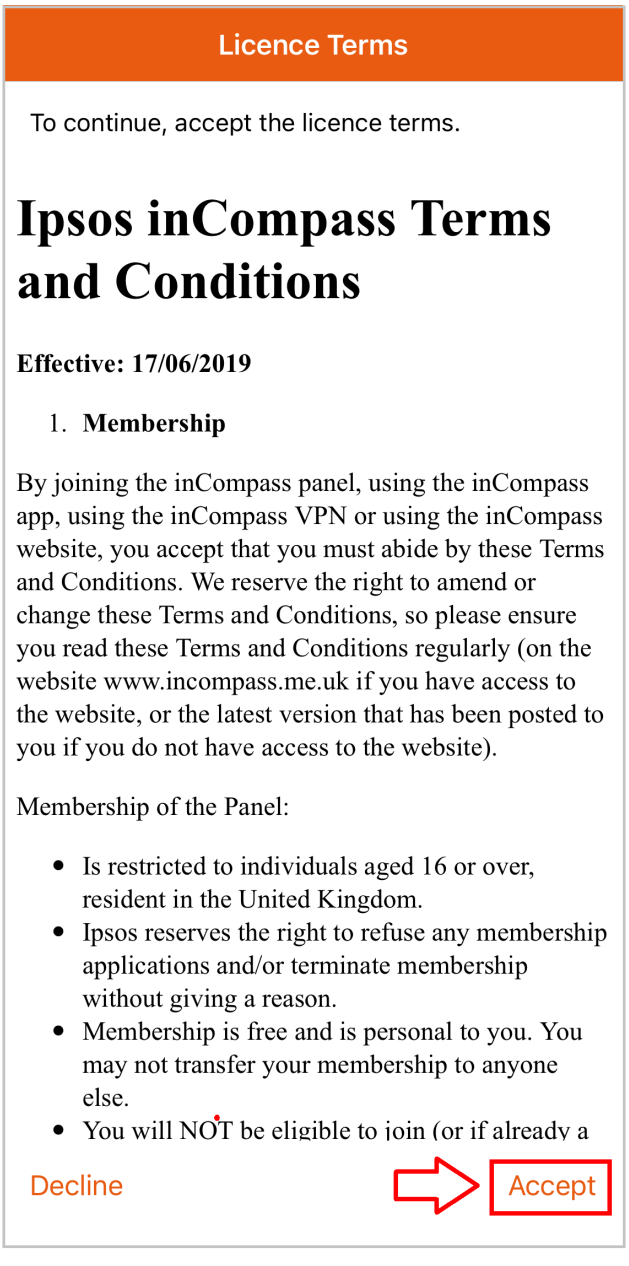
App Terms & Conditions / Privacy Policy

Please read and **accept** the following:

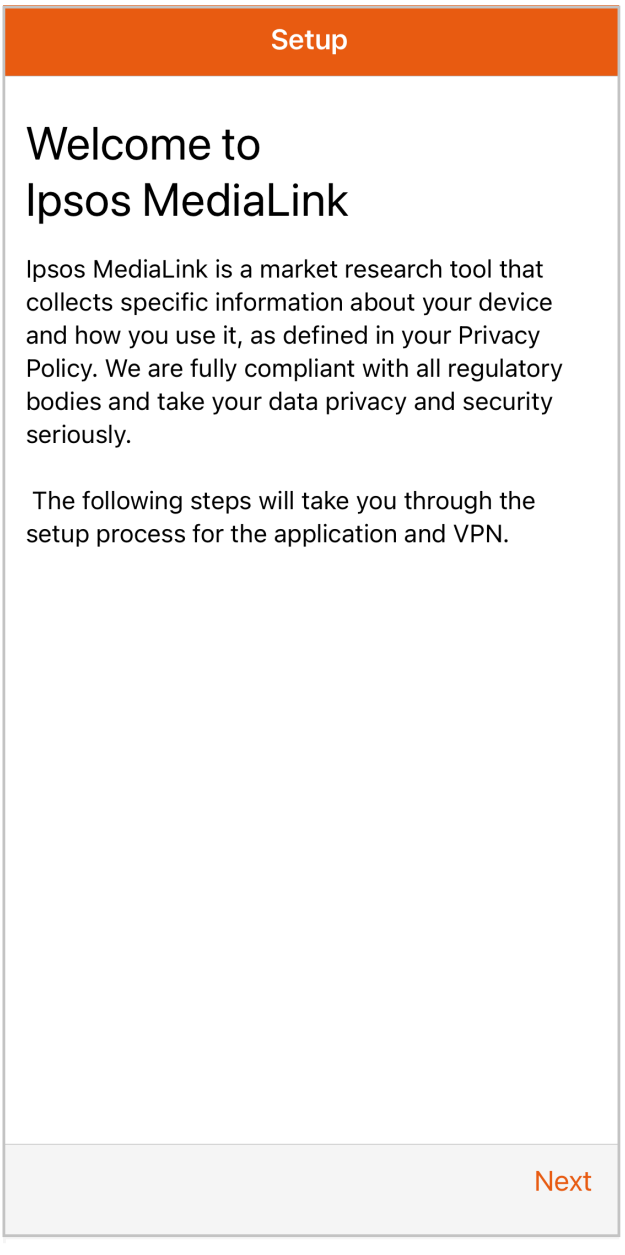
- Privacy Policy
- Terms and Conditions

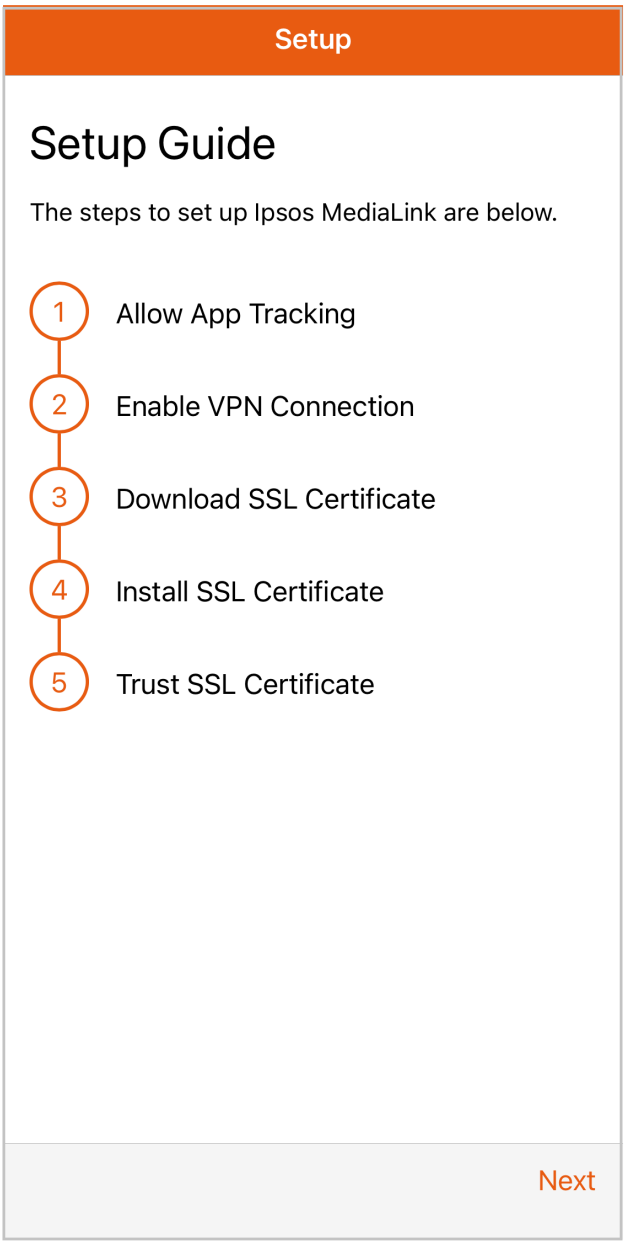
No data is collected/sent on or from your device until these terms have been accepted.





Set up Ipsos MediaLink





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

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

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Step #5

Allow App Tracking

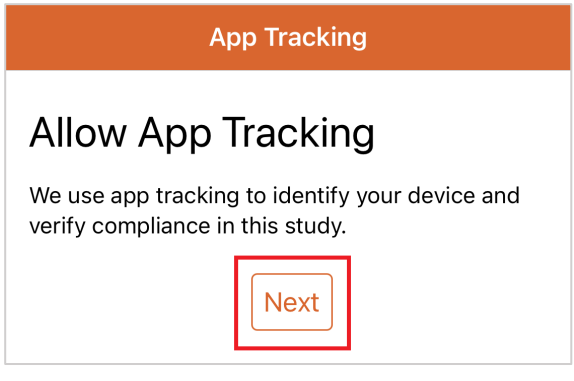
Applicable for Apple iOS devices running iOS 14.0 or higher

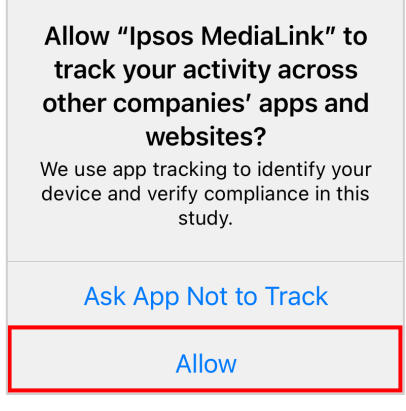
You will now be prompted to allow **Ipsos MediaLink** to identify your device & verify your compliance for this study.

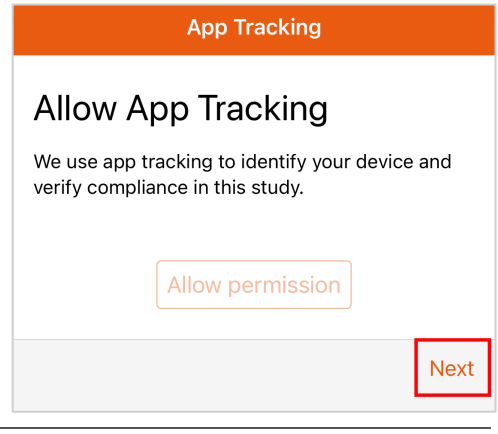
You will never receive any ads due to your use of this app. We will only use the functionality given via this permission to collect your media usage, in line with the panel Privacy Policy and Terms & Conditions.

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.

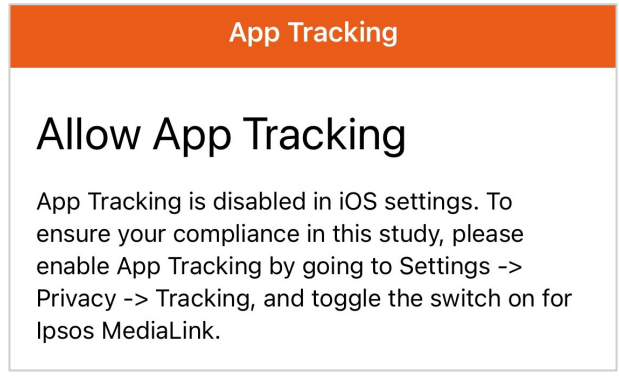






Did not receive tracking permission?

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



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

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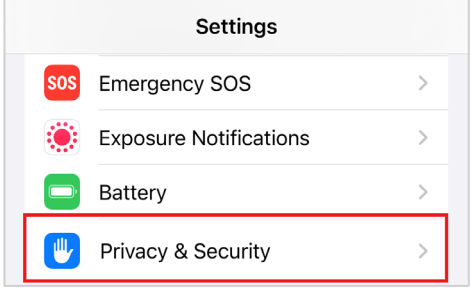
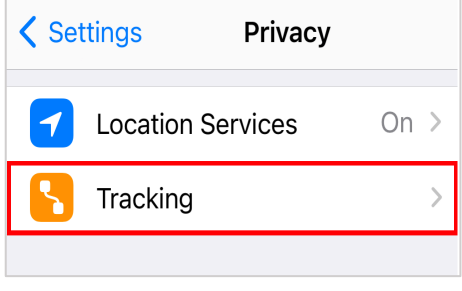
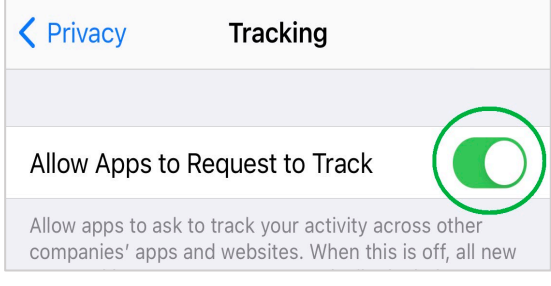
Allowing Apps permission to simply REQUEST for tracking permission

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.

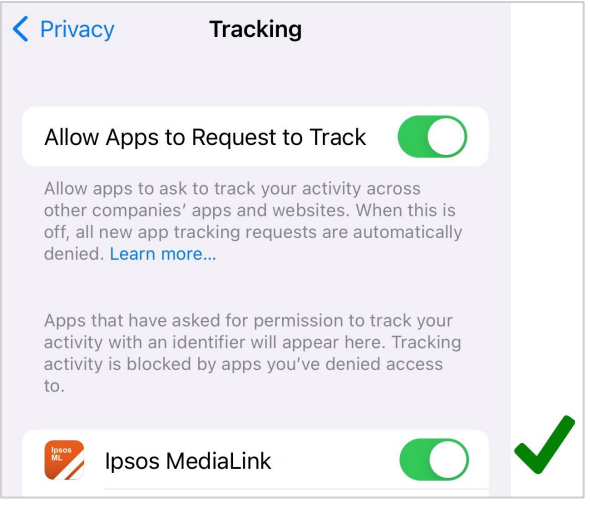
The **next page** shows you how this can be done.

Installation Guide for Ipsos MediaLink for Apple iPad

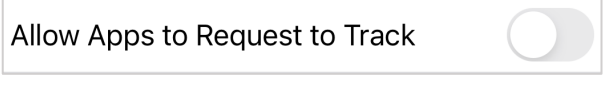
OPTIONAL

Turning OFF app 'REQUEST' permission

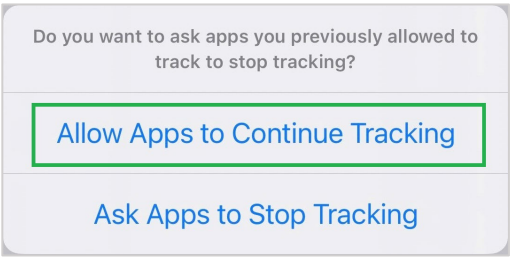
When tracking for Ipsos MediaLink is **granted**, it will appear in your tracking system setting:



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.

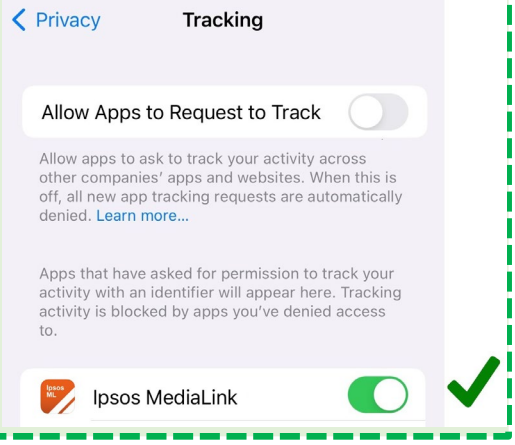


5. In the popup that appears, tap '**Allow Apps to Continue Tracking**'.



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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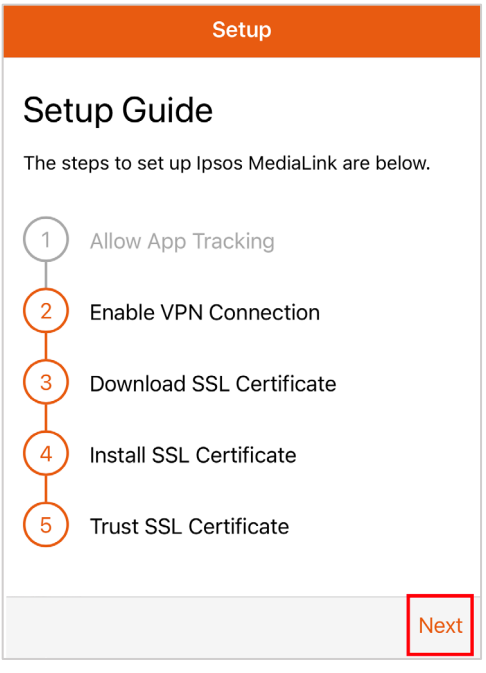
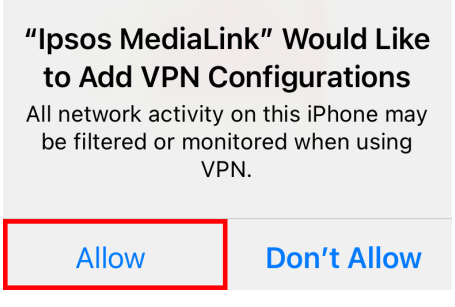
Step #6

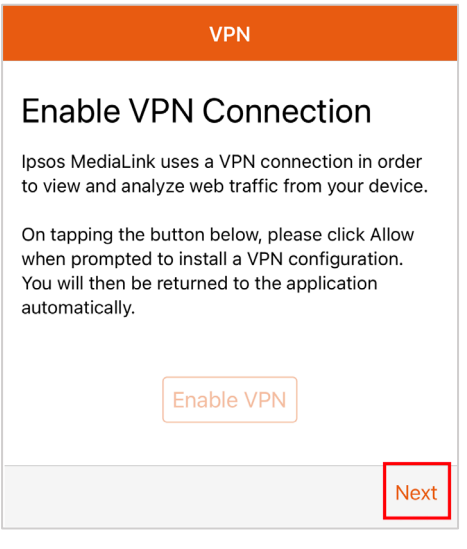
Enable VPN Connection

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.

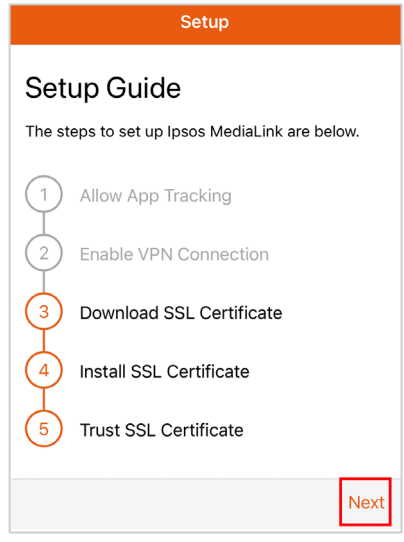
Installation Guide for Ipsos MediaLink for Apple iPad

Step #7

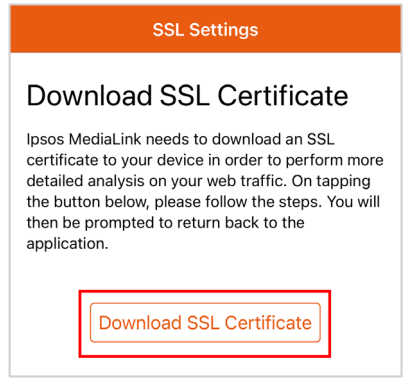
Downloading the SSL Certificate

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

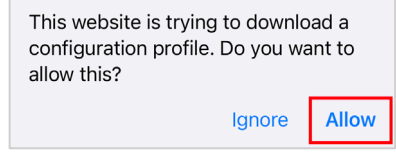
- In the app setup guide, tap the '**Next**' button in order to proceed.



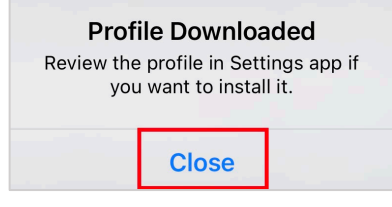
- Now, tap the '**Download SSL Certificate**' button, this will open in your default browser.



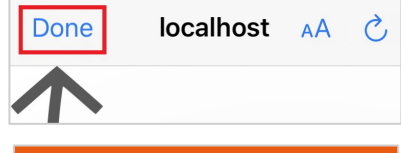
- In the popup that appears, please tap '**Allow**'.



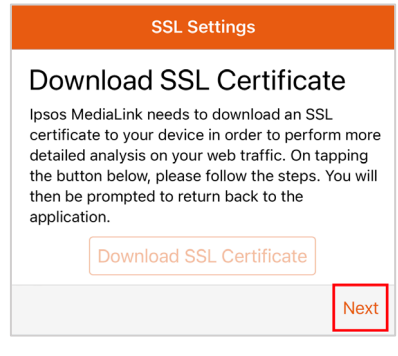
- Once the profile has downloaded, in the popup, tap '**Close**'.



- 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.



Installation Guide for Ipsos MediaLink for Apple iPad

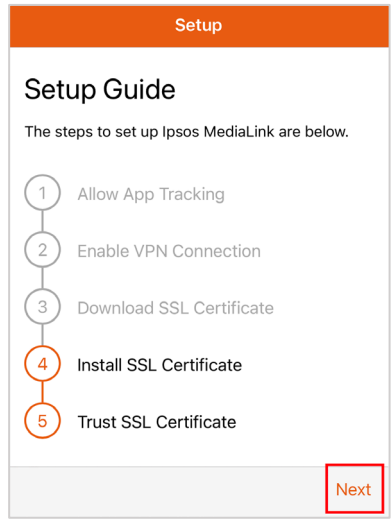
Step #8

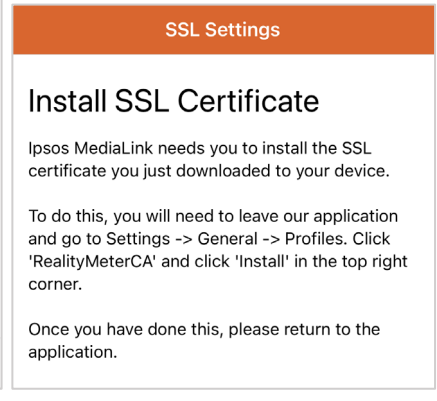
Install SSL Certificate

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

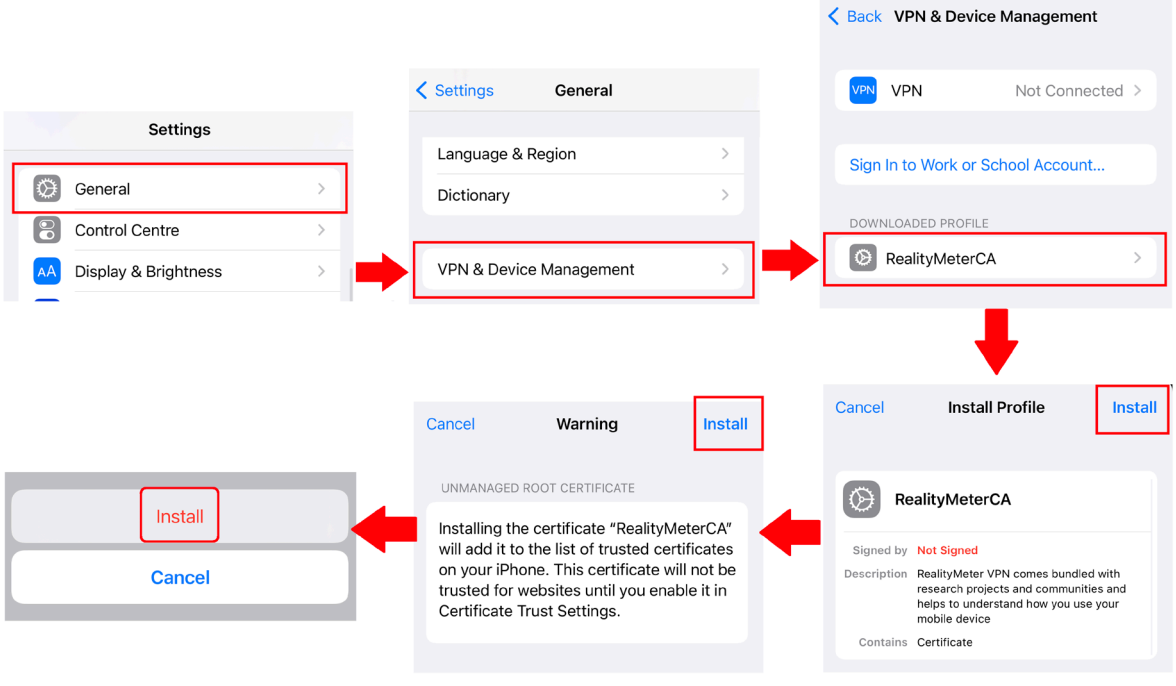
In the Setup Guide:

- 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**'.

Installation Guide for Ipsos MediaLink for Apple iPad

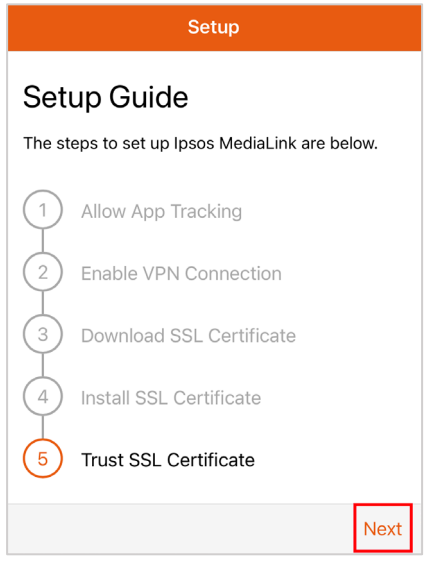
Step #9

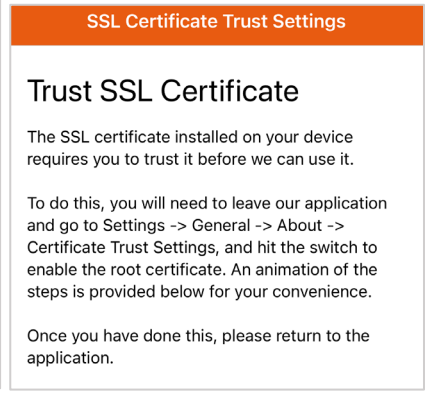
Trust SSL Certificate

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

In the Setup Guide:

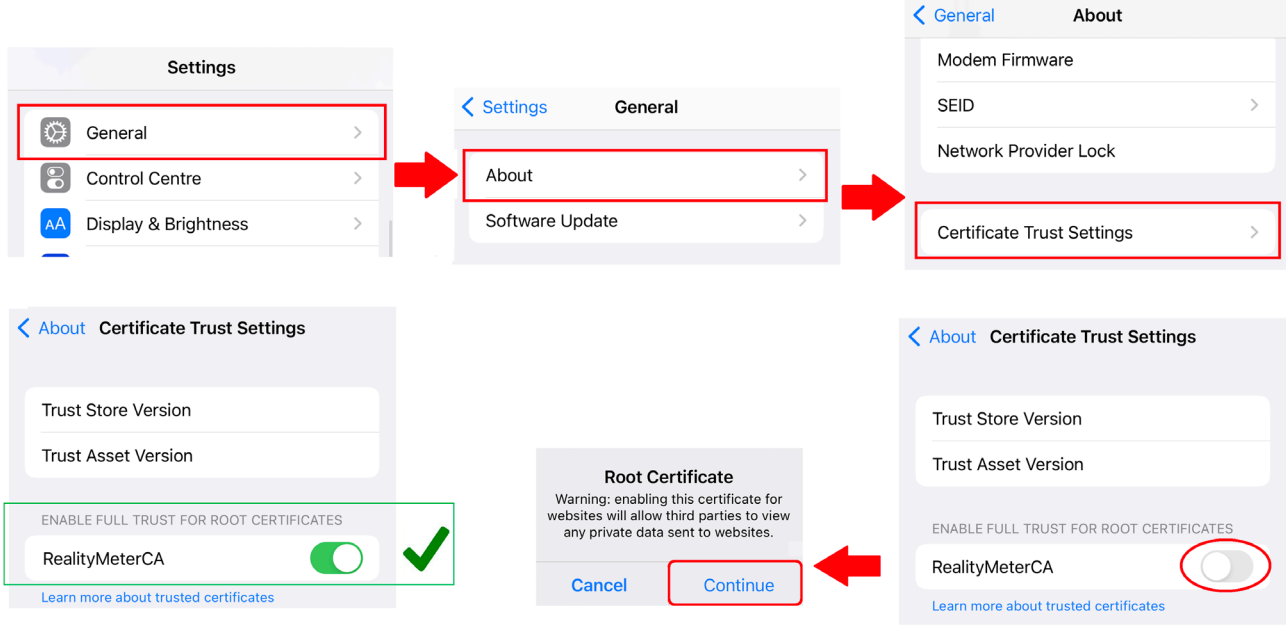
- Tap '**Next**' to view the instruction screen for this step.





- **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**'.

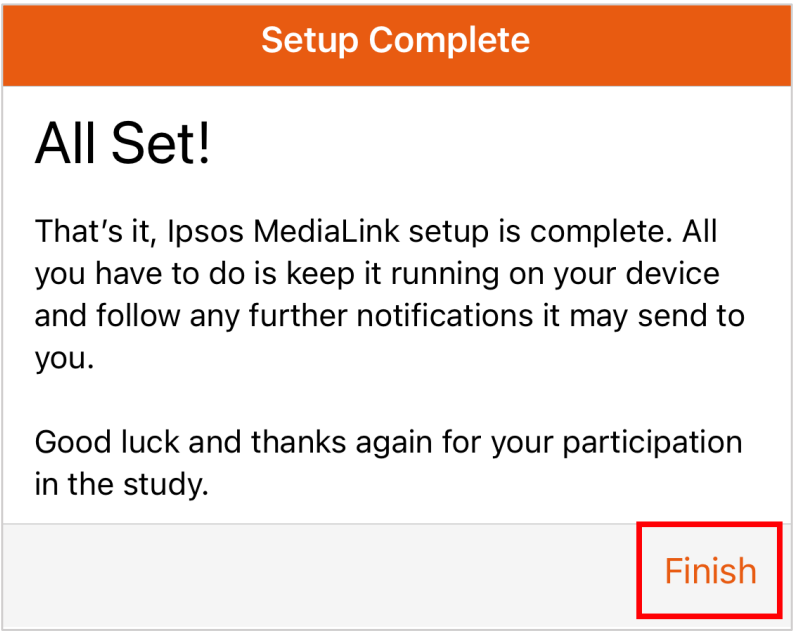
The toggle will now be switched on and the certificate is trusted.



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

Installation Guide for Ipsos MediaLink for Apple iPad

Finish your installation



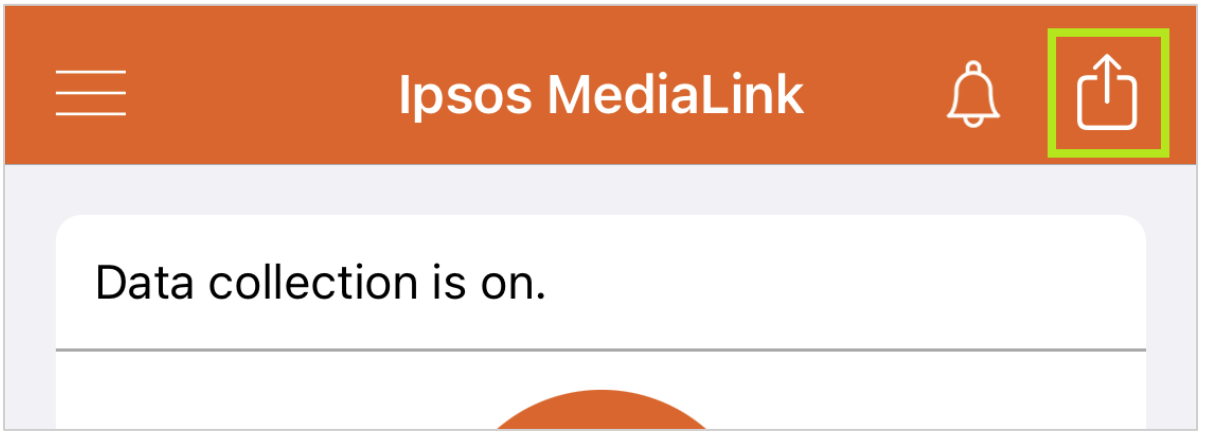
Once returned to the Ipsos MediaLink app:

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

The application is now installed.

Installation Guide for Ipsos MediaLink for Apple iPad

How to upload data manually?



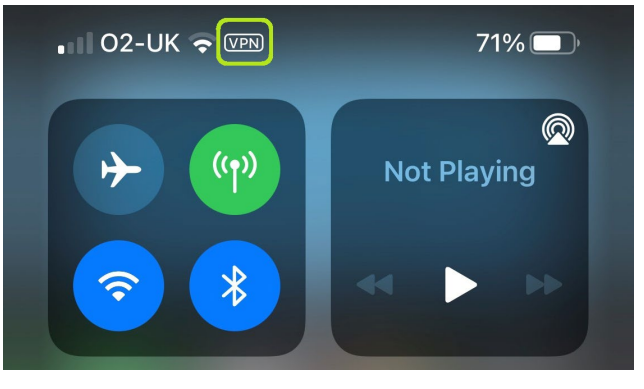
The Ipsos MediaLink app can send data by itself, if you wish to send data manually, you can tap the Upload button by doing the following:

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

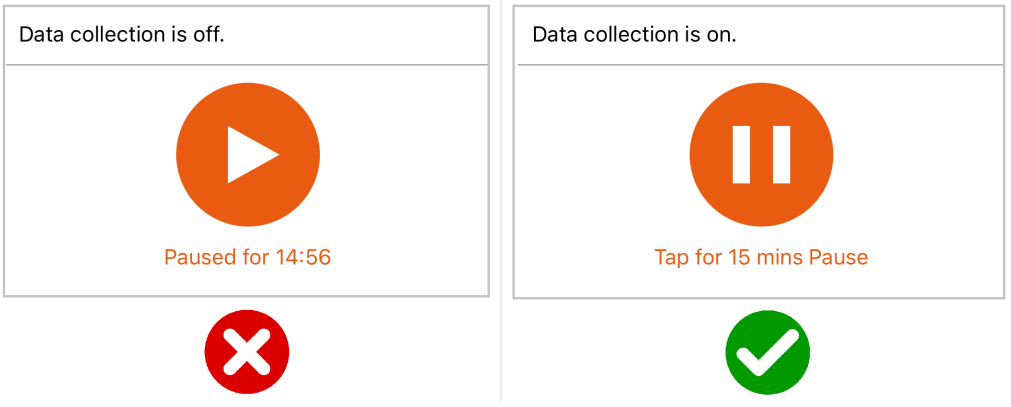
Status Bar / Control Centre



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

Installation Guide for Ipsos MediaLink for Apple iPad

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.