

ACCEPTABLE USE POLICY (AUP) FOR CONFIRMIT HORIZONS SOFTWARE V20 - ON-PREMISE

On-Premise clients have two choices in relation to their deployment model. You can follow our SaaS deployment method (“Continuous”), or you can decide to update much more seldom (“Frozen”). This AUP will include all features based on a “Continuous” model. So if your company is on Frozen, or alternatively on delayed Continuous, some of the latest added features may not be available to you.

1. AUP INTRODUCTION

- 1.1. The Confirmit Horizons Software is a very flexible framework, and allows for the most sophisticated solutions to be built. Our approach has always been to keep the number of hard-coded thresholds at a minimum, as we do not want to unnecessarily limit creativity. By keeping options open, it is however possible that some actions by some clients may cause performance issues or trigger errors. Having taken such an open approach to the Confirmit Horizons Software, it is not possible for us to foresee all possible impact stemming out of any user pattern. It is therefore not possible for us to provide exact limitations in all areas herein. If we need to discuss with you about AUP limits, it is our experience that constructive dialogue is always helpful, and we will always make reasonable efforts to provide alternative suggestions.
- 1.2. This AUP supplements, but does not supersede, the Documentation, as well as the Confirmit Horizons Software On-Premise Agreement or EULA Agreement (the “Agreement”) that your company has signed with us. If the Documentation or the Agreement restricts the use of the Software in areas not addressed in this AUP, the Documentation or the Agreement will govern with respect to such areas.
- 1.3. Any use of the word “you” in here refers to any user to whom you grant access to use the Service under the terms of the Agreement, including Third Party Users. Third Party Users are any users permitted to access parts of the Service, under the terms of the Agreement, without using a UserID, including Respondents and parties granted access to look at reports deployed via the Service.

2. PROHIBITED USE

2.1. Illegal and Criminal Activity / Security Violations / Threats

You may not use the Software to engage in illegal, abusive, or irresponsible behavior, including but not limited to:

- 2.1.1. criminal or civil violations of state, federal, or international laws, regulations, or other government requirements where such violations include but are not limited to theft or infringement of copyrights, trademarks, trade secrets, or other types of intellectual property; fraud; forgery; theft or misappropriation of funds, credit cards, or personal information;
- 2.1.2. collecting information by deceit, including, but not limited to Internet scamming (tricking other people into releasing their passwords), password robbery, phishing, security hole scanning, and port scanning;
- 2.1.3. use of any false, misleading or deceptive TCP-IP packet header or any part of the header information in an email or a newsgroup posting;
- 2.1.4. use of the service to distribute software that covertly gathers information about a user or covertly transmits information about the user;
- 2.1.5. any activity or conduct that is likely to result in retaliation against us; or
- 2.1.6. transmission of materials of threatening nature, including threats of death or physical harm, harassment, libel, racism, sexual or religious discrimination, and defamation

2.2. Offensive Content

You may not publish, display or transmit via the Software any content that

- 2.2.1. is unfair or deceptive under the consumer protection laws of the applicable jurisdiction, including chain letters and pyramid schemes;
- 2.2.2. is defamatory or violates a person's privacy;
- 2.2.3. creates a risk to a person's safety or health, creates a risk to public safety or health, compromises national security, or interferes with an investigation by law enforcement bodies;
- 2.2.4. improperly exposes trade secrets or other confidential or proprietary information of another person;
- 2.2.5. is intended to assist others in defeating technical copyright protections;
- 2.2.6. infringes another person's trade or service mark, patent, or other property right;
- 2.2.7. is discriminatory in any way, including by way of sex, race, or age discrimination;
- 2.2.8. constitutes or encourage child pornography or is otherwise obscene, sexually explicit or morally repugnant;
- 2.2.9. facilitates any activity or conduct that is or may be defamatory, pornographic, obscene, indecent, abusive, offensive or menacing;
- 2.2.10. is excessively violent, incites violence, threatens violence, or contains harassing content or hate speech;
- 2.2.11. involves theft, fraud, drug-trafficking, money laundering or terrorism;
- 2.2.12. is otherwise illegal or solicits conduct that is illegal under laws applicable to you or to us; and
- 2.2.13. is otherwise malicious, fraudulent, or may result in retaliation against CONFIRMIT by offended viewers.

“Publish, display or transmit via the Software” includes web content, email, and any other type of posting, display or transmission, direct or by means of references, that relies on the Internet.

2.3. Copyrighted Material

You may not use the Software to publish, distribute, or otherwise copy in any manner any text, music, software, art, image or other work protected by copyright law unless your company:

- 2.3.1. has been expressly authorized by the owner of the copyright for the work to copy the work in that manner; and
- 2.3.2. is otherwise permitted by copyright law to copy the work in that manner.

2.4. Emailing and Spam

- 2.4.1. The laws and rules applicable to your company, will depend on the laws in the jurisdictions to which emails are being sent by your company, and include e.g. CAN-SPAM Act of 2003 in the US, or the European Directive 2002/58/CE of 12 July 2002 on privacy and electronic communications. Following are some (but not all)

activities that are strictly prohibited under most legislations we are aware of:

- 2.4.1.1. sending unsolicited or undesired email messages or messages to recipients that have not provided their consent to receive e-mail via some affirmative means, such as an opt-in procedures (“spam”)
- 2.4.1.2. sending email without providing in the email itself a simple way of requesting to be excluded from receiving additional emails from the originator of the email (“opt out”);
- 2.4.1.3. sending emails that do not accurately identify the sender’s name, the sender’s return address, and the email address of origin, or in general misrepresenting oneself;
- 2.4.1.4. sending e-mails not identifying in the body where the e-mail address was obtained, for example, “You opted in to receive this e-mail from our xyz,” and / or information on how to request evidence of the consent, for example, “If you would like to learn more about how we received your email address please contact us at abuse@yourdomain.com
- 2.4.1.5. sending email for the primary purpose of commercial advertising or promotion, independent of whether a Horizons survey is referred to or used;
- 2.4.1.6. sending email with charity requests, petitions for signatures, or any chain mail related materials; and
- 2.4.1.7. collecting the responses from unsolicited email.

3. REGULATIONS ON USAGE OF CONFIRMIT HORIZONS SOFTWARE

3.1. Questionnaire Dimensions

- 3.1.1. Although we have designed the Software to handle data collection and reporting strain generated by the most advanced activity of our users, extreme use may cause performance issues or errors. We shall not be responsible for issues relating to extreme use. What would be considered as extreme use will depend on a set of parameters relating to the activity you are performing, and can relate to:
 - 3.1.1.1. Very long answer lists (500+ alternatives). It is instead recommended to use the Database Designer Add-On for such long answers list, and refer to the answer lists stored there through the “table lookup” or “hierarchy” settings on questions and loops, and utilize the “searchable multi” feature for respondent user interface when appropriate;
 - 3.1.1.2. Very long questionnaires (1000+ question nodes)
 - 3.1.1.3. Very complex questionnaires with heavy scripting. “Heavy scripting” relates primarily to CPU consumption that a survey requires to be executed: the more script, and the more complex the script, the more CPU is needed;
 - 3.1.1.4. Widespread usage of loops, particularly loops in loops; and
 - 3.1.1.5. Heavy use of media-files.
 - 3.1.1.6. Where Database Designer is being used for table lookup or hierarchy lists, up to 100,000 answer list items are supported under normal user conditions. Normal user conditions is where the number of concurrent respondents accessing the specific question type at any time is limited, masking is not applied, and that there are no additional Database Designer columns being referenced to. If additional columns are being utilized, the number of total answer list items must be reduced to retain proper performance. Contact support for guidance.

3.2. Reporting Limitations (including reporting APIs)

- 3.2.1. Depending on the Add-Ons your company has subscribed to, the Software supports a variety of reporting needs, but limitations may occur on heavy reporting use. We shall not be responsible for issues, errors or failures affecting you, where the guidelines for use given below are not followed.
- 3.2.2. You shall not:
 - 3.2.2.1. go beyond 10 000 filter categories on the filter page (e.g. if the filter page has three filters with 5 elements each that would be a total of 15 filter categories on the filter page);
 - 3.2.2.2. go beyond 1 000 data cells on a single page (e.g. If the page has two aggregated tables, both with a 10x20 dimension, that would be a total of 400 cells on the report page);
 - 3.2.2.3. go beyond 5000 table cells per hitlist page (e.g. adding 10 questions to the hitlist, and setting the Table Rows-property to 500 rows per page will generate more than 5000 table cells on a hitlist page).
 - 3.2.2.4. run Reportal reports with more than 200 tables per report;
 - 3.2.2.5. order exports, or publish reports, with more than 200 pages. This same limit applies to the Table Creation function in the API. Where you require reports in excess of 200 pages, it should create several smaller sized reports;
 - 3.2.2.6. attempt to re-run complex reports or exports that clearly seem to cause deterioration of performance on the Software. In such cases you must contact support for guidance;
 - 3.2.2.7. report simultaneously across more than 6 survey at the same time (in Multi-survey Reporting); and
 - 3.2.2.8. for External Data imports into Reportal (direct import of external data and schema in Triple-S format), the limits set forth in the table in 3.5.1 below apply.
 - 3.2.2.9. in Rapid Results, include a single table exceeding 500 cells. The whole report in total (whole page) should not exceed 1000 cells.

3.3. Database Limitations

- 3.3.1. For each survey created in Horizons, collected data is stored in SQL database(s). The larger and more complex the data collection survey is (e.g., the more data, background variables and loops), the larger the database will be. Under certain conditions, very large (1 GB and above) may experience a deterioration of performance. Deletion of incomplete / screened / quotafull responses is recommended, alongside with other housekeeping tasks. Contact support for guidance.
- 3.3.2. Before setting a survey into production, a “Launch Survey” task needs to be run. The underlying database structure generated upon running a “Launch Survey” task may become very large, depending on the size of the different aspects of the survey, such as number of questions, length of pre-defined answer lists, and size of open-ends, and number of languages. The Confirmit Horizons Software supports multilingual surveys, and the number of languages supported within one single survey will depend on the overall aggregate complexity of the survey. In some situations, the Launch Survey task may fail due to limits having been reached. In such cases our support teams will provide assistance in troubleshooting, and the outcome may have to be for you to

redesign, reduce size, or reduce number of languages.

3.4. Data Export/Import, Data Processing and Data Central Server

3.4.1. Depending on the Add-Ons your company has subscribed to, the Software supports various data processing operations, such as: (i) Data Processing Rules; (ii) Data Central Server Rules; and (iii) Data export/import wizard. We shall not be responsible for issues relating to extreme use of such features. What would be considered as extreme use will depend on the data processing operations performed and the volumes of data being processed. The following are general guidelines on the limits for the various data processing tasks, based on data sets of different sizes:

	For data processing operations involving data sets with up to:			
	100 variables	1,000 variables	2,000 variables	10,000 variables
Data sets run through Data Central Server Rules (incl. SPSS, SAS and Quantum export in data export wizard) should be limited to:	750,000 records	75,000 records	37,500 records	7,500 records
Data sets run through Data Processing Rules (incl. Triple-S XML – Standard, Horizons Extended Triple-S XML, Excel File, Excel File with Code Labels, Fixed Width and Delimited text export/import in data export wizard) should be limited to:	1,000,000 records	100,000 records	50,000 records	10,000 records

- A record is defined as any response, whether it is a "complete" or not
- A variable is defined as a single, open text, numeric or date question or an element/answer of a multi, numeric list, open text list, ranking or grid question

- 3.4.2. For all data exports and data imports, the total number of variables, as defined above, should not exceed 10 000 columns (aggregated over all loop levels).
- 3.4.3. The Survey Data Template stores the survey metadata (information about question and response texts, the location of individual data items within the record, valid ranges for responses). The size of this template should be limited by keeping the amount of variables per loop level below 10 000.
- 3.4.4. The output file generated by exports using the Export GUI or the rule management system should not exceed 500 MB per file, including multimedia files.
- 3.4.5. The size of the data record (row size) should not exceed 100 000 characters per loop level.
- 3.4.6. The performance of data exports to Excel and tab delimited files is heavily affected by the number of "unlimited" text fields in the exports (i.e. Open Text fields with no field width settings). In Data Processing Rules and the Data Export wizard these fields can be truncated through a "Truncate Open Ends" setting (default is 200 characters). We strongly recommend truncating with this setting instead of choosing "No Truncation (Full Length)", as this will lead to significant improvements in processing time.
- 3.4.7. For recurring rules, avoid using 'All data' in the source. Use 'Data changed since last run' instead.

If any of these limitations mentioned above are exceeded, you will be responsible for reducing the size. The size can be reduced by using the Survey Data Template editor, which allows reducing the amount of variables and/or the data storage used per variable.

3.5. SmartHub™

3.5.1. For sources, combined sources and contact databases added to SmartHub, or surveys for which users select to "Create Reporting Data" in Horizons authoring, the following limits apply:

Max # of records in a source /survey	10,000,000
Max # of fields in a source/survey	500
Max # of sources in a hub	200
Max # of fields in a contact database	500
Max # of linked fields between a survey and a contact database	100
Max # of records in a contact database	10,000,000
Max # of records in SurveyActivity in contact database	100,000,000
Max # of sources linked to a contact database	100
Max # of fields linked between source and contact database	100
Max # of sources in combined source	50
Max # of fields in combined source	500
# of sources in a combined source multiplied with # of fields should not exceed	5000

In this context, a field is defined as a single, opentext, multi, numeric or date question, or an element of a grid, numeric list, opentext list, ranking question or capture order multi.

3.6. Quotas, Incompletes and Redirects

- 3.6.1. Quotas and Screeners are to be placed at the beginning of the survey questionnaire.
- 3.6.1.1. The use of quotas, screeners or redirects, or other means resulting in planned avoidance of the survey “complete” status being reached by a respondent having offered a reasonable amount of responses, is prohibited and may be regarded by us as an attempt by the your company to avoid your payment obligations under the Agreement.
- 3.6.1.2. Exporting “screened” or “quotafull” data for the purposes of commercial exploitation (such as but not limited to providing such data to clients at a charge) is in breach of this AUP.
- 3.6.2. When setting up quotas, they should not exceed the following limits:
 In Grid View Mode: The cross-table should not contain more than 1,000 cells.
 In List View Mode: The table should not exceed 25 columns or 10,000 rows.
 In List View mode with single targets enabled: The table should not exceed 10,000 rows.

3.7. Tasks: Such as: Exports of reports / Respondent Report PDF Export / Random Data Generator / Exports and imports of data / Bitstream / Variable Calculations / Data Processing / other

- 3.7.1. Exports of very large sets of data may, under certain circumstances, time out or fail. Retry with reduced samples.
- 3.7.2. It is not recommended to order more than one type of task at the time for execution “asap”, nor to schedule a number of tasks to start all at the same exact time (please spread them out in time).
- 3.7.3. Horizons will only process one Respondent Report PDF Export (“RRPE”) at the time for a given project (generated using sendpdfmail function calls). When using RRPE as part of a survey, you should take steps to spread survey completion across a reasonable period of time. Depending on how long time each export takes, significant queuing may occur. Example: Export takes 30 seconds, then you should not have more than 120 respondents taking the survey over a one hour period (60 minutes / 30 seconds = 120).

3.8. For recurrent tasks you should (i) apply a realistic “end by” date so to avoid recurrence for a prolonged time; (ii) avoid selecting overly frequent recurrence such as hourly; (iii) avoid having too many recurrent tasks starting at the same exact same clock time; and (iv) disable the task when the survey is closed. **Professional and Standard Panel Add-Ons**

3.8.1. In utilizing Professional Panels, the following limitations apply:

Max # of Questions in a panel:	500	
Max # of Columns in panel database:	4000	<i>Column: Each single, numeric, date and open text question will occupy one column in the panel database. Multi questions will occupy one column per answer alternative.</i>
Max # of Sampling Dimensions:	8	<i>Sampling Dimensions: The number of dimensions utilized for a given sample job</i>
Max # of Sampling Size:	25,000	<i>Sampling Size: The maximum number of panelists that can be returned based on one given sample job</i>
Max # of cells in combined dimensions:	3.000	<i>If you combine two or more dimensions inside the sample matrix (“interlocked”), where the number of segments is n1 in dimension 1, n2 in dimension 2 etc., the total number of cells will be n1*n2*n3*n4 etc) = max 3.000.</i>
Max. # of cells in the sampling matrix:	100,000	<i>If the matrix has 8 dimensions (combined or not (“non-interlocked”), where the number of segments is n1 in dimension 1, n2 in dimension 2 etc. the total number of cells will be n1*n2*n3*n4* etc) = max 100,000.</i>
Max # of Records across all panels:	5,000,000	<i>Records: A record is any panelist record, whether it is a “complete” panelist profile or not</i>
Max # of Records in Survey History:	100,000,000	
Max # of Records in Credit Transaction History:	100,000,000	

3.8.2. In utilizing Standard Panels, the following limitations apply:

Max # of Questions in a panel:	500	
Max # of Columns in panel database:	4000	<i>Column: Each single, numeric, date and open text question will occupy one column in the panel database. Multi questions will occupy one column per answer alternative.</i>
Max # of Sampling Dimensions:	8	<i>Sampling Dimensions: The number of dimensions utilized for a given sample job</i>
Max # of Sampling Size:	25,000	<i>Sampling Size: The maximum number of panelists that can be returned based on one given sample job</i>
Max # of cells in combined dimensions:	3.000	<i>If you combine two or more dimensions inside the sample matrix (“interlocked”), where the number of segments is n1 in dimension 1, n2 in dimension 2 etc.,</i>

		<i>the total number of cells will be $n1*n2*n3*n4$ etc.) = max 3,000.</i>
Max. # of cells in the sampling matrix:	100,000	<i>If the matrix has 8 dimensions (combined or not ("non-interlocked")), where the number of segments is $n1$ in dimension 1, $n2$ in dimension 2 etc. the total number of cells will be $n1*n2*n3*n4$ etc.) = max 100,000.</i>
Max # of Records across all panels:	1,000,000	<i>Records: A record is any panelist record, whether it is a "complete" panelist profile or not</i>
Max # of Records in Survey History:	20,000,000	
Max # of Records in Credit Transaction History:	20,000,000	

- 3.8.3. BitStream generations run on large datasets should be performed during off-peak hours.
- 3.8.4. Limit the number of open text fields included when sampling. BitStream files should only include the fields to be used in filtering and sampling matrices, not the fields you need for the respondent file.
- 3.8.5. Open text fields that are to be part of the BitStream files should be limited to 4 characters. Open text fields are not supported as segments in the sampling matrix.
- 3.8.6. To optimize the panel database: use Boolean data types and numeric codes whenever possible, and numeric ranges between 0 and 255 should be specified.
- 3.8.7. By using the "Panel Registration Survey" box in the Survey Overview area of Horizons, you guarantee on behalf of your company that such survey is only used for panel registration and profile updates, and not for data collection normally conducted in research projects or surveys.
- 3.8.8. If you are updating panelist records by means of the "Sample Only" functionality shall not utilize such surveys for the purposes of data collection normally conducted in research projects or surveys.

3.9. Basic Panel

- 3.9.1. In utilizing Basic Panels, the following limitations apply:

Max # of Questions in a panel:	500	
Max # of Columns in panel database:	4000	<i>Column: Each single and open text question will occupy one column in the panel database. Multi and grid questions will occupy one column per answer alternative.</i>
Max # of Sampling Expressions:	50	<i>Sampling Expressions: The number of expressions utilized for a given sample job</i>
Max # of Sampling Size:	10,000	<i>Sampling Size: The maximum number of panelists that can be returned based on one given sample job</i>
Max # of Records:	500,000	<i>Records: A record is any response in the basic panel database, whether it is a "complete" response or not</i>

3.10. Computer Assisted Telephone Interviewing (CATI) Add On

- 3.10.1. Although the number of CATI interviewers and CATI interviewer groups that can be created in the Software is unlimited, not more than 5000 in total should exist at any one time.
- 3.10.2. Although the number of scheduling routines that can be created in the system is not limited by the license, not more than 100 should exist at any one time.
- 3.10.3. Although the number of extended status groups that can be created in the system is not limited by the license, not more than 100 should exist at any one time.
- 3.10.4. Although the number of filters that can be created in the system is not limited by the license, not more than 50 should exist per survey.
- 3.10.5. In the event switch mode (starting an interview in one data collection mode, and ending it in another) is utilized by your company in certain surveys, and where the ending point is a CATI or CAPI survey, it is normally expected that the majority of the data collection is being done on the CATI mode. In the event a majority of data collection being done on CAWI (the web data collection mode), this behavior may be regarded by us as an attempt by your company to avoid its payment obligations outlined in the Agreement.
- 3.10.6. Although the number of scheduled calls that exist on the system is unlimited not more than 3,000,000 should exist in total across all surveys inside of a single Horizons company unit. Scheduled calls are those that appear in the "Scheduled" list in the call management dialog for a survey.
- 3.10.7. A Confirmit company should not exceed 2,000 concurrent CATI interviewers.

3.11. Computer Assisted Personal Interviewing (CAPI) Add On

- 3.11.1. A maximum of 25 surveys downloaded to an individual CAPI device
- 3.11.2. A maximum of 500 respondents assigned and downloaded to a specific survey on an individual CAPI device
- 3.11.3. A maximum of 500 responses collected in a specific survey on an individual CAPI device

3.12. E-mail Opt Out Add-On

- 3.12.1. For the E-mail Opt Out add-on, the functionality has been tested with up to 1,000,000 E-mails in the blacklists in the Opt Out Database. You may include a higher number, but we would not be able to guarantee proper functioning.

3.13. Confirmit Horizons API Access

- 3.13.1. If you build applications, based on the APIs, that loop through a large number of projects regularly, you risk having a very high number of SQL databases "attached" (active) at any time. This may cause performance deterioration and potential issues.

- 3.13.2. It is strongly recommended that your applications are set up to avoid extensive looping through projects. If you use the "GetData" method in the SurveyData class, we recommend that: (i) The Surveys accessed have been receiving at least one data collection complete response over the past 12 hours; and (ii) Recurring calls to retrieve project data through the GetData method in the SurveyData class are performed by incremental retrieval (only retrieve new and modified records, based on the "lasttouched" timestamp).
- 3.13.3. When developing applications that utilizes the Confirmit APIs, you must download our official WSDLs from our Extranet (<https://extranet.confirmit.com>) and reference the WSDLs locally in the application. Enabling the system generated WSDLs in web.config poses a security risk and may not contain the correct definitions for our endpoints.

3.14. Confirmit Horizons Translator

- 3.14.1. Translator will be able to show answerlists of up to 1309 answers. Longer lists will not work.

3.15. Hierarchy Management

- 3.15.1. For the hierarchy management module the following limits apply:
- | | |
|--|-----------------------|
| 3.15.1.1. Max. number of levels in hierarchy | Max. 15 levels |
| 3.15.1.2. Max. number of nodes in hierarchy: | Max 50.000 nodes |
| 3.15.1.3. Max. number of contacts in contact database linked to hierarchy: | Max. 500.000 contacts |

4. CONSEQUENCES OF (i) PROHIBITED USE, AND (ii) VIOLATIONS OF THESE REGULATIONS OF USAGE

- 4.1. Non-compliance with any of the above guidelines may result in a written demand from us for corrective action by your company. We shall be released from our Support obligations under the Confirmit On-Premise Software Agreement until such time as you implement the corrective action. You may be requested by us to bring the offending or breaching materials in compliance with this AUP and the Agreement. Any costs incurred by you in conjunction with this shall be borne solely by you and your company.
- 4.2. We may involve, and will cooperate with, law enforcement agencies and government agencies if criminal activity is suspected. Violators may also be subject to civil or criminal liability under applicable law.
- 4.3. With the exception of our gross negligence or willful misconduct, we shall have no liability whatsoever to you in connection with actions taken by us in response to your company's violation of this AUP.

5. REVISIONS OF THIS AUP

- 5.1. We may modify this AUP at any time with thirty (30) days prior email notification (including via Newsletters) to Designated Users.

DOCUMENT CHANGE LOG

The key changes between AUP 19.0 v1 (published December 2015) and AUP v20 (published September 2016) are:

- Limits in 3.3 increased
- New section added in 3.11 (CAPI Add-On)
- New clause added in 3.13.3
- New section added in 3.13 (CAPI Add-On)
- New section added in 3.15 (Hierarchy Management)