

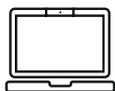
What will I need to do?

Installation



STEP 1 Installing the app on your mobile device

Please refer to the “What will I need to do – STEP 1 About the app and installation” card included within this package.



STEP 2 Installing the app on your PC and/or laptop

There is an app for your browsers to use with any laptop or desktop computers. This will make participation easier and you will be eligible for additional rewards.

You will have received an email invite or prompt to create an account for each household member (aged 4+) which will then enable you to download and install these apps. Clicking your name/symbol will take you to a screen where you will be prompted to link to a Google account. If you have already linked to an existing Gmail account or created a Screenwiseselect.co.uk account at STEP 1. Please use the same account details to complete the installation of the browser app.

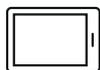
If you didn't link an existing Gmail or Screenwiseselect.co.uk account at STEP 1 you will need to link an account at this point. You can link a personal Gmail account if you already have one or create a Screenwiseselect.co.uk account by selecting “I do not have a Google account” on the email invite. This account will only be available to use with the Screenwise app.

Simply follow the on-screen instructions to create your new account. If you have any difficulties, please contact a member of the Screenwise panel team on the number provided at the bottom of the page. If you are creating a new Screenwise account, please note down the details of this account to use later, once the app is installed.

Now that your accounts are linked please download the app by clicking on “Install desktop”. You will be directed to the appropriate page for the installation of the correct browser app. The Screenwise browser application works with Internet Explorer, Google Chrome and Mozilla Firefox.

Please follow the on-screen instructions to complete the installation. Once you are set up, you can start using the internet from your desktop or laptop as you normally would. The data collected will help Google better serve their users, partners and customers by learning more about people's media use, on the web and elsewhere.

screenwise selectpanel



STEP 3 Installing the app on shared devices

The app can also be installed on any shared device –such as tablets, laptops or PC– used by more than one household member. Please follow the instructions outlined at STEP 1 or STEP 2 to install the app on any shared device. If you have any difficulties, please contact a member of the Screenwise panel team on the number provided at the bottom of the page.

On any shared device, it is important that whoever is using the internet identifies themselves by selecting their name / symbol. Please encourage all other household members to select their name / symbol when using the internet.



STEP 4 TV and Web Installation

At a convenient time for you, we will arrange for a dedicated Screenwise technician to visit your home and install the TV and Web meters. A TV meter will be fitted to each TV in your home and a Web meter to your broadband connection.

Information on your internet usage and the sites visited in each session will be collected. We understand there may be times when you have guests in your home who are not panel members but wish to use your internet connection, or times when you specifically don't want to share your internet browsing information. For these circumstances there is the guest mode, and your browsing information is not collected.

Please note that although everyone in the household will be asked to select their name/symbol when accessing the internet, we will not collect internet data for anyone who is aged under 13. For more information on what information is gathered and how it is used please refer to the Privacy Policies available online at: www.screenwiseselect.co.uk/privacy

If you have any queries or require any help installing the apps, please contact us on:

✉ helpdesk@screenwiseselect.co.uk

☎ +44 (0) 8000 159 920

What will I need to do?

Usage after installation



Everyone in your household is represented by a symbol which should be selected when watching TV or using the internet on a shared device.



WHEN WATCHING TV...

1. Each person should press their button on the TV handset to show they are in the room when the TV is on, even if they are not actually watching the TV – their symbol will light up on the meter display.
2. They must also press their button when they leave the room.
3. Any guest must press the 'jigsaw piece' button to show that they are in the room if the TV is on.
4. If more than one guest is in the room, then the guest button only needs to be pressed once. The last guest to leave the room should press the button to show that there are no more guests present – the jigsaw piece light will go off on the meter display.
5. Please press your buttons on the handset whenever the TV is switched on even when watching a DVD or pre-recorded TV.
6. Please don't unplug the TV meter.



WHEN USING THE INTERNET...

1. On any shared device (i.e. any laptop, desktop, tablet, or smartphone used by more than one household member) it is important that whoever is using the device identifies themselves by selecting their symbol/name.
2. Please encourage all other household members to also select their symbol/name when using the internet.
3. Remember no data is collected for household members aged under 13. Their name will not be listed but the symbol they use will be shown and this symbol will need to be selected.
4. There is a guest 'jigsaw piece' symbol/name for those not part of your household who are using your internet connection.
5. You can also select the guest 'jigsaw piece' symbol/name for any circumstances when you specifically don't want to share your internet browsing information. When this guest symbol/name is selected no browsing information is collected.