

How do we protect our respondent's anonymity within our platform?

## ANONYMITY IN OUR PLATFORM

# 6

### **GOLDEN RULE**

We don't show results for a group of less than 5 respondents. This number can be increased to your organisation's preference.

#### **SURVEY ANONYMITY**

Email addresses and names can never be associated with scores. To visualise responses, we use an anonymous reference number.



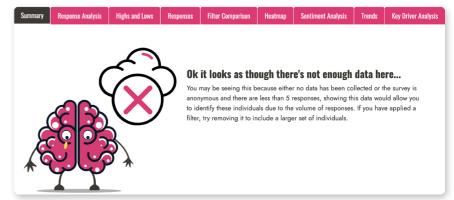
# (A)

#### **FEEDBACK LOOP**

We facilitate two-way anonymous conversations with survey respondents.
Allows organisations to address employee feedback whilst respecting their privacy.

### **GOLDEN RULE OF 5**

What is it? Our Golden Rule means that if there are less than 5 survey respondents, the results won't show in order to protect people's privacy. Where's the benefit? You're more likely to get a higher volume of feedback when your people feel safe that their comments won't be traced back to them.





# WHAT DOES FEEDBACK LOOK LIKE IN THE PLATFORM?

What is it? When visualising people's responses, our platform allocates a unique voter ID that enables you to understand whether those responses come from the same individual. Where's the benefit? In our anonymous surveys, the unique voter ID can never be tied back to an individual, and employees' names and email addresses are never matched with their scores or filter information (e.g.location, department etc).

## **CLOSING THE FEEDBACK LOOP**

What is it? When leaving comments, the respondent decides if they want their feedback to be addressed and invites a manager to a two-way conversation to safely close the feedback loop. Where's the benefit? Conversations are completely anonymous and the only reason an email address is asked for is because people might not want to use their corporate email. It's all about convenience, efficiency and anonymity.

