

KANTAR MEDIA



The Barb Panel Member Guide

Helping to understand what people watch.



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What's involved?

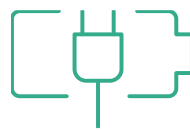
Firstly, thank you very much for your participation in Barb's TV and measurement panel.

The information from this panel provides the 'currency' for the TV and video market in the UK and provides the industry with an understanding of what people watch. It allows programme and channel performance to be assessed independently, and for programming and advertising to be bought and sold. We are also measuring the use of subscription video on demand platforms like Netflix and Disney+ and video sharing platforms, like YouTube, with all of this viewing delivered and watched via multiple platforms and devices.

In order for us to be sure the data is accurate, the most important things we need from you are to:



1. Log in and out when you enter or leave the room when the TV is on



2. Keep your metering and TV equipment plugged in at all times



3. Let us know any changes in your household or new TV equipment

Keeping the metering equipment plugged in

The People Meter 7 needs to remain plugged in at all times, as do our sensors which connect to your other TV equipment (such as set top boxes, DVD players, games consoles etc).

If your meter becomes unplugged a message will appear to advise you, in which case please check the power supply is on, connected and plugged in.

Letting us know about any changes in your home

As a participant on the panel, it's very important that we have the correct information for your household.

Updates may include people moving in and out of the home (including those leaving for university or college) and any changes to the television set or the attached equipment, like set top boxes, or if you change your broadband provider.

It's also important to let us know if a device has broken, been replaced or is no longer in the home, or if you have recently added a new device.

You can reach us via our freephone number **0800 018 9671** or email us at help@barbpanel.com



Getting started

The People Meter 7

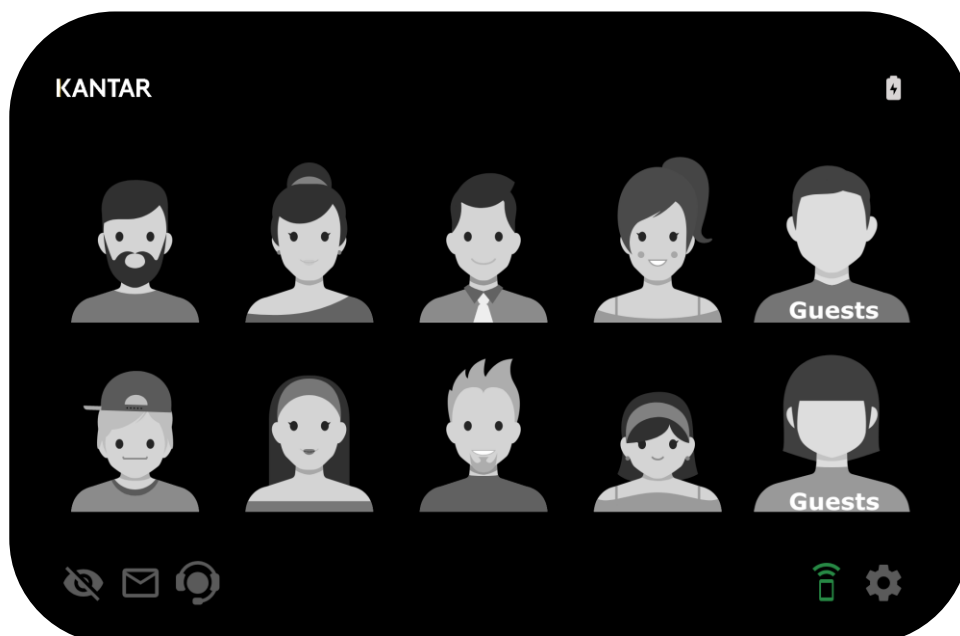
It's important that all household members understand the process of logging in and out so we can capture data accurately. Your local area technician will create an avatar for you and all of the household members in your home.

Each household member will also be assigned a button on the handset.

This will allow you to log in via the touchscreen or the supplied handset. The People Meter 7 will automatically turn on once it detects audio from your television.

With your newly created avatar, you will be able to select this in order to login. Each person in the home watching TV will need to register their viewing so we know who is watching (logging in).

The startup screen should look like below:

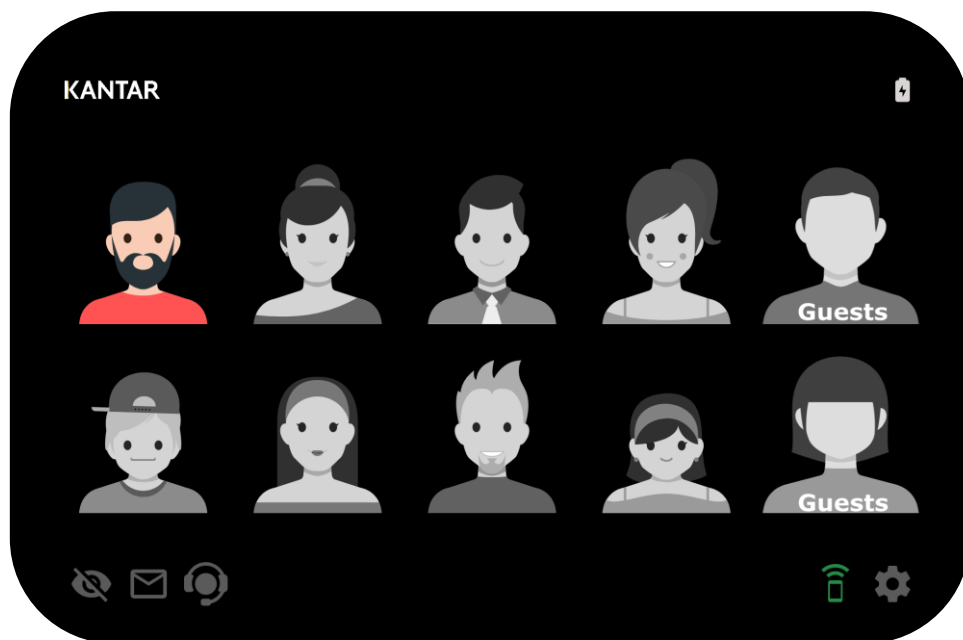


Logging in

You will be prompted by a **Who is present?** Pop up message on the People Meter 7 screen:

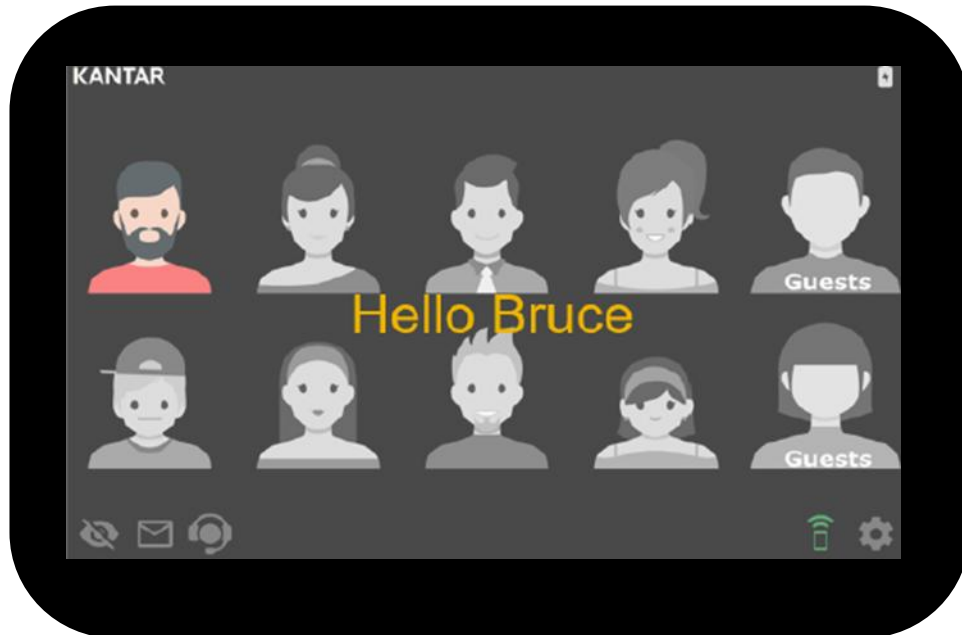


To register your presence, select your avatar on the screen. Once selected, the avatar will change from grey to colour:

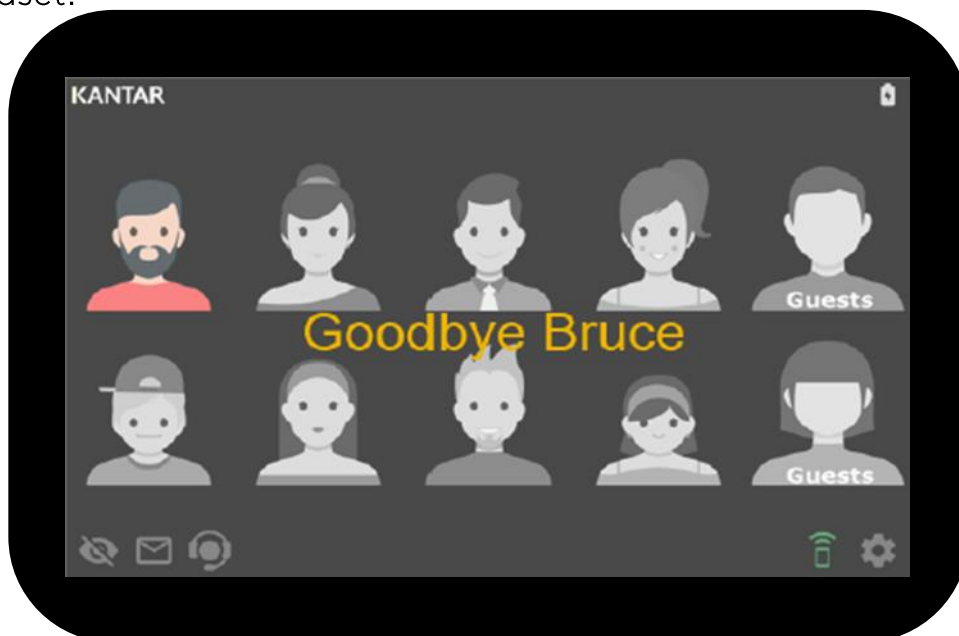


Logging out

The meter will then present a welcome message:

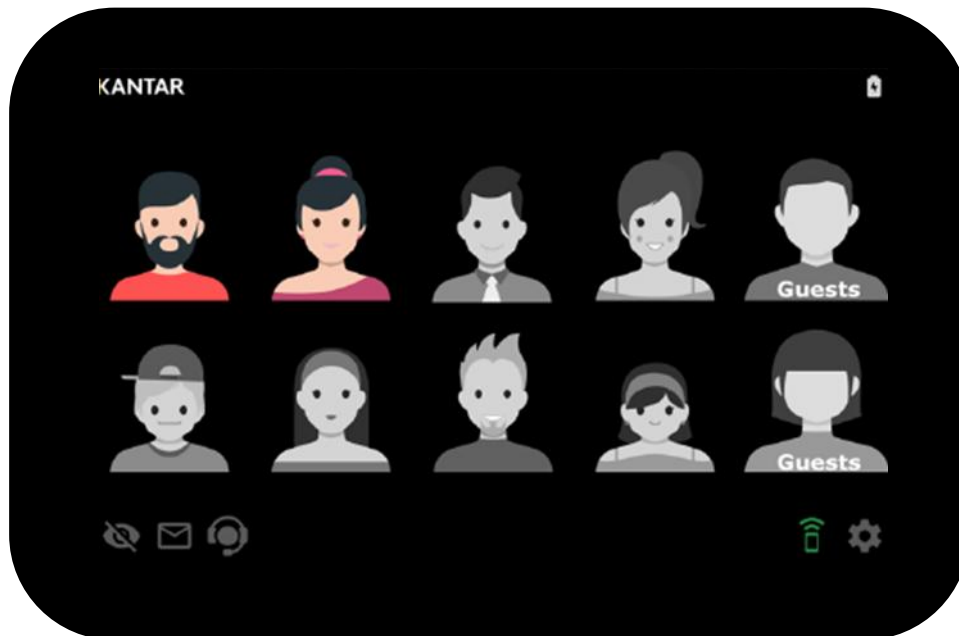


This now means household member 1 has been logged in. If you need to log out, you only need to touch the active avatar or deselect from the handset.

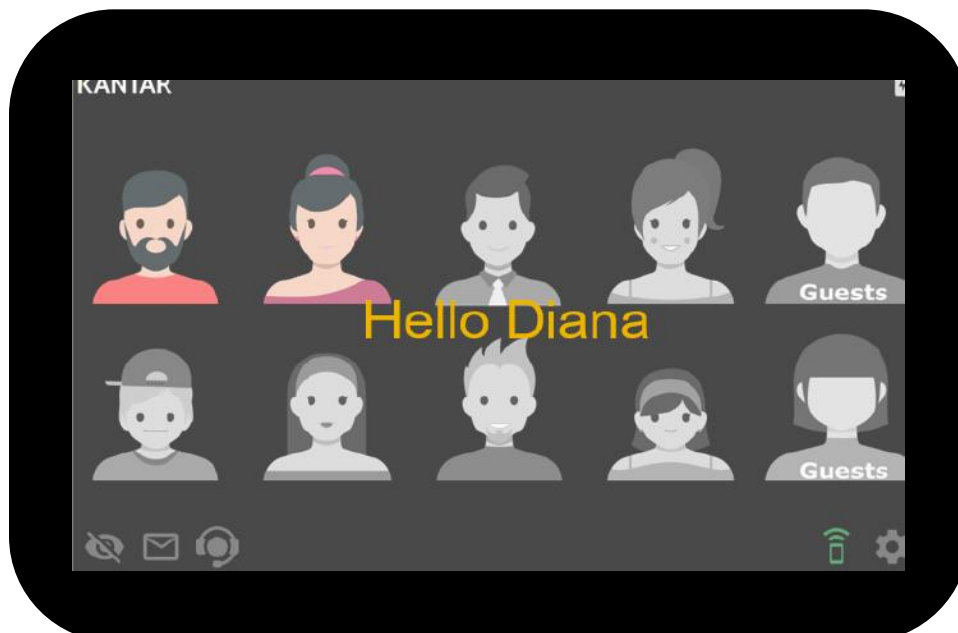


Selecting additional viewers

It's important that all household members in the room register their presence. If you would like to select another household member, then repeat the process for the next avatar:

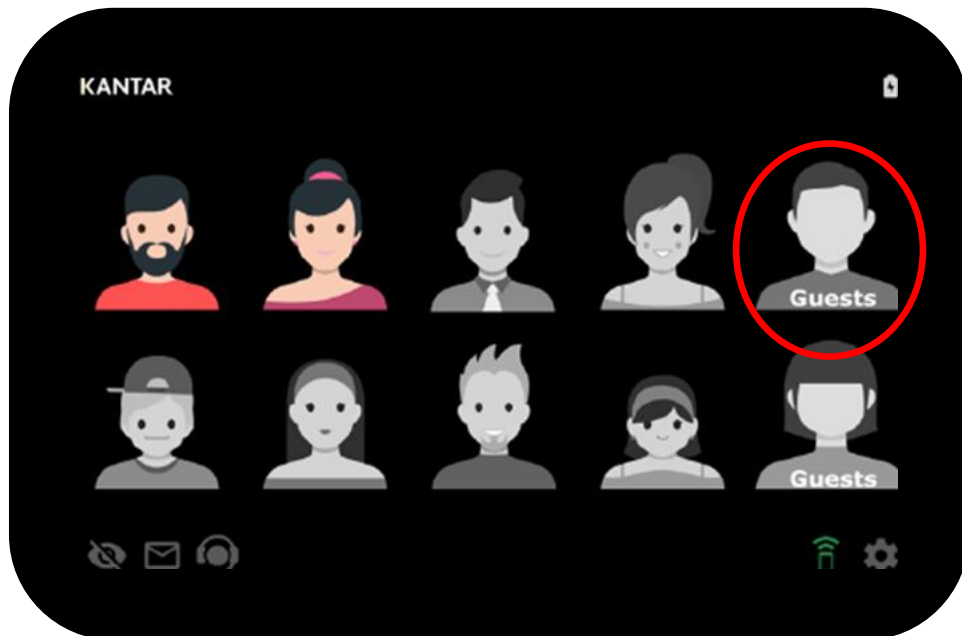


Once selected, the avatar will change from grey to colour and you will see a welcome message pop up.

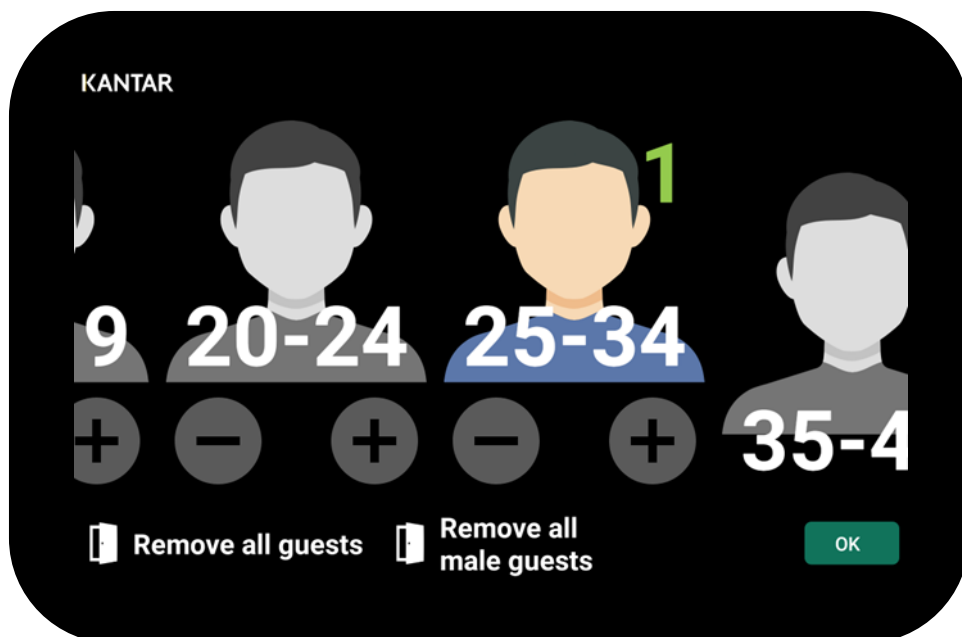


Guest viewers

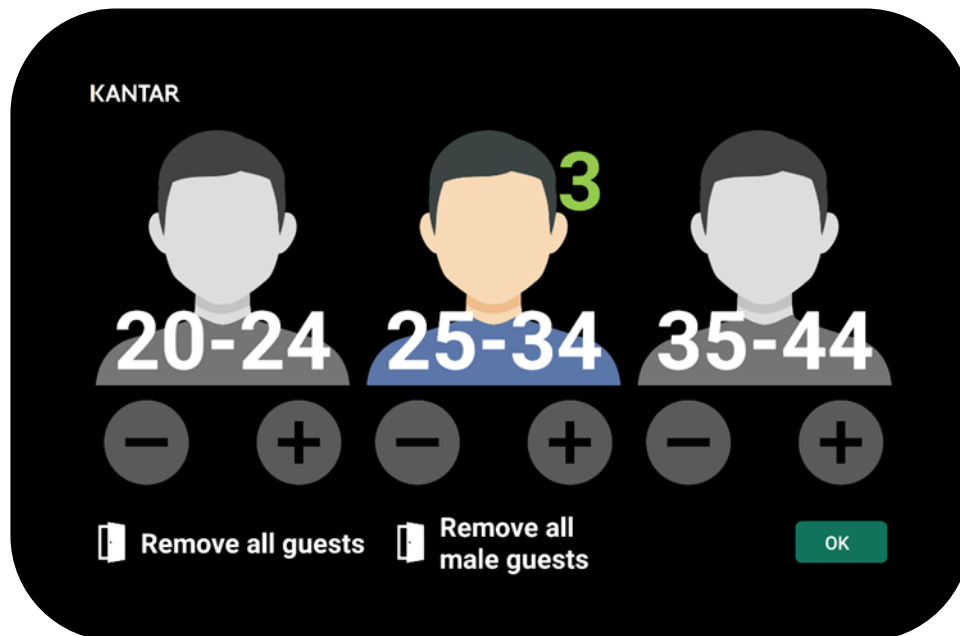
We would also like to know about guests who visit your home and watch television. Regular visitors or guests, such as a babysitter or relative, can be added to the handset. For less regular visitors, press the guest avatar once:



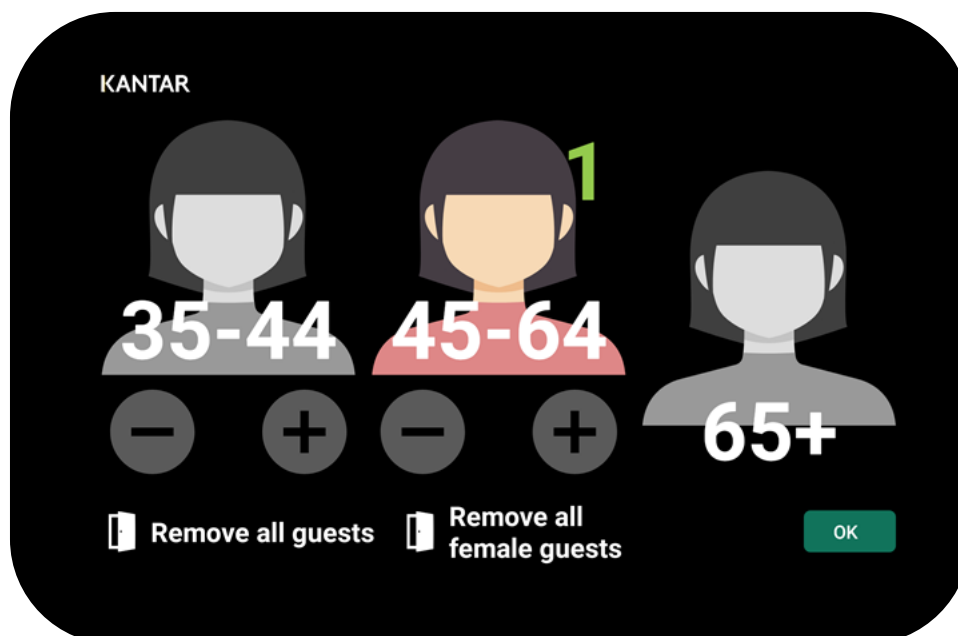
The display will change to confirm the number of guests of that age and gender in the room. For example, if a 26-year-old man wishes to register as a guest, the display will then look like the image below.



You can also use the plus or minus buttons to increase the amount of guest viewers within any specific age range.



You can change your selection from male to female with the handset or touching the screen.



You can also use the plus or minus buttons to increase the amount of guest viewers within any specific age range.

Screen icons

People Meter 7 home screen displays the following icons:



No viewers

Icon to be selected when TV is on but no one is in the room.



My messages

Messages sent to you by Kantar. This feature is currently inactive with this version of the guide.



Send us a message

Selection of messages for Panel Members to send to Kantar.



Handset connected

Icon will display green for handset connected and red for disconnected.



Settings

Settings for brightness, volume and Wi-Fi.

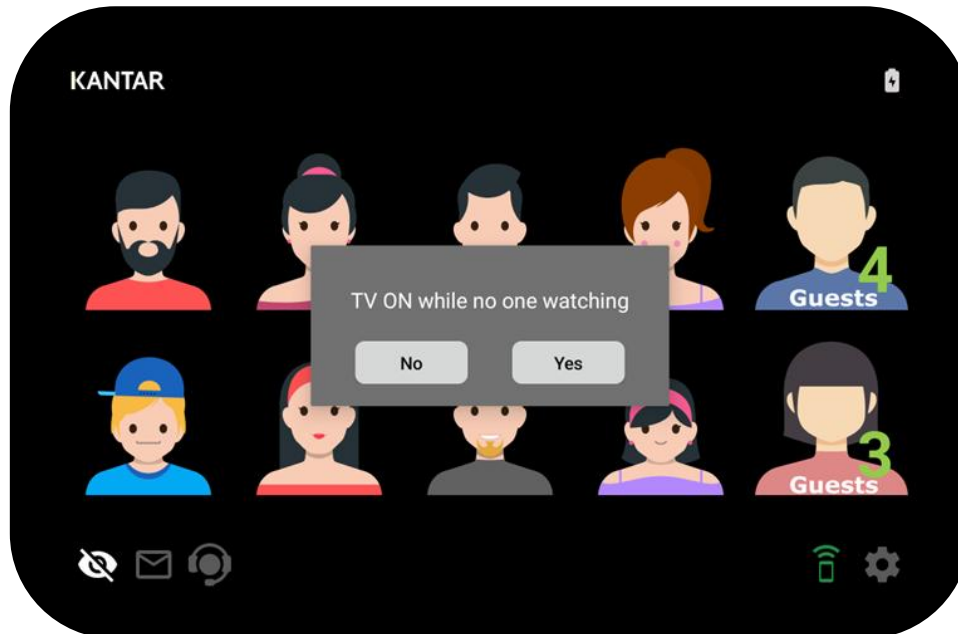


Battery

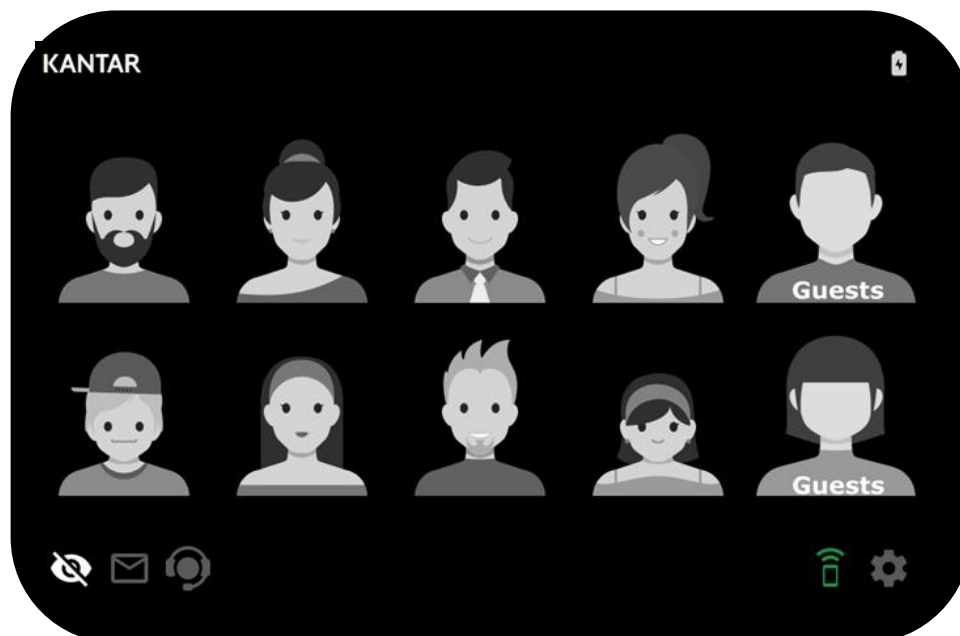
Battery charge icon.

No viewers

In the scenario where the TV is on, but no one is in the room, No viewers should be selected via either the handset or the touchscreen icon.



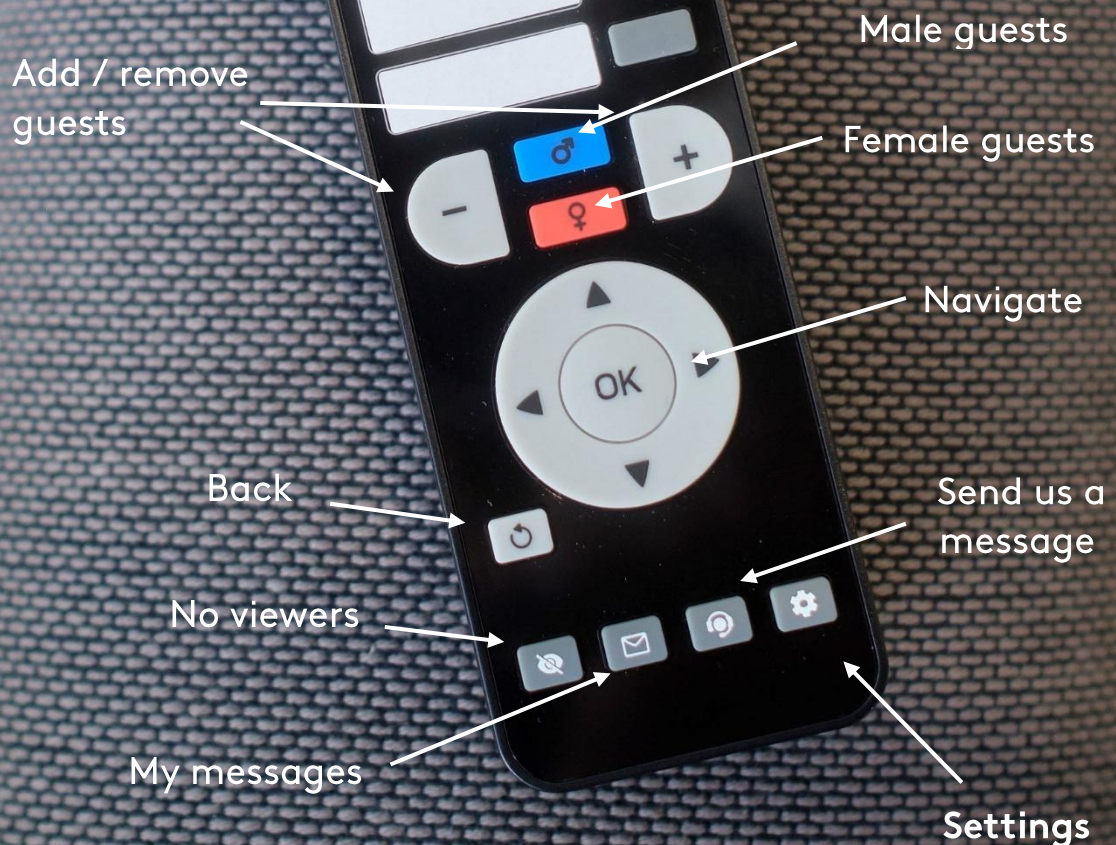
Confirm that the TV is on whilst no one is in the room.



Avatars will grey out and the No Viewers icon will highlight.

The People Meter 7 handset

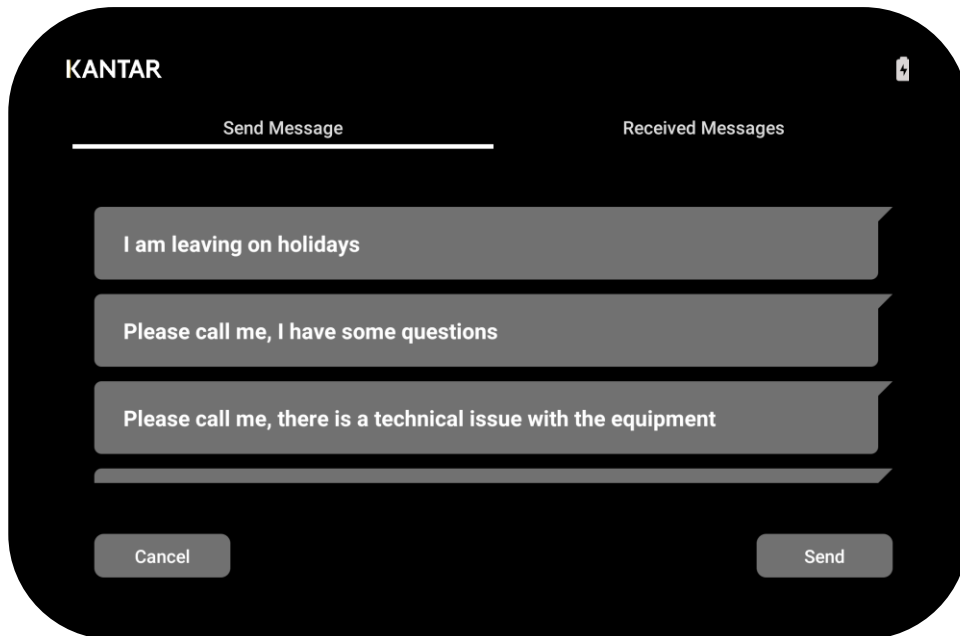
In the same way you touch your assigned avatar on the People Meter 7 screen, you can log in via the handset.



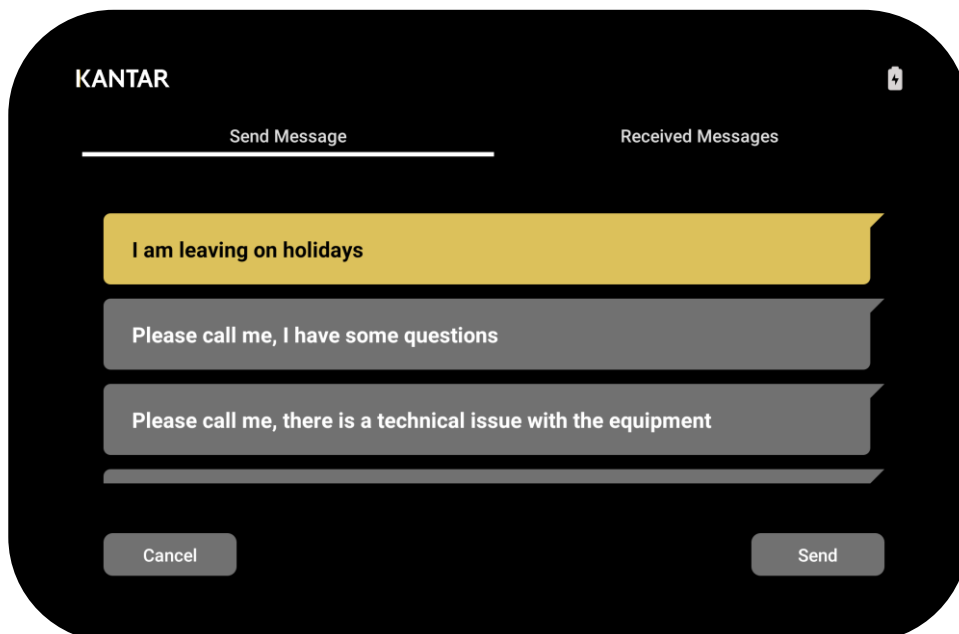
Change the volume or brightness of the People Meter 7 and to amend any Wi-Fi information.

Send us a message

A selection of messages can be sent to Kantar via the People Meter 7. This can be accessed by the **Send us a message** icon on the touchscreen or on the handset.



Select a message and it will turn yellow. Then select send.



The Focal Meter

What is it?

Focal Meter is a small box which connects to your router to measure video viewing through your home network.

Why is it needed?

More and more TV viewing is taking place over the internet, whether on small screens or video on demand via the TV.

What does it measure?

The meter **only measures viewing to legitimate video services** like iPlayer, Netflix and YouTube. See the full list here www.focal-meter.co.uk

What does it not measure?

We cannot **see any other activity** on your network, such as other video, email, internet use, shopping or banking.



The Panel Member Portal

Hello



Check your points

Go to www.barbpanel.com to check your points and exchange them for rewards. If you prefer you can call the Rewards Helpline on 0800 328 3983 (Option 1) to find out what you can buy.



Competition Time

Here's your chance to win 50,000 reward points – simply e-mail help@barbpanel.com by the 15th November (don't forget to include your panel number!) and answer this – Which comedian is the star of BBC1's new crime drama series 'Ludwig'?



Top Channels

The most watched individual channel across September 2024 was BBC1.

The Panel Member Portal is your access point to view and update your household and device usage information, and to receive updates on panel news, viewing figures and competitions.

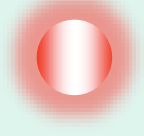
<https://barbfmportal.kantarmedia.com/>

You will receive both an email from help@barbpanel.com with the title **Registration for Barb Portal** and a text message from Kantar with a numerical one-time password (OTP) to secure your profile.

During your installation appointment, your technician will guide you through a short questionnaire about viewing behaviour and device (e.g. PCs, laptops, tablets and smartphones) ownership within the household.

In order to ensure we continue to hold the correct information, you will also be required to review and update the questionnaire every 6 months. We will send you a reminder when it's time for you to take a look.

Focal Meter Troubleshooting

Solid green and red		Focal Meter is booting or rebooting
Flashing green		Focal Meter is successfully connected to the network but is not yet registered
Solid green		Focal Meter is successfully connected to the network
Flashing red		Focal Meter has no network connection
Solid red		An error has been detected and the Focal Meter is not functioning

For further information and help on any of the above or any other Focal Meter issues please contact us on our freephone number **0800 018 9671**



Safety instructions

The metering equipment meets all regulatory standards. As with all electrical equipment, you need to take a few simple precautions.

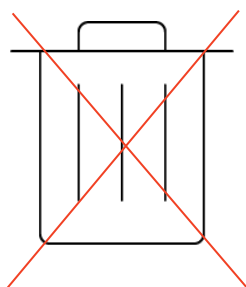
- To avoid risk of electrical shock, do not expose any Kantar equipment to moisture.
- Please do not clean the equipment unless necessary.
- If cleaning is necessary, use only a dry cloth – do not use liquid or aerosol cleaners.
- Never push objects of any kind into an opening in the equipment.
- Do not cover the meter or place near heat sources such as radiators, cookers, or heat vents.
- The Focal Meter should not be installed near medical or life support equipment or other apparatus that may be susceptible to radiofrequency interference i.e. pacemakers.

Please call or email us if:

- The power cable or plug is damaged.
- The meter has been dropped or the casing/screen damaged.
- Liquid has been spilled or objects have fallen on the meter.
- The meter does not operate normally or shows a distinct change in performance.

Disposal of equipment

This equipment **must not be disposed of in the domestic refuse collection**. Please return to Kantar Media for correct disposal.



FAQs



Q. Will the meter increase my electricity bill?

A. The cost is minimal. Each meter is rated at 4 watts, which roughly translate to less than 1.5p per day

Q. My TV set has broken. What should I do?

A. Please call, email, or send us a message to let us know, so we are aware that the meter will not report any viewing. The TV can be removed for repair as normal. When the TV is returned, please contact us again so we can check that the meter is still working.

Q. Does the meter interfere with my TV reception?

A. No, the meter has been designed to comply with strict European interference legislations.

Q. My handset doesn't seem to be working. What can I do?

A. The first step is to check the colour of the handset icon on the People Meter 7 screen. If red, check the batteries are working. If they are not, contact us and we will send new ones. If you have any AAA batteries available, please use those until you receive our batteries. If the icon is green please call us on **0800 018 9671**.

Q. My neighbour has seen my meter and would like to join the panel. Can they join?

A. Unfortunately not. Our panel homes are specially selected. We can't accept volunteers.

Q. One of our family members is leaving home and taking the TV with them. Will you still be able to get information?

A. No, we won't. We only collect information from the TV sets in your home. Please let us know so that we can send a technician to remove the meter from that TV.

Q. We are moving house. Can we stay on the panel?

A. Some people are able to stay on the panel after a house move – however if this is not possible please let us know in advance so we can arrange to collect the meter equipment (we know that it's easy to lose it during the move!).

Q. I've lost /broken my handset. What should I do?

A. Please contact us via our freephone number **0800 018 9671** and we'll send you out a replacement handset. Please continue to log in and out via the People Meter 7 screen until your new handset arrives.

Q. Can I use any of the handsets on different TVs in my home?

A. Each handset is paired via Bluetooth to each People Meter 7. Each handset is set for the specific meter. If your handset stops working, please contact us on our freephone number **0800 018 9671**. Please continue to log in and out via the People Meter 7 screen until your new handset arrives

Q. A message has appeared on the People Meter 7 to say that the device has been disconnected, what should I do?

A. The People Meter 7 needs to remain plugged in at all times, as do our sensors which connect to your other TV equipment (such as set top boxes, DVD players, games consoles etc). If your meter becomes unplugged a message will appear to advise you, in which case please check the power supply is on, connected and plugged in. If the sensors become unplugged we will contact you to ask you to plug them back in. If you are having any issues with the equipment please call us on our freephone number 0800 018 9671

Q. Will the People Meter 7 be on charge 100% of the time?

A. No. Although People Meter 7 needs to be plugged in at all times, it will not be on charge 100% of the time. People Meter 7 is designed to charge to a higher threshold level and will then stop charging automatically. The battery power will start to reduce and once it gets a lower threshold level the People Meter 7 will start to automatically charge once again.

Q. I am planning on changing my broadband provider — do I need to notify you?

A. Yes please, if there are any changes to your router please inform us.

Q. Do I need to leave my router and Focal Meter plugged in overnight?

A. Yes please, the Focal Meter and the router needs to remain plugged in at all times.

Q. I have accidentally unplugged my Focal Meter. What should I do?

A. Please plug the Focal Meter back in as soon as you can and check to see if there is a solid green light on the back after a minute of reconnecting. If not, please notify the helpdesk on our freephone number **0800 018 9671**

Q. Should I let you know if I replace, change, or get a new device which is used to stream video?

A. Yes. Please get in touch if you replace, change, or get a new device. However, the Focal Meter detects all devices connected to the network when using one of the services measured, and we will contact you to confirm who the device belongs to.

Q. Will you be able to monitor my email account and access my contact list?

A. No. We are unable to access any information stored on your devices.

Q. How much does it cost in electricity to run Focal Meter?

A. The cost is minimal. Each Focal Meter is rated at around 0.053 kWh, which roughly translates to less than 2p per day.

Q. How much of my data allowance will be affected by Focal Meter?

A. Data usage is small, less than 5MB a day.

Q. Will the Focal Meter affect my broadband speed?

A. No. Data is transferred between the router and the Focal Meter but any impact to broadband speeds would be negligible.

Q. When I use online banking or log into a secure website, can you see my username, password or my balance?

A. No. The Focal Meter is configured so that only traffic from a select number of services is being measured.

Q. Do you sell my data to advertisers or marketers so they can target me with junk emails or nuisance telephone calls?

A. No, we do not pass on any details to advertisers or marketers. We may use third party service providers to assist in our administration of the Barb panel.

The Rewards Scheme

How do I earn points and how many will I earn?

Once we have installed our metering in your home, each panel member in your household starts collecting reward points. You will receive:



5,000
points per
month for
each panel
member
aged 10+



4,000
points per
month for
each panel
member
aged 4-9



21,000
points
every three
months in
addition
per
household



1,000 points = £1



Points are awarded on the monthly anniversary of installation. So, if you're installed on the 10th of the month, your first award will be on the 10th of the following month and every month thereafter.

How can I use my points?

Points can be exchanged for vouchers from a wide range of shops, or used to purchase goods. These include:

4,500 individual items available directly from the website.

Vouchers for +75 online and high street stores such as M&S, House of Fraser, Argos, Next and B&Q.

LOVE2SHOP
General high street vouchers.

Cinema, Theatre and Restaurant tokens such as Odeon, Ticketmaster, tkts, Top Table and Pizza Express.

Days out and experiences like Alton Towers or Thorpe Park.

Donate to charities, including UNICEF, the NSPCC or Cancer Research.

To turn your points into vouchers or goods, simply call our Rewards Team on 0800 328 3983 or visit: www.barbtelevisionpanel.co.uk

How to register your rewards account online

To register, you need to visit www.barbtelevisionpanel.co.uk. This website does not appear on any search engines, so please type the address straight into your internet address bar.

Once you open the website, you should see a screen with the option to login or to register. Click on register, and type in the invite key that was sent to you via email. If you do not wish to enter your mobile number or email information, or do not have them, you can enter none@none.co.uk as your email address and 000 as your mobile number.

You will then be prompted to create your username and password for future use. Each household member aged over 4 years needs to be registered individually using their individual invite key. Households can use the same password, security questions, email address and phone number, but the username for each member in the home must be unique.

It can take up to 48 hours for the registration to go through and the points will show as zero until then. For any further details or rewards queries, please contact the Rewards Team.



How We Use Your Personal Data

Our Promise

Barb takes its responsibilities to you very seriously, and for that reason we promise:

1

Your personal data will **only** be used to measure how many people watch television programmes, commercials, channels and services. Your personal data will never be used for any other purpose.

2

Your personal data will be kept confidential, and you cannot be identified from the viewing figures that we publish.

3

You will only receive communications directly related to the Barb TV viewing panel, and nobody will ever try to sell you anything as a result of your participation.

4

Personal data such as usernames, passwords, contacts, photos or documents will never be captured from your online devices such as tablets, computers and mobiles. Our software is not capable of this.

5

Your personal data will be kept in secure encrypted storage servers.

6

You are under no obligation to take part in the Barb TV viewing panel, and you are free to leave at any time.

Who we are

Barb Audiences Ltd (Barb) provides the UK TV and advertising industry with viewing figures for television channels, video-on-demand services and video-sharing platforms.



Barb Audiences Ltd (Barb) use three companies to perform different parts of the process for calculating the viewing figures. Although we are responsible for your personal data, we share this responsibility with each of these companies.

KANTAR MEDIA

Kantar Media Audiences Ltd (Kantar) is an independent research company. It installs and maintains the equipment for the households which are on the Barb TV viewing panel, it collects and processes the viewing data from this equipment, and it administers the rewards scheme. Kantar works on behalf of Barb.

In technical language, Barb and Kantar are joint data controllers in respect of the personal data held by Kantar about you; this means we are jointly responsible for how your personal data is used.



Ipsos UK Limited (Ipsos) is an independent research company. It identifies and recruits households to join the Barb TV Panel.



RSMB Limited (RSMB) is an independent research company which designs the process for calculating the viewing figures and checks the quality of Ipsos's work and Kantar's work. RSMB works on behalf of Barb.

What information do we collect?



On Barb's behalf, **Ipsos** collects important demographic information about you and other members of your household. This information is used to ensure that the Barb TV viewing panel remains representative of the UK as a whole.

Ipsos will also use your contact details in order to keep in touch with you during the process of interviewing you for the Barb TV panel.

KANTAR MEDIA

Kantar Media collects information about:

- the TV programmes, commercials, and channels watched by you and your household (including when and how long you watch TV). This information is collected through the equipment and software which Kantar installs on your TVs and online devices.
- the type of television set and other devices used by you and your household to watch TV. This information is collected by Kantar when installing its equipment
- your usage of TV player services, audio services and publishers included in the whitelist. This information is provided by the UK broadcasters and collected through the equipment and software which Kantar installs on your TVs and online devices.
- additional lifestyle information about you and your household. This information is collected from you when you complete voluntary questionnaires.
- changes to the demographic information about you and the other members of your household (these changes are shared with RSMB).

How do we use the information?

Kantar uses your data to create the viewing figures for television programmes and commercials. We then publish these viewing figures to businesses in the television and advertising industries. The published viewing figures do not reveal any information that identifies you or any member of your household.

Kantar may also use your data to work out what type of TV package you have from your TV service provider. Knowing your TV package helps to ensure that the Barb TV viewing panel remains representative of the UK as a whole.

Finally, Kantar uses your contact details in order to keep in touch with you regarding any questions or complaints you might have while on the Barb TV viewing panel, to keep track of your reward points, to provide you with your rewards, to install and maintain the equipment at your home, and to offer trials of new measurements or meters. Phone calls made to/from panel support may be recorded and retained for 2 weeks for training and quality purposes.

Barb and Kantar may use your personal data to find out more information about your viewing habits or subscriptions to online platforms including Channel 4 Streaming (formerly All 4), ITVX, Netflix, Amazon Prime Video, Disney+, YouTube, Sky/SkyGo, Now TV, Apple TV+, My5, U (formerly UKTV Play), Discovery+, Paramount+, S4C Clic, STV Player, Pluto TV, Twitch, TikTok, DAZN and Vevo. This list may change over time and can be consulted here:

<https://www.virtualmeter.co.uk/focalmeter>

This involves matching personal data that we hold about you (e.g. your name, email address, or similar identifier) with personal data relating to you that is held by third parties listed above, with your name, email address and/or viewing information. We will put in place measures to ensure your Personal Data are protected throughout the matching process. Any matching data will be done using double-blind techniques which ensure that your personal information is never shared with or exposed to a third party.

RSMB: On our behalf, RSMB checks that the information collected by Ipsos and Kantar is accurate and complete. This is a quality control measure to ensure that the published TV viewing figures are reliable

and that the Barb TV viewing panel remains representative of the UK as a whole.

RSMB also uses your contact details in order to get in touch with you to check your data, to manage any questions or complaints you might have while on the Barb TV viewing panel, and to offer trials of new measurements or meters.

Each of the three companies which we use to calculate the viewing figures might share data with each other. This will happen where the other company requires the data in order to perform its part of the calculation process.

Our legal basis for processing your personal data

We, Ipsos, Kantar and RSMB are required by law to identify the legal basis on which we process your personal data.

We, Ipsos, Kantar and RSMB process most of your personal data on the legal basis of 'legitimate interests'.

Barb has a legitimate interest in wanting to produce viewing figures for television programmes and commercials. Processing your personal data is the necessary means of producing viewing figures which are accurate and reliable.

Ipsos, Kantar and RSMB each process your personal data in order to further Barb's legitimate interests, and their own legitimate interests in providing services in relation to the Barb panel

On our behalf, Ipsos, Kantar and RSMB also collect personal data which includes details of ethnic background, health and disabilities. These are 'special categories' of personal data for which we are required to have an additional legal basis for processing. Our additional legal basis for these special categories is 'statistical purposes'. Processing these categories of personal data is necessary to produce statistics that broadcasters can use to work out how well their programming caters for different groups of the population.

Who we share your personal data with

Neither we nor Ipsos, Kantar, or RSMB share your personal data with anyone else. But there are some limited exceptions to this:

- in order to provide your rewards and to install and maintain the equipment, Kantar might need to share your name and address with third parties such as the providers of the rewards, delivery companies, and equipment engineers. These service providers are required to keep your personal data confidential and secure, and they are not permitted to use your data for any other purpose
- we, Ipsos, Kantar, and RSMB each use the data storage and data transmission facilities of various IT and telecommunication companies, as is usual for any modern business. These service providers are required to keep your personal data confidential and secure, and they are not permitted to use your data for any other purpose
- we, Ipsos, Kantar and RSMB might be required to disclose your personal data in compliance with a court order, or to the police in connection with an investigation
- we, Ipsos, Kantar and RSMB may disclose your personal data to other contractors in connection with the Barb service
- Barb and Kantar may match data that we hold about you with data relating to you that is held by Ipsos, Kantar and RSMB. Any data matching will be done using double-blind techniques which ensure that your personal information is never shared with or exposed to a third party

How long do we keep your personal data

Ipsos is only involved in the recruitment of households onto the Barb TV panel. After the conclusion of your recruitment process, Ipsos will retain your personal data for 6 months before permanently deleting it. This applies whether you joined or refused to join the Barb TV panel.

Your personal data is regularly updated as part of you being on the Barb TV panel, and Kantar will retain your personal data for as long as you remain on the Barb TV panel.

If you choose to leave the Barb TV panel, then RSMB will retain your personal data for a further 2 years before being permanently deleted.

If you choose to leave the Barb TV panel, then Kantar will retain your personal data for 6 months so that you can redeem your reward points. Your personal data will be retained for a further period, during which it will be used only for research purposes (for example, in order to verify existing viewing figures). Kantar will implement appropriate safeguards to protect your personal data for as long as it is held.

Barb does not access your personal data as Ipsos and Kantar process your personal data on behalf of Barb. If Barb does access your personal data, Barb will retain your personal data for as long as you remain on the Barb TV panel and will retain your personal data for a further 2 years before being permanently deleted.

Your rights in relation to your personal data

You can exercise these by contacting us or any of Ipsos, Kantar, or RSMB using the contact details below.

Under your rights, you can:

- ✓ ask for a copy of your personal data
- ✓ ask for any of your personal data which is inaccurate or out-of-date to be corrected
- ✓ ask for your personal data to be erased (but please see the section below on 'leaving the Barb TV viewing panel')
- ✓ object to the processing of your personal data due to your own particular circumstances (but please see the section below on 'leaving the Barb TV viewing panel')
- ✓ ask for the processing of your personal data to be restricted (but please see the section below on 'leaving the Barb TV viewing panel')

Leaving the Barb TV viewing panel

Your household is free to leave the Barb TV viewing panel at any time. All you need to do is tell someone at Kantar or RSMB.

There are some data protection rights which are not compatible with being on the Barb TV viewing panel. If anyone in your household exercises these rights, we will assume that your household no longer wishes to be on the panel, and we will remove your household. This would happen where: someone in your household asks us to erase their personal data, someone in your household asks us to restrict our processing of their personal data, or someone in your household objects to us processing their personal data.

When your household leaves the panel, we will stop collecting any new information about you or your viewing. We will not erase or stop using the viewing information we hold or the demographic information we hold in relation to that viewing data. This is because erasing or stopping use of this information would prevent the existing viewing figures from being verifiable.

Although we, Ipsos, Kantar and RSMB will not immediately erase nor stop using the information we already hold about you, your information will be erased or anonymised after a period of time (please see the section above on 'how long do we keep your personal data'). Up until then, your information will continue to be kept confidential and secure as always.

We reserve the right to remove homes from the panel at our sole discretion.

Privacy, Anonymity and Social Media

Privacy

We will not disclose the identity of household members, and all of your details will be held in the strictest confidence. We will also never try to sell you anything or try to influence your viewing behaviour. We are simply interested in recording as accurately as possible all of what you watch.

As a world-class research company, our record for confidentiality, professionalism and impartiality is important to us. Your personal details will be held by Kantar, who work on Barb's behalf.

Any personal viewing information is confidential. Your data is merged with that of other panel homes before it is passed to broadcasters and TV companies. They do not know who you are or where you live.

We cannot see anything that you do or type on any device that is connected to your broadband router apart from your viewing of the specific online services cited in this guide.

With growing concerns about data privacy, we would once again like to reassure you. We will never disclose any of your personal information to any other company or organisation other than those working on behalf of Barb, except where necessary to supply you with your rewards. We may also disclose your personal information to our service providers who assist in the administration of the Barb panel; these service providers will be required to keep your information secure and may not use it for any other purpose.

Whenever we contact you, we will always quote your name so that you know we are who we claim to be. If you are contacted and the caller is unable to confirm your name, please end the call and let us know immediately by calling our freephone number on **0800 018 9671**

Anonymity

To help us safeguard your anonymity please keep your participation on the panel confidential from anyone that you don't know. This includes anyone involved in the media or communications industry.

If you have any questions or concerns about how your data is used, you can contact us at help@barbpanel.com.



Social Media

Over the last few years there has been a significant increase in activity on social networks, such as Facebook and X (formerly Twitter). These are increasingly being used as a communication tool between family, friends, work colleagues and wider groups. To ensure your involvement on the panel remains confidential, it is important that you do not disclose or discuss your participation on the television panel when communicating on social networks.

How to contact us

If you have any questions about how we handle your personal data, you can contact our Data Protection Officer, Caroline Baxter at Barb:

dpo@barb.co.uk

If you wish to contact the companies we work with about their handling of personal data, you can do so as follows:

Ipsos: shapingtv@ipsos.com

Kantar: Dataprotection@kantar.com

RSMB: dpo@rsmb.co.uk

If you're not happy with how we, Ipsos, Kantar and RSMB have handled your personal data, we'd like you to contact us first and give us a chance to put it right. But you have the right to complain to the Information Commissioner if you would like to do so.

You can find details about how to contact the Information Commissioner's Office at <https://ico.org.uk/global/contact-us/> or by sending an email to casework@ico.org.uk

If you have any other issues or complaints regarding any of the processes outlined in this guide, please write to:

Barb Helpdesk
Freepost KMBARB,
Kantar Media,
Westgate,
London
W5 1UA

or e-mail us at help@barbpanel.com

General or technical queries

0800 018 9671

help@barbpanel.com

Helpdesk numbers are open between 9am-6pm Monday - Friday
(closed Saturday/Sunday/Bank Holidays)

Rewards or log-in queries

Phone: 0800 328 3983

E-mail: help@barbrewards.co.uk

Log on to the website: www.barbtelevisionpanel.co.uk

- To register your account
- To check your points credit
- To order store vouchers
- To purchase goods

The Rewards Helpline is open Monday to Friday, 9am until 5.30 pm
(closed Saturday/Sunday/Bank Holidays)

By post (for general queries)

Barb Helpdesk, Freepost LON 16384, Westgate, London, W5 1UA

Please remember to quote your Household Number in any
communications with us.

Your Household Number:

Household Number							
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