

# Ipsos iris



INSTALL

Thank you very much for agreeing to take part in the Ipsos iris panel!

Full instructions on how to install and use the VPN on your iPhone can be found in this document.

If you would like to print this document to follow along while installing, we suggest printing in black and white or greyscale.

**Ipsos**  
**iris**  
orange

UKOM

**Ipsos iris**

The UK industry standard for  
online audience measurement

**Ipsos MORI**

Ipsos



# Support ▼



## Thank you for joining the Ipsos iris panel!

This installation guide will help you get the Ipsos iris orange VPN set up and running on your iPhone so that we can start collecting data about your media consumption.

Don't hesitate to get in touch with us if you have any questions regarding the download process:



via email at  
[panel@ipsosiris.com](mailto:panel@ipsosiris.com)



or call our Freephone helpline  
08000 149464



or send a text on  
07507303032

Please note that by downloading and installing this App, you are agreeing to the Ipsos iris terms of use that can be found by visiting the Ipsos iris website:



[panel@ipsosiris.com](mailto:panel@ipsosiris.com)



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Ipsos MORI





# The process ▼

## Step #1

We have sent you your link to install the “Ipsos iris orange” VPN to you via Email or SMS text message.

Tap on the link provided.

This will open in your Safari browser app, tap **“Sign In”**



## Step #2

Please read & accept the following:

- Privacy Policy
- Terms & Conditions

| Privacy Policy  | Terms and Conditions   |
|---|--|
| <h3>Ipsos iris Privacy Policy</h3> <h4>1. Purpose Statement for Ipsos iris Panellists</h4> <p>Ipsos MORI will deliver a single source of high quality and accurate data on a daily basis through the Ipsos iris project to become the trusted and credible partner for the delivery of Online Audience Measurement for UKOM (UK Online Measurement Ltd), the media and advertising industry, websites and apps.</p> <p>Ipsos MORI will ensure the Privacy compliance of Panellists by...</p> <p><i>Clarifying the Data Controllers and Processors to allow the panellist clear visibility of who owns their personal data across all the channels used within the Ipsos iris project.</i></p> <p><i>The panellist's rights will be clearly stated in the relevant Controller's Privacy Notice, to include clarity on the legal reason for collection of all person data, the secure control of sensitive data and website cookies/ tagging. Ipsos MORI will give contractual clarity, clearly define the Privacy controls required of its Processors and will work with any joint controller to establish a clear demarcation between the parties allowing full visibility to the Panellist. Ipsos MORI have proactively completed a Data Privacy Impact</i></p> <p><input type="button" value="Decline"/> <input checked="" type="button" value="Accept"/></p> | <h3>Ipsos iris Terms and Conditions</h3> <p>Effective Date April 16, 2020</p> <h4>1. Membership</h4> <p>By joining the Ipsos iris panel, using the Ipsos iris APP or VPN or Browser extension or using the Ipsos iris website, you accept that you must abide by these Terms and Conditions along with the Ipsos iris Panel Privacy Notice. We reserve the right to amend or change these Terms and Conditions regularly (on the website <a href="http://www.irispanel.ipsos.com">www.irispanel.ipsos.com</a>)</p> <p>Membership of the Panel:</p> <ul style="list-style-type: none"> <li>• Is restricted to individuals aged 15 or over, resident in the United Kingdom.</li> <li>• Ipsos reserves the right to refuse any membership applications and/or terminate membership without giving a reason.</li> <li>• Membership is free and is personal to you. You may not transfer your membership to anyone else.</li> <li>• You will NOT be eligible to join (or if already a</li> </ul> <p><input type="button" value="Decline"/> <input checked="" type="button" value="Accept"/></p> |



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Monday – Friday 10am – 6pm





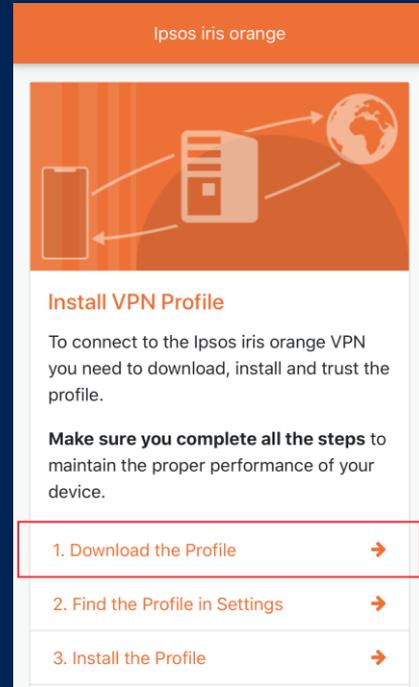
# The process ▾

## Step #3

You will now be shown the process for installing.

To begin, please tap on the first step:

### “1. Download the Profile”



## Step #4

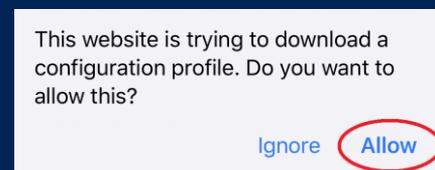
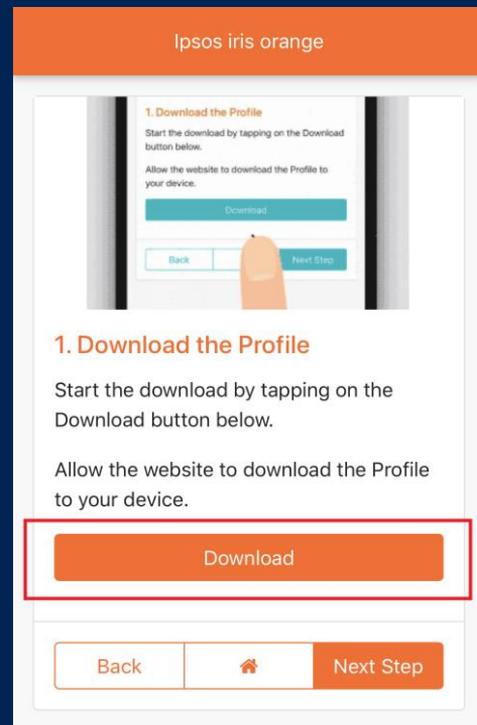
### Downloading the Profile

Please tap ‘Download’

Please tap “Allow” in the ensuing popup that appears as this will allow the configuration profile to be downloaded.

Once done, tap ‘Next Step’

**Note:** If you are on an internet network connection which uses parental controls / additional security, this will result in the inability to download the profile.



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# The process ▾

## Step #5

### Find the Downloaded Profile

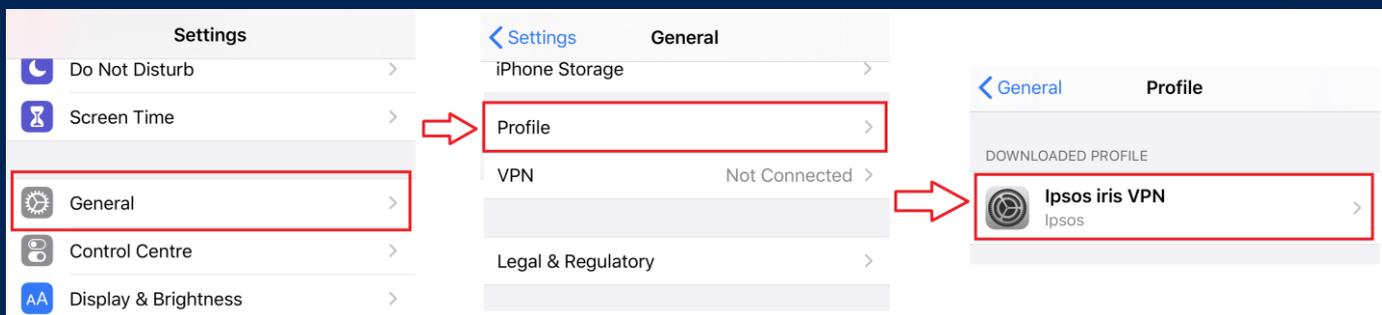
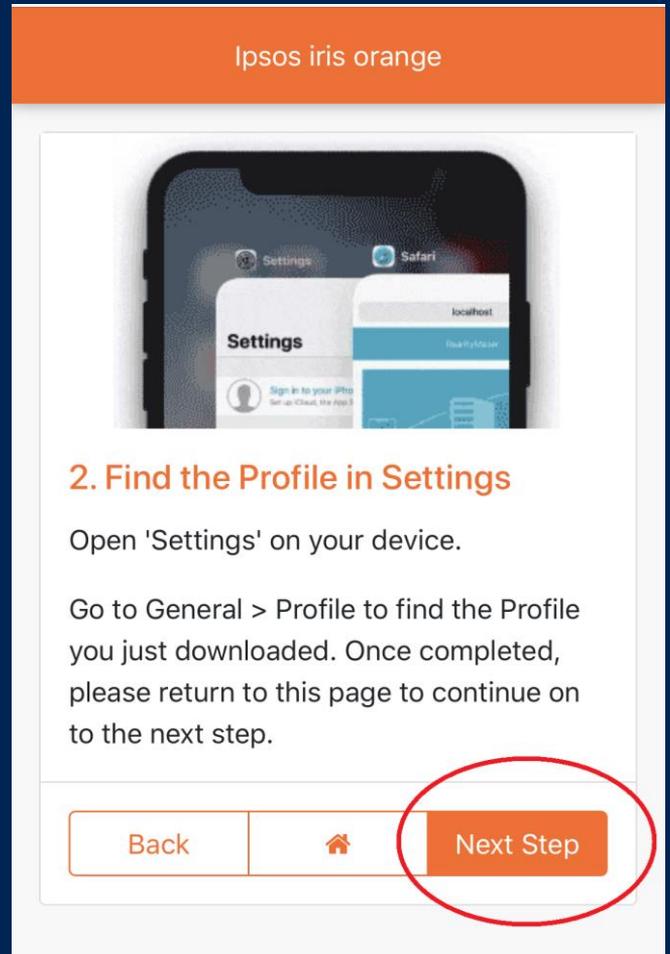
Please open by tapping your **“Settings”** app

Tap **“General”**

Now tap **“Profile”**

You will see the **“Ipsos iris VPN”** profile configuration.

Now please go back to the Safari browser app and tap **“Next Step”**



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# The process ▼

## Step #6

### Install the VPN Profile

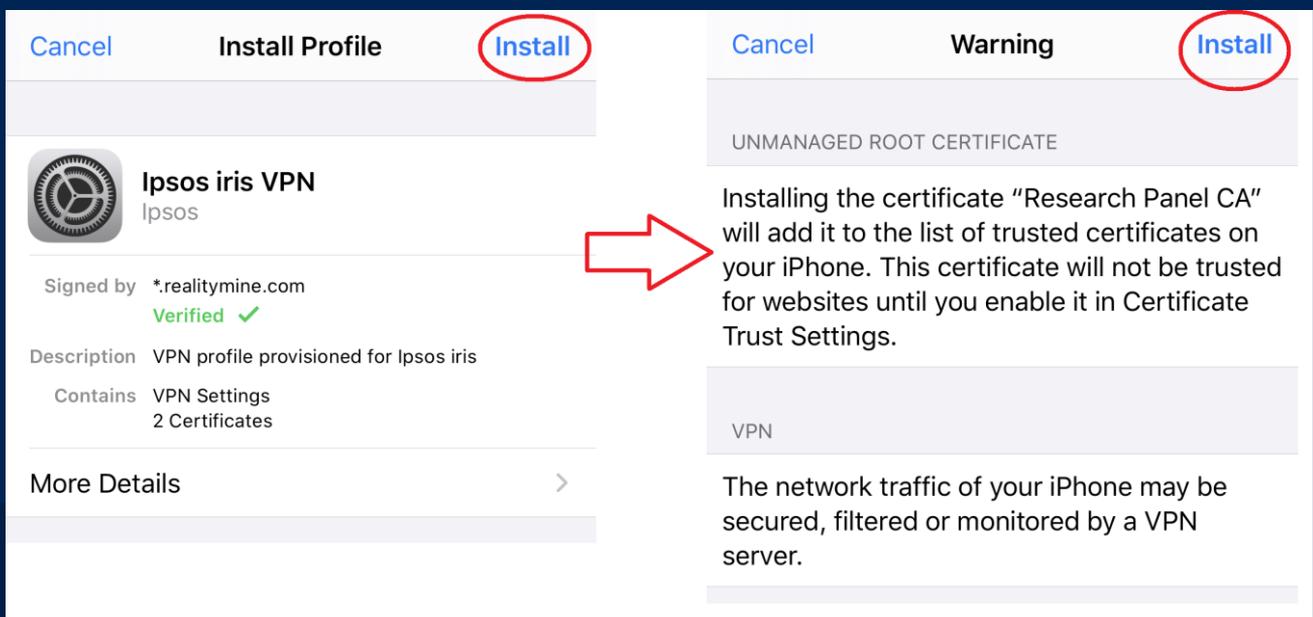
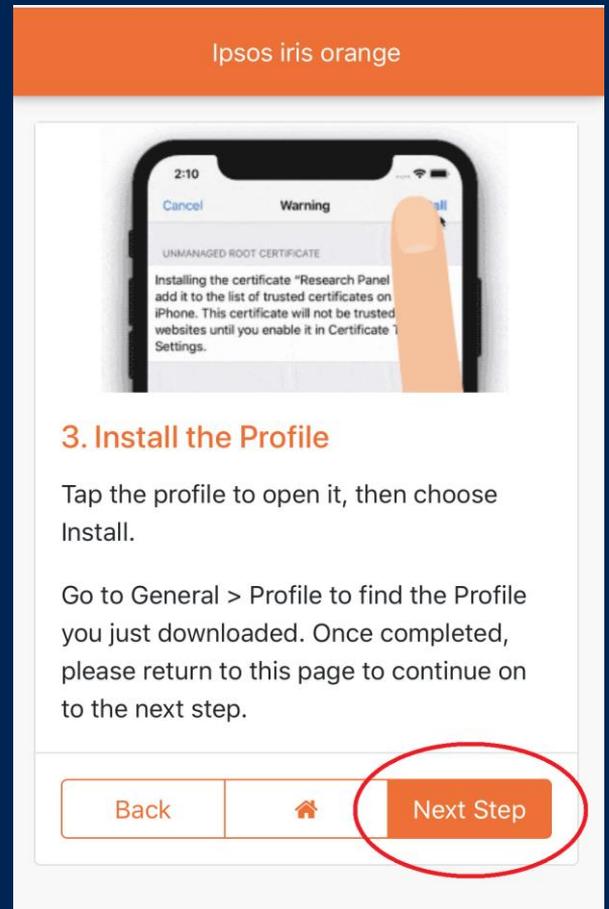
Go back to your “Settings” app

Select by tapping on the “Ipsos iris VPN” profile you found on the previous step, tap “Install”

**Note:** You may at this point be requested to enter your Passcode, please enter.

You may then need to tap “Install” once again.

Now please go back to the Safari browser app and tap “Next Step”





# The process ▼

## Step #7

### Finding where to trust the VPN certificate

**Note:** If you are performing this action on an iOS 9 device, you will not see this setting.

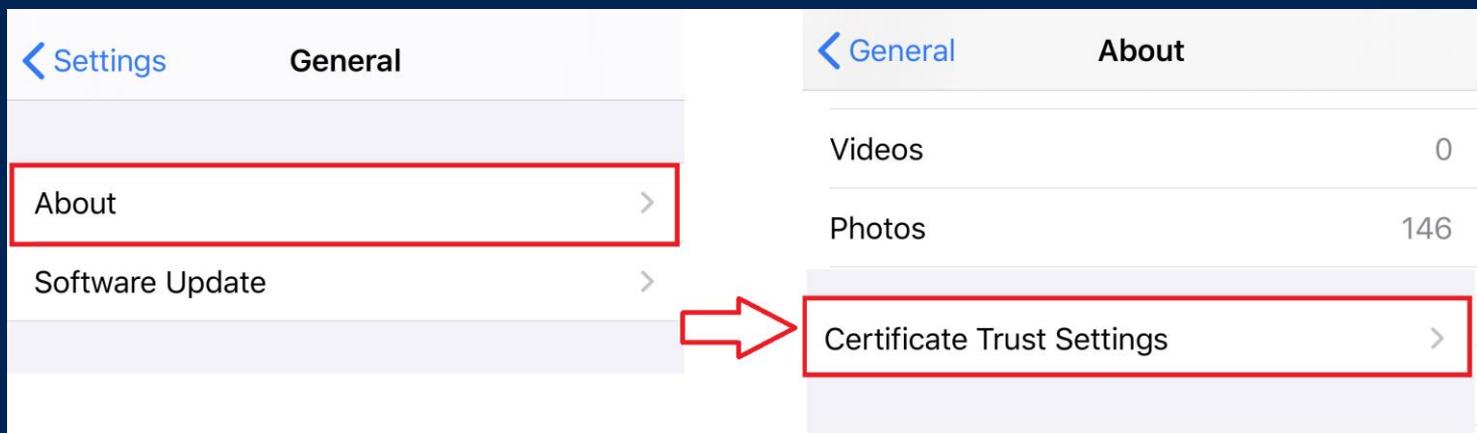
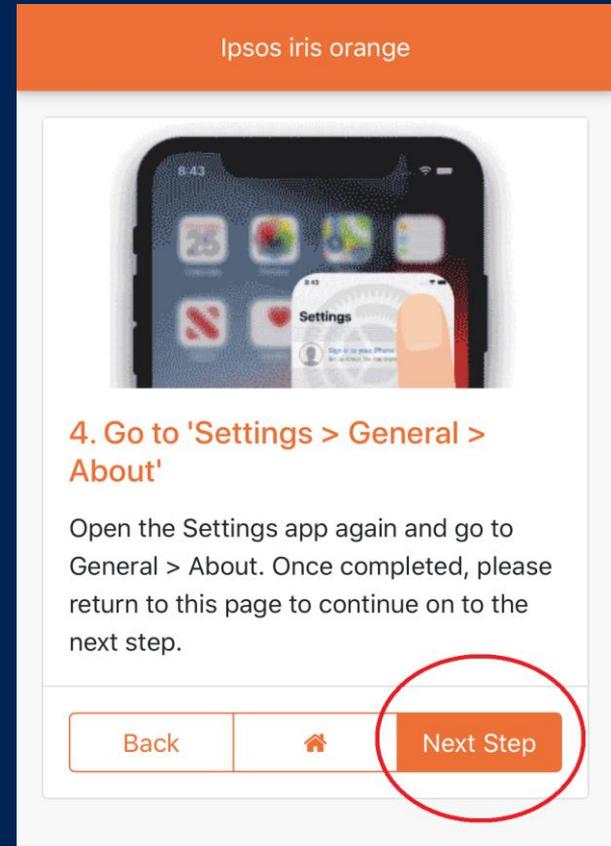
Please open your **“Settings”** app

Tap **“General”**

Now tap **“About”**

Finally tap **“Certificate Trust Settings”**

Now please go back to the Safari browser app and tap **“Next Step”**





# The process ▼

## Step #8

### Trusting the VPN certificate

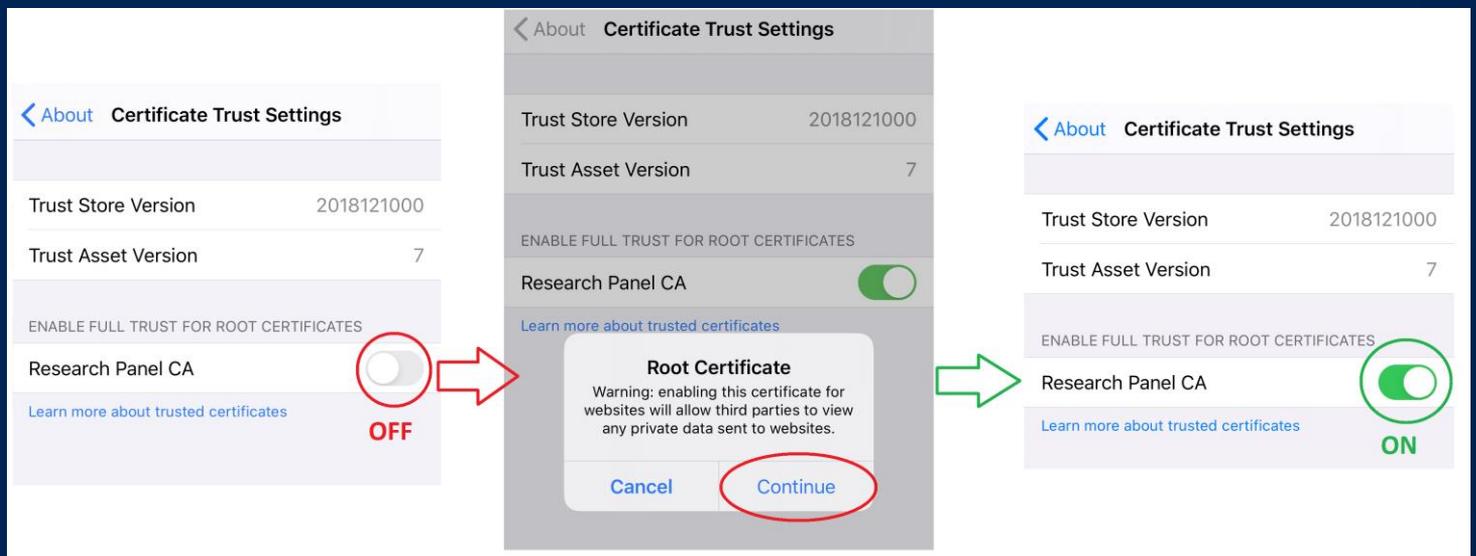
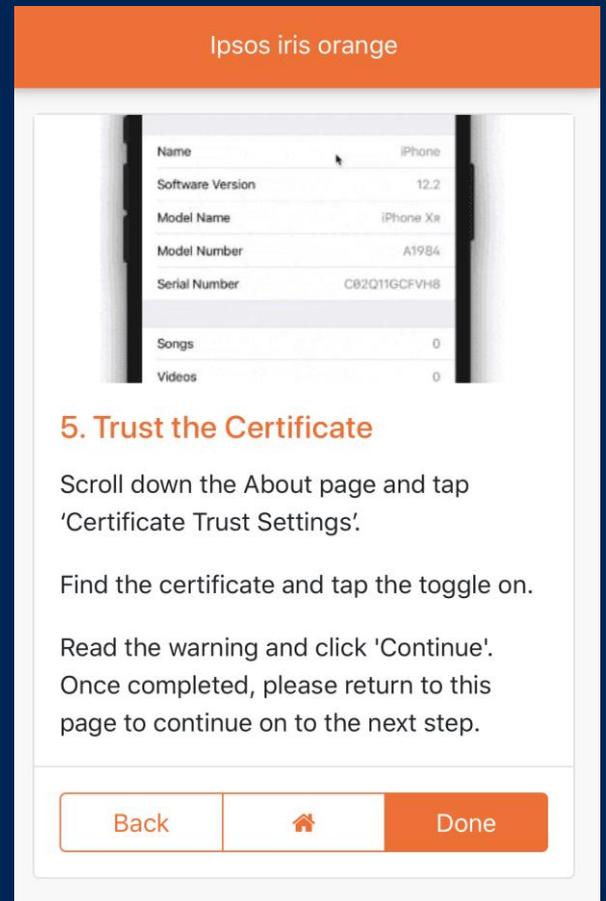
Please go back to “**Settings**”

Select by tapping on “**Certificate Trust Settings**” (from where you left off on the previous step)

For “**Research Panel CA**” please enable by tapping on the toggle.

Tap “**Continue**” on the popup

Now please go back to the Safari browser app and tap “**Done**”



Finally, please power your iPad **OFF** and back **ON** again.

This completes your installation of the Ipsos iris orange VPN



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Monday – Friday 10am – 6pm

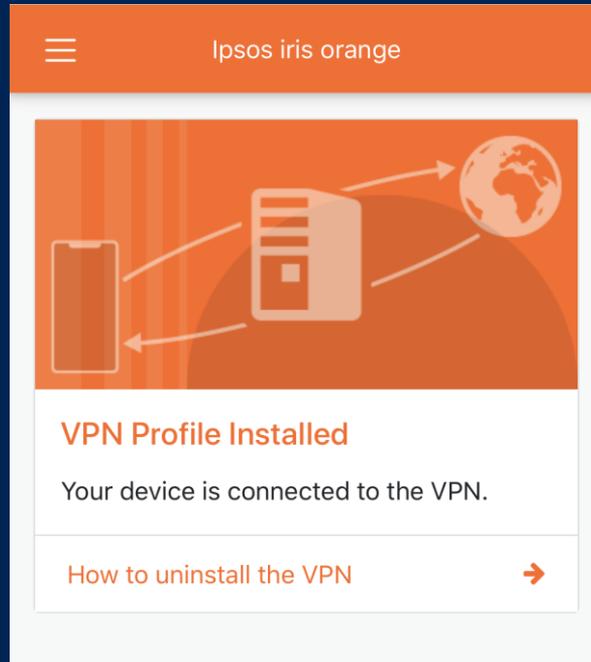




# The process ▼

## Is your installation complete?

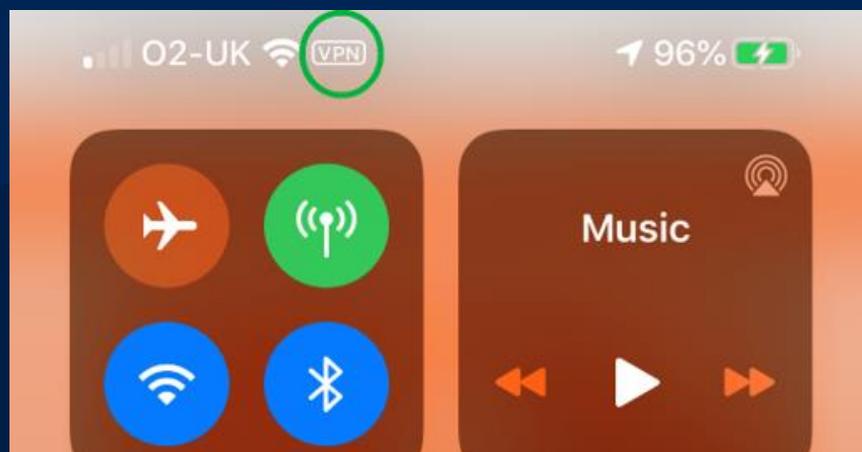
After tapping “Done”, you should now see the screen below.



## How to know if the VPN is running?

Depending on the device model, the visibility of the “VPN” icon may vary

## Status Bar / Control Centre





# Using the App ▼



## Using the Ipsos iris orange VPN is really simple!

All you need to do is ensure that the VPN is running in the background at all times, and use your iPhone as you would normally.

You'll know if the VPN is running because there will be a VPN icon at the top of your screen.

**Thank you for installing and using the Ipsos iris orange VPN!**

If you have any questions, please don't hesitate to get in touch with us



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Monday – Friday 10am – 6pm

10

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