



FireStarters Frequently Asked Questions

FAQ 1 What is an online research panel?

An online insight community is a community of individuals with similar interests, and experiences, who have voluntarily chosen to participate in online research studies about various topics related to their common interests.

FAQ 2 What information is required to become a community insight member?

A brief member profile is the only information required for joining this panel. Your member profile will include basic contact information and vital data such as gender and age. It will also ask you several questions about your behaviour in terms of the fast foods or fast casual dining category. The questions included in the member profile survey allow us to ensure that the panel is not only reflective of our customers but also helps us to ensure that we are able to address the specific needs of our target market.

FAQ 3 How long will I have to complete each survey?

You will typically have anywhere from 72 hours to one week to complete each survey.

FAQ 4 How many surveys do I have to complete?

Sweepstake draws are monthly unless stipulated otherwise in the Terms and Conditions. You will have to complete at least one survey in order to qualify for the lucky draw during a particular month.

FAQ 5 Will I be able to select the types of surveys in which I participate?

Yes. We will use the information that you provide to us in the member profile survey to send you invitations to surveys that fit your outlined demographic and preferences.

FAQ 6 What happens if I don't participate in the survey?

You don't have to participate in every survey that you receive. If you don't respond, we will contact you later about another survey. If at any time you decide that you don't want to participate in our surveys anymore you may unsubscribe by following the guidelines below.

FAQ 7 How long will I remain on the panel?

You may remain on the panel as long as you choose to participate. Members may remove themselves from the **FireStarters** panel at any time by clicking the unsubscribe button found at the bottom of the emails that you receive from us. Alternatively you can unsubscribe by logging in at www.firestarters.co.za and selecting Update, on the bottom of the User Profile Information page you will find an Unsubscribe button.



FAQ 8 Will my profile information be sold to other companies?

The information collected by the **FireStarters** panel is not sold or distributed to any company. All information is strictly confidential and privacy is guaranteed. Your name will never be sold, exchanged, or distributed to any other party without your express acknowledgement. See our Privacy Policy for complete details.

FAQ 9 What if I forget my password?

If you cannot remember your password, simply click on the “Forgot password” button on the panel login page www.firestarters.co.za to have it e-mailed to yourself. If you continue to experience problems you can click on the Technical Support link in the bottom left corner of the page.

FAQ 10 How do I complete a survey?

You will be e-mailed a unique URL address for each survey you are invited. Simply click on the URL included in the email or alternatively cut and paste the address into a web browser of your choice and complete the survey form online. Survey length is closely controlled to minimize the use of your time.

FAQ 11 Are there any prizes for filling out the survey?

Please read the Incentive Rules which have more information regarding the specific prizes which are up for grabs for participating in surveys.

FAQ 12 How can I be sure you got my responses?

If you would like to ensure that your responses have been received, you can click on the survey link when you are done. A message stating that you have already completed the survey will appear.

FAQ 13 Technical Problems

Please click on the Technical Support link found in the bottom left corner at www.firestarters.co.za. Here you can contact our Technical Support team directly with any queries or general comments. You can also mail support@firestarters.co.za