

## *alive* Listens FAQs

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### Who can join the panel?

The panel is open to readers of *alive* who are 19 years or older and live in North America. We're looking for people who want to help us solve specific challenges, peek behind the scenes of *alive*, and shape the future of the natural health industry!

## Why did I need to complete the registration questionnaire?

Completing the registration questionnaire will help us send you surveys that are on topics of interest to you. All information you provided will remain confidential, and we will never sell your information to a third party.

## Why should I join?

The surveys and discussion forums we ask you to participate in are likely to be relevant, interesting, influential, and quick and easy.

This is your chance to have your voice heard, and to help shape one of the most influential brands in the natural health industry! Additionally, *alive* Listens members get the chance to win prizes and enjoy access to select incentives.

## Is the information I give you safe?

We take your privacy as seriously as you do.

We will use your data in accordance with our [privacy policy](#).

## How often will you contact me with a research request?

That depends on many factors. Respondents are typically selected based on their demographic or geographic profile; we try to select panel participants fairly so that no one member is contacted too frequently. We'll make sure, however, that no one will receive more than 2 invitations a month.

## How do I participate in the surveys?

If you are selected to participate in an online survey, we'll send you an email invitation. The message will include information about the study, a link to the survey, and participation instructions.

## Do I have to take part in a survey when I'm invited to do so?

No—all research participation is completely voluntary. However, your opinions are very important to us, so we hope that you will use the opportunity to tell us what you think!

## How long are the surveys?

The estimated survey length will be included in all invitations. The online surveys will typically take between 5 and 10 minutes to finish; some are slightly longer and some may be shorter. Additionally, you can always suspend a survey and return to finish it at a time convenient to you.

## What types of surveys will I receive?

*alive* Listens seeks and values your opinion on a wide variety of topics and initiatives. Survey topics may include:

- giving us feedback on past articles, magazine covers, advertising campaigns, and general themes
- telling us what you think about potential future article topics, magazine covers, advertising campaigns, and general themes
- letting us know your purchasing habits and preferences

Participation in every survey is voluntary, and you have the option to respond only to surveys in which you are interested.

### How long do I have to complete the survey?

Each survey is only open for a short time so we can react quickly to your views.

### How do I know if a survey is offering an incentive?

The email invitation to a survey will mention if any incentive is available for participation in that survey.

### Under what circumstances can I be removed from the *alive* Listens community?

Anyone found to be misusing the *alive* Listens community website by either posting inappropriate material or answering surveys falsely (e.g., answering all questions with the same answer or selecting the first option in every question) will not be contacted for any further activity.

### I lost my password. Is there a way to retrieve it?

If you can't remember your password, select the "Forget Password?" link on the login page of this website. Your password will be sent to your email address.

### What if I change my name or email address?

You may update your display name, email address, and password on the User Profile page of this website. To get to that page, click on the "Update User Info" link in the top menu. If you need to update your real name, then please send an email to [support@alivelistens.com](mailto:support@alivelistens.com).

### What happens if someone else in my household signs up with the same email address?

Only one person per email address can be registered as a member of the *alive* Listens community. The first person with a certain email address to sign up for the *alive* Listens community will be registered. Other individuals will need to sign up using different email addresses.

### What if I'm not getting any research invitations?

If you haven't done so already, please add [support@alivelistens.com](mailto:support@alivelistens.com) to your safe senders list. ISPs change their filters often, which may cause your research invitations to end up in your junk email folder or it may be blocked completely. It's a good idea to check your subfolders to make sure you don't miss any of our survey invitations.

## Who do I contact if I have questions or comments about a survey?

Please send an email to [support@alivelistens.com](mailto:support@alivelistens.com) and we will be very happy to answer any questions you may have, as well as listen to any suggestions or comments. Questions or comments about the design or content of specific surveys will then be forwarded to that survey's project manager.

## What if I want to quit the panel?

Just send an email message to [support@alivelistens.com](mailto:support@alivelistens.com) with "unsubscribe" in the subject line. We'll email you back to confirm that you've been unsubscribed. Further, there will always be an unsubscribe link at the bottom of every invite you receive, and there is an unsubscribe link located on the User Profile page.

## What are the Terms of Use for the panel?

Please click on the link to view the [Terms of Use](#).

## What computer technology do I need to participate in surveys?

For most of our surveys, all you need is an Internet connection. Occasionally, our surveys require additional technology that you may or may not possess, such as a sound card. In those cases, the survey invitation will specify any technology requirements. If your computer lacks the required technology, feel free to wait to take part in a future study that does not require these features.

## Why did *alive* choose to give to charities as a monthly incentive?

One of our core values at Alive Publishing Group is *Caring*—we care about the well-being of each other, our community, and our planet. We think that giving a monthly donation to a charity as an incentive for participation in *alive* Listens is a perfect way to further live out our value of *Caring*, by supporting amazing people, projects, and organizations.

For more information and details about our contests, please see our [Contest Rules and Regulations](#).

Of course, we welcome your feedback! Please contact us at [support@alivelistens.com](mailto:support@alivelistens.com) if you have further questions or feedback.

## Will we get a chance to win prizes?

Yes, we will be offering occasional prizes and other incentives through the year, and we will notify you when this is the case. Please stay tuned!

For more information and details about our contests, please see our [Contest Rules and Regulations](#).

## How are the charities chosen?

We chose the charities carefully, based on key factors, including:

- Location: rather than choosing small-scale or local projects across Canada, we wanted to choose charities that can benefit all of us across Canada, or around the world.

- Values: the themes of the charities we selected are in line with the themes you're used to seeing in *alive*, such as health, sustainability, environmental and wildlife protection, and human rights.

Of course, we welcome your feedback! Please contact us at [support@alivelistens.com](mailto:support@alivelistens.com) if you have further questions or feedback.

Will I get a tax receipt?

Unfortunately, we are not able to offer tax receipts. This is because official tax receipts, by law, can only be issued to the true donor of the gift to a charity, which is Alive Publishing Group.

How does the charity donation work? Is it based on participation?

Our charity donations are monthly and participation based. If you participate in a study in a given month, you will be automatically entered in the charity donation draw for that month, unless otherwise stated in the survey. For more information and details about our contests, please see our [Contest Rules and Regulations](#).