

User agreement

1. General provisions

- 1.1 The terms "Survey panel", "Consumer panel", "Research panel" have the same meaning in this document.
- 1.2 Araştırma.az is an online research panel. An online research panel refers to the platform that provides the research party with information on the purchase and use of products and services, as well as with consumer opinions about products and services, companies, social and economic issues, etc. received via surveys and other research tools sent them by companies and other researchers, and gives the opportunity to gain any benefit (including money, awards, charity, improving the quality of products and services, etc.).
- 1.3 This agreement is the main agreement between the Araştırma.az survey panel, company and other researchers.
- 1.4 "Researcher" means marketing specialists, research managers and other representatives of the company, individual entrepreneurs, individuals engaged in entrepreneurial activities, scientific and social researchers, founders of startups, and any natural or legal person who wants to conduct research here.

2. Obligations of the survey panel Araştırma.az to researchers

- 2.1 Based on the quota and targeting information chosen by you, the Araştırma.az survey panel sends the questionnaires developed by you to the account (personal accounts) of the relevant consumers on the Araştırma.az panel, as well as informs them using possible means (sending notification to the account, message to the phone number and etc.).
- 2.2 Araştırma.az consumer panel fully guarantees the protection of your research confidentiality.
- 2.3 Only you have access to the means (questionnaires, etc.) and results of the research conducted on Araştırma.az consumer panel, they are considered your property and under no circumstances are accessible to third parties.
- 2.4 You have lifelong access to means (questionnaires, etc.) and results of research conducted by you on Araştırma.az consumer panel.
- 2.5 Consumer panel Araştırma.az ensures the security of all information on the company (individual) and research that is available on your account.
- 2.6 Experts of the Araştırma.az survey panel carry out preliminary observations of the surveys to make sure they are designed with high quality and to check the compliance of the topic and content of the research. If there are any shortcomings or recommendations related to the design of the survey, they are discussed with the researchers and then appropriate changes can be made. After approval of surveys by our experts, they are sent to consumers.

3. Obligations of customers to the Araştırma.az survey panel and consumers

- 3.1 While developing a questionnaire and creating focus groups, companies and individuals conducting research via Araştırma.az consumer panel should use words and phrases that are understandable to everyone and meet the standards of the applicable language.
- 3.2 The user undertakes not to post surveys propagandizing religious, political and racial extremism, propagandizing sexual discrimination, contradicting the interests of statehood and society, etc.
- 3.3 The user undertakes to use the information obtained through araştırma.az consumer panel in accordance with the research ethics.
- 3.4 The User cannot sell information obtained through araştırma.az consumer panel to other legal entities or individuals.

4. General rules

- 4.1 Response to the surveys that you place on Araştırma.az survey panel differs depending on the vastness of your research audience and targeting limits (quotas). For example, if you are targeting only employed women between 30 and 40 years old living in the regions, this will increase the duration of the research.
- 4.2 The price of the questionnaire is automatically calculated by the system based on the number of questions and sample size.
- 4.3 The price of the questionnaires placed on the Araştırma.az survey panel is calculated based on the number of questions and the percentage set for payment is automatically paid to consumers.
- 4.4 The system calculates the price for questionnaire using an algorithm that reduces the amount of payment per unit of question as the number of questions increases and reduces the amount of payment per unit of questionnaire as the sample size increases. As the number of questions increases, the payment per unit of question decreases, and after 15 questions it stabilizes. Depending on the number of questionnaires, the following benefits are provided: for 400-600 questionnaires - 20% of discount, for 600-800 questionnaires - 30% of discount, for 800-1000 questionnaires - 40% of discount, for more than 1000 questionnaires - 50% of discount. Discounts are calculated progressively.