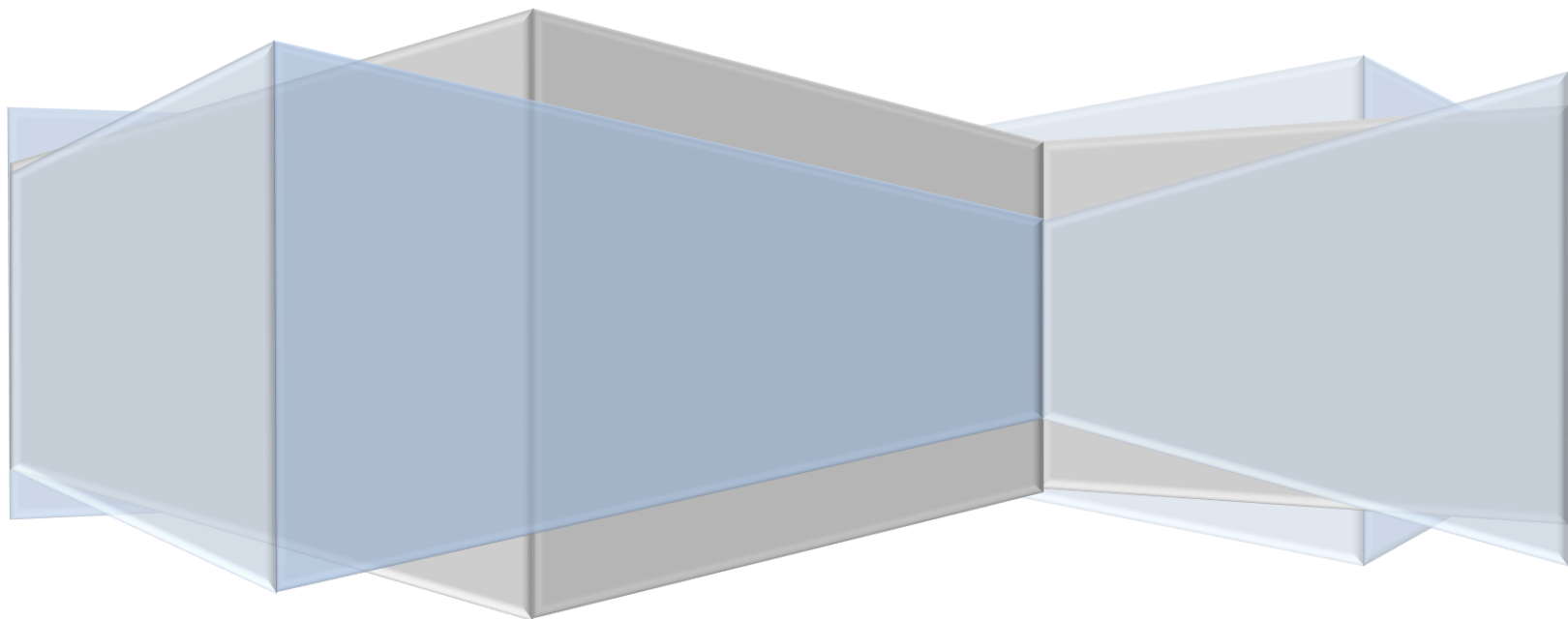


QDL SUPPLEMENTARY COMPLIANCE DOCUMENT

For Client's Use Only

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F.A.Q's



MYCHARITYSURVEY.COM (MCS)

Who are you?

Where did the leads come from?

Quinn Data Limited (QDL) directors have spent almost two decades providing services to the Not for Profit sector. Having operated fundraising campaigns for some of the world's best known Charities.

In 2008, QDL created My Charity Survey, a brand that was born to create leads for charities around the world with the utmost integrity and in strict compliance with all relevant legislative requirements in the countries where we work.

My Charity Survey (MCS) creates high quality leads through Perspective supporter Opt In via telephone or online questionnaires. Our website www.mycharitysurvey.com has been operating since March 2008.

Who is your target demographic?

We stress that the leads we utilise for telephone surveys in the UK are privacy compliant "TPS free" phone numbers or phone numbers belonging to people who opt themselves in online, where anybody over the age of 18 is free to join.

NO demographic in particular is targeted. Though it may be true that the majority of online Opt In's maybe younger people as they have a higher internet presence, or that telephone numbers that are TPS free generally belong to an older demographic, to say that any demographic is "Targeted" would be highly erroneous as people who support charities or care a great deal about certain causes come from all demographics and can't be targeted by gender, age, race or religion.

Are measures taken to exclude vulnerable people?

Absolutely yes to the greatest extent possible. We have a Socially Responsible Calling Policy and Procedure which was first drafted in 2008 and has become the industry standard, having been adopted by most of the industries elite. It ensures that our representative's deal with our customers honestly and courteously at all times.

We believe that older people have the same rights as younger people so long as they are mentally fit and capable of making their own decision. However, due to issues arising from recent news media releases, and to avoid any appearance of impropriety whatsoever, we have decided not to actively collect data from people over 75 years of age.

My Charity Survey representatives are trained to identify vulnerable members of society and recognise speech or statements that may indicate a person may be; not be in control of their own finances, a dementia sufferer or person not of sound mind; a person under the age of 18; a person under the influence of medication or alcohol; a person with high stress or problems that should not be subject to future contact.

My Charity Survey Telephone questionnaire's go through at least one level of both verification and quality assurance and two levels in the following circumstance:

- Where the prospect is older than 61 years of age
- Where there is anything said within the call that "QA level 1" believes warrants further escalation and sign off prior to passing.

Why do Charities Call use your records to call for donations?

Fundraising is vital for charities to fund services in aid of their cause. The word Charity is derived from the Latin “*caritas*” which became the standard translation for the Greek word “*Agape*” meaning an “unconditional love of others”.

Humanitarian works remain an interest of a great many and Charities are a conduit for people to express their caring. Indeed the ability to care or desire to help others is that which makes us human and it is important to many of us to offer support through charitable giving.

My Charity Survey firmly stands against the recent vilification of charities in the UK press and has witnessed the exceptional and proud work conducted by charity organisations that could have only been realised with the assistance of public donations. However we strongly support improved standards within the industry and urge all our clients, both charity and commercial alike, to work only with reputable call centres and data suppliers when conducting outbound telephone marketing campaigns.

Telephony or face to face fundraising are not always welcomed by all members of the community, but to others it provides a convenient way to support the causes which they care about.

What if I don't want to be called?

The TPS register in the UK provides a quick and easy way to avoid telephone marketing. Though as it does not provide a way to select which marketing calls you would like to be exempt from, members of the community that are on the TPS register, may “opt-in”, giving permission to be contacted by a particular organisation or groups thereof.

Do you ever contact people on the TPS register?

Yes we do, if the person has opted themselves in for calls through an online questionnaire or previous My Charity Survey telephone questionnaires. (Please see My Charity Survey “Compliance” document for a full explanation of PTC processes)

With only the ever dwindling number of TPS free leads to draw upon for fundraising activities, Charities in the UK and their causes would quickly regress. “Opt-In” leads are vital to expand the pool of potential donors.

When conducting our online marketing questionnaire, we ensure that consent obtained is freely given by asking customers to tick an opt-in box as an indication of positive consent. The following is always mentioned at the beginning of each registration and before the ‘continue’ button:

I accept the Terms and Conditions

Please tick if you agree to us, MyCharitySurvey.com and its affiliates, our charity partners, the charities and organisations named in the questionnaire contacting you by phone, SMS or email to tell you about their causes, products and/or services. By clicking on the Continue button, you agree to our Terms & Conditions and Privacy Policy.

Don't you trick people into opting in?

No we do not. My Charity Survey Opt in's are the strongest in the industry. Customers are not misled at any time and are in fact informed twice in each telephone questionnaire that they will be contacted. This is communicated in both the onset of each call in the mandatory "opt-in" statement and at the end of the call in the mandatory "Closing" statement".

My Charity Survey are meticulous in ensuring we obtain valid consent from our customers. In our telephone questionnaire our representatives are required to state our mandatory opt-in statement in every call and must get an affirmative response before proceeding with any marketing questions. Each call is Quality Assured to ensure these statements were included and valid responses were obtained from the respondent.

Telephone Questionnaire Mandatory Opt-in Statement:

"MyCharitySurvey.com, our charity partners, the charities and organizations named in this questionnaire may wish to contact you by phone, SMS or e-mail, regarding your potential interest to support good causes and give you more information about their products and services. You can opt out anytime by visiting our website, www.mycharitysurvey.com.

Shall we proceed?... Yes/No"

Why should I opt out when I never opted in?

In cases where a person's number is TPS free we refer to the post of Information Commissioner Christopher Graham on March 4, 2015 under the title of "So who is allowed to phone me?"

"The law assumes you are happy to receive marketing calls, so any company can phone you up to market their products and services, and they don't need your permission first. If you don't want to receive calls, you need to register with the TPS."

How do I opt out from My Charity Survey or its affiliated charities contacting me?**Online Questionnaires:**

To further strengthen our advocacy to ensure that valid consent is obtained at all times, we also provide customers an option to opt-out at the end of each online marketing questionnaire:

"By signing up to this service, you agree to us, MyCharitySurvey.com and its affiliates, our charity partners, the charities and organisations named in the questionnaire contacting you by phone, SMS or email to tell you about their causes, products and/or services. If you do not want to be contacted, please tick here "

Telephone Questionnaires:

We have an "Opt-out Page" on our MCS website where customers can opt-out if they choose to. At the end of each Telephone call, our customers are informed of the opt-out procedure and are directed to the website to learn about our Privacy Policy and Terms & Conditions. Furthermore, they are given an option to receive a copy of said Privacy Policy and Terms & Conditions via email which also contains a link to unsubscribe or opt-out.

Telephone Questionnaire Closing Statement:

“Mr/Mrs.____, that’s the end of the questionnaire. Thank you so much for sharing your valuable time to participate. Let me share with you that we are not a charitable institution. We have been given authority by our charity partners, the charities and organizations named in this questionnaire, to gauge your interests in their causes, and to tell you about their products or services. By undertaking this marketing questionnaire, they will contact you in the future. To check our privacy policy, please visit our website, www.mycharitysurvey.com. We can also email you a copy of our privacy policy and terms and conditions right now if you have your email address on hand?”

IF YES: Verify and input customer’s email address in the system then say: *“Thank you. A copy of our privacy policy and terms and conditions will be sent to the email address you provided. Thank you and have a great day!”*

IF NO: *“Not a problem. You may visit our website to know more about our privacy policy and terms and conditions. Have a great day!”*

So with all these procedures in place you don’t receive any complaints?

MY Charity Survey aims to deliver a rigorous standard of service both to our clients and the public whom we contact. Though like any system it has needed improvement over time as imperfections are found in the course of operation.

To say we have achieved perfection would be misleading as we believe improvement can always be made and mistakes or flaws could show themselves in the future. We continue to aspire towards a situation where no complaints are ever received.

How do you deal with DNC requests?

We maintain our own DNC suppression database and make the same available to our clients if requested for their own suppression. **“NO MEANS NO”**. Our customers may request to be removed from our calling list through the following channels:

- a. **Call** – Our representatives are trained to acknowledge and act on customer’s request not to be called by disposing the call as DNC which will then result to customer being added to our in-house DNC database.
- b. **Email** – Customers may send an email request to complianceofficer@mycharitysurvey.com. Our Compliance Officer will receive such request and ensure that it will be acted upon in a timely manner.
- c. **Online** – Our customers may go to our website www.mycharitysurvey.com to opt-out. By doing so, they will no longer receive further communication from us.

How do you handle complaints?

We have our own in-house Compliance Department that attends to customer and client opt-out requests and complaints, having a KPI set on a 24-hour turnaround time. Our Compliance Officer handles and conducts immediate investigations on the calls made to customers pursuant to their feedback, and ensures

that our company is in compliance with all the regulations, directives, and legislations in the United Kingdom, particularly the DPA and PECR. We keep a full history of complaints we successfully handled.