FREQUENTLY ASKED QUESTIONS (FAQ's)

FAQ 1: What is an online research community?

An online insight community is a group of individuals with similar interests, and experiences, who have voluntarily chosen to participate in online research studies about various topics related to their common interests.

FAQ 2: What information is required from you to become a community member?

A brief profile of yourself, obtained through a short survey, is the only information required for joining this community. This information, called your "member profile", will include basic contact information and data such as your gender and age. It will also ask you some questions about your behaviour in terms of fast foods and casual dining. The questions included in the member profile survey allow us to ensure that the community is not only reflective of our customers; but also helps us to ensure that we are able to address the specific needs of our target market.

FAQ 3: How much time will I have to complete each survey?

You will typically have anywhere from 72 (seventy-two) hours to one week to complete each survey.

FAQ 4: How many surveys do I have to complete?

You will have to complete at least one survey to within a month to qualify for entry into the lucky draw during that particular month.

FAQ 5: Will I be able to select the types of surveys in which I participate?

We will use the information that you provide to us in your member profile survey to send you invitations to surveys that fit your outlined demographic and preferences.

FAQ 6: What happens if I don't participate in the survey?

You don't have to participate in every survey that you receive. If you don't respond, we will contact you later about another survey. If at any time you decide that you don't want to be part of this community and participate in our surveys anymore you may unsubscribe by following the guidelines below.

FAQ 7: How long will I remain on a member of the community?

You will remain a member of the community for as long as you choose to participate. Members may remove themselves from the **FireStarters** community at any time by:

1. Clicking the unsubscribe button found at the bottom of the emails that you receive from us OR

2. Logging in at www.firestarters.co.za and following either of the steps in the points below:
   - selecting "More" on the menu bar; then select "Team" and then select "Leave Community" at the top of the page OR
   - on the landing page, click the "View Group" page and then select "Leave Community" at the top of the page.

FAQ 8: Will my profile information be sold to other companies?

The information collected by the **FireStarters** community is not sold or distributed to any company. All information is strictly confidential, and privacy is guaranteed. Your name will never be sold, exchanged, or distributed to any other party without your express acknowledgement. Please refer to our Privacy Policy, available from www.firestarters.co.za, for complete details about what information is collected and how this information is stored and used.

FAQ 9: How can I update my personal details?

From www.firestarters.co.za click on your user profile icon (found at the top of the screen); then click on "Settings". From here you can:

1. Add or change your profile picture
2. Adjust your name or your surname (please note that your full name is visible to members in the hub.
3. Amend your username (you can only select a name which is not already in use in the community)
4. Adjust your title (this is optional)
5. Add or adjust your personal biography (this is optional)
6. You can add a cover (background) image to your profile (this is optional)

Once all changes have been applied, click on "Save Change". To undo your changes, click on "Revert".
Please note that you CANNOT change your e-mail address through the community portal. To change your e-mail address, please click on the Technical Support link or send an e-mail to support@firestarters.co.za

FAQ 10: How can I set my communication preferences?

From www.firestarters.co.za click on "Notifications" at the top of the page; then click on "Notifications Settings" from where you will be able to either enable or disable receiving newsletters and notifications for activities. Once you have selected your preferences, click on "Save".

FAQ 11: What if I forget my password?

If you cannot remember your password, simply click on the "Forgot password" button on the community login page www.firestarters.co.za; follow the instructions and you will be sent an e-mail containing a link which allows a password re-set. If you continue to experience problems logging-in, click on the Technical Support link, or send an e-mail to support@firestarters.co.za, for assistance.

FAQ 12: How do I complete a survey?

You will be e-mailed or SMSed a unique URL address for each survey you are invited to. Simply click on the URL included in the email / SMS or alternatively cut and paste the URL address into a web browser of your choice (i.e., Internet Explorer; Chrome etc) and complete the survey online. If you experience problems accessing or completing a survey, please click on the Technical Support link, or send an e-mail to support@firestarters.co.za, for assistance.

FAQ 13: Are there any prizes for filling out the survey?

Please read the Incentive Rules which have more information regarding the specific prizes which are up for grabs for participating in surveys. Lucky Draws are conducted monthly unless stipulated otherwise in the Terms and Conditions.

FAQ 14: How can I be sure you got my responses?

If you would like to ensure that your responses have been received, you can click on the survey link when you are done. A message stating that you have already completed the survey will appear – this means we have received your answers.

FAQ 15: Technical Problems

Please click on the Technical Support link found in the bottom of the community portal, www.firestarters.co.za. Here you can contact our Technical Support team directly with any queries or general comments. Alternatively, you can also send an e-mail to support@firestarters.co.za.