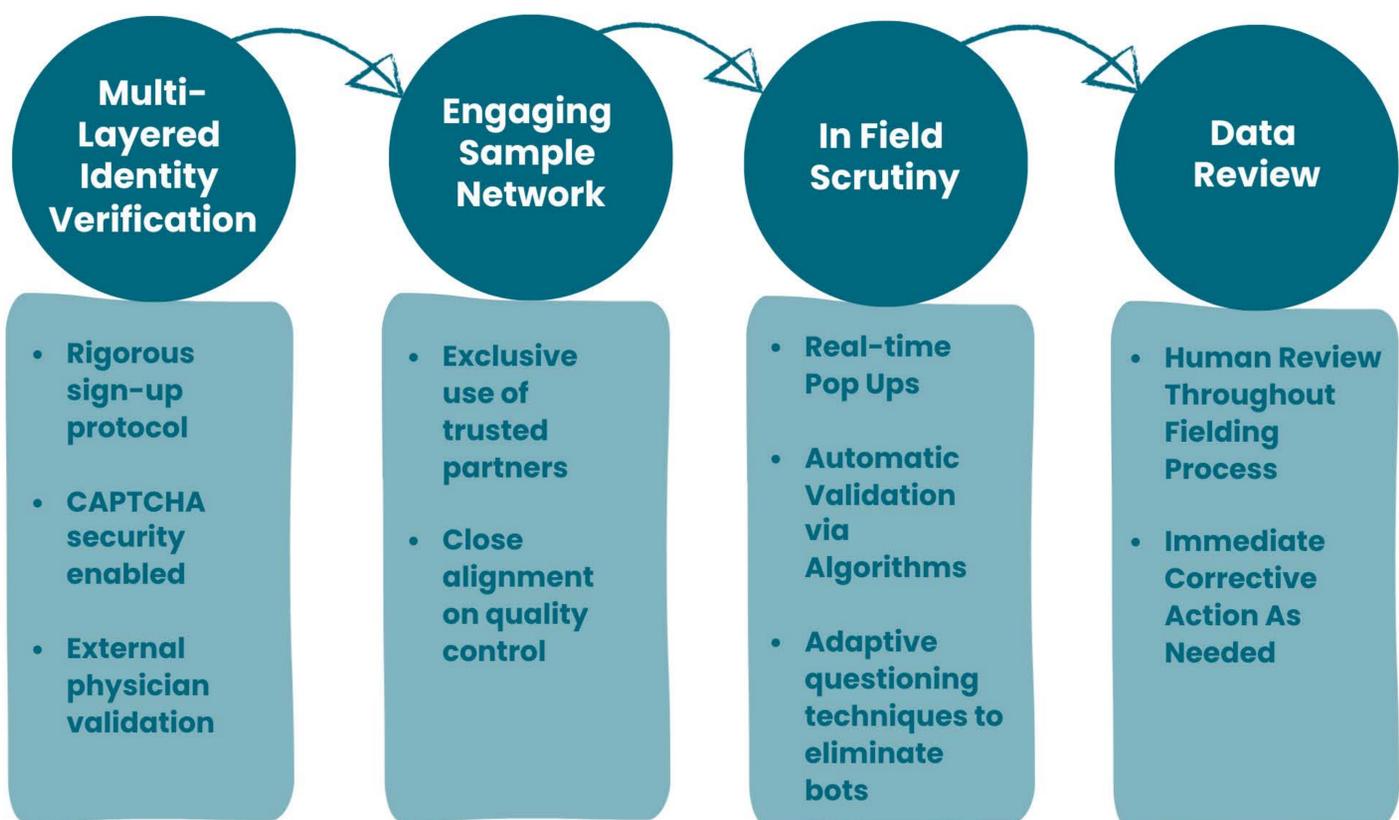


How Does Olson Research Ensure High-Quality Data Collection?

Olson Research is committed to remaining at the forefront of combatting fraudulent research and to advancing our processes as technology evolves further. While AI holds great promise to provide significant efficiencies across the marketing research process, we must also remain vigilant in quickly and definitively mitigating the ever-changing threats that AI also brings to our industry.

Olson Research's Comprehensive Fraud Detection Platform



Olson Research has demonstrated our commitment by signing the **Data Quality Excellence Pledge** which was drafted by a collaboration of industry associations to ensure the highest standards in data collection efforts. Specifically we have committed to:

- Uphold rigorous data quality standards
- Ensure transparency in methodologies & data sources
- Protect participants rights & privacy
- Foster industry collaboration & education

OLSON RESEARCH TEAM LEADS

Please reach out to learn more about how Olson Research maintains the highest standards in overseeing the data we collect!



Lynn Welsh
Chief Research Officer
lwelsh@olsonresearchpa.com
609-851-1656



Erin Canuso
VP, Client Services
ecanuso@olsonresearchpa.com
267-352-4963

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