

Data Quality Management



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At Z.com Engagement Lab—the world's ninth largest consumer panel provider—we believe that it is our responsibility to manage, maintain, and ensure data quality in real-time. We track and manage it to high standards, and maintain the health of our online research platform every day.

20-Year Record in Market Research Industry

Z.com Engagement Lab is operated by **GMO Research & AI**, a leading market research company in Asia. For over 20 years, we have provided online research services, proposing new marketing solutions to enhance the relationships between companies and consumers globally.



We offer an online research platform that gives access to our multi-country online panel network—**Asia Cloud Panel**—which manages and nurtures over 60 million consumer panelists from 170 partners across 16 APAC markets.

GMO Research & AI is a part of and backed by **GMO Internet Group**, one of the largest internet conglomerates in Japan specializing in internet-related technologies in the development of internet security, payment processing, e-commerce solutions, web hosting, domains, and FX trading.



Our Commitment to Quality

1

Information Security



The data we collect from our consumer members during the implementation process is based on three attributes: gender, age, and location. E-mail addresses will also be collected (optionally).

When this attribute data is transmitted to our server:

- **E-mail addresses should be hashed with MD5 or SHA.**
- **Data will be provided safely under encryption.**

We also obtain other data through regular attribute acquisition surveys. These attributes will be acquired and used for only the necessary range of accomplishment of our proper research business.

2

Data of Children



We do not send out surveys directly to consumer members of the age group designated as children/young people in each country. If we are commissioned to send out a survey to children/young people, we make sure to contact the parents of children/young people so that they can answer the survey together with their children.

3

Operational Quality



We work closely with our partners (panel suppliers) and clients (buyers) to deliver on our commitments. For inquiries regarding personal information, we have prepared an inquiry form for our proprietary panels, and for other panel sources, we exchange contact information with our partners to ensure a smooth response. For any other inquiries regarding surveys and information, our support team will be in place to respond precisely.

4

Survey Quality



We have a working track history with top research agencies including research firms, consulting firms and think tanks, as well as industrial companies, schools, and government agencies with research needs. We provide a great number of quality surveys globally.

5

Compliance with Laws and Regulations



We obtain the international ISMS certification standard ISO/IEC 27001: 2013.



We also have obtained and followed the P-Mark, a Japanese certification for personal information protection, and the Japanese standard JIS Q 27001: 2014. We comply with GDPR, CCPA, and laws and regulations of each country.

All consumer panels adhere to the quality control standards of JMRA (Japan Marketing Research Association) and ESOMAR (the European Society for Opinion and Marketing Research).

Read more about:



> [Information Security Policy](#)



> [Privacy Policy](#)



> [GDPR Policy](#)

We are a member of:



Who we are

Z.com Engagement Lab is operated by **GMO Research & AI**, a leading marketing research company in Asia. For over 20 years, GMO Research & AI has been providing online research services and proposing new marketing solutions to enhance the relationships between companies and consumers globally. We serve 170 partners across 16 APAC markets, managing and nurturing over 60 million consumers. We operate cutting-edge technology as a part of one of Japan's largest Internet conglomerates, which comprehensively develops internet security, payment processing, e-commerce solutions, web hosting, domains, and FX trading.



Z.com Engagement Lab

Contact Us

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