

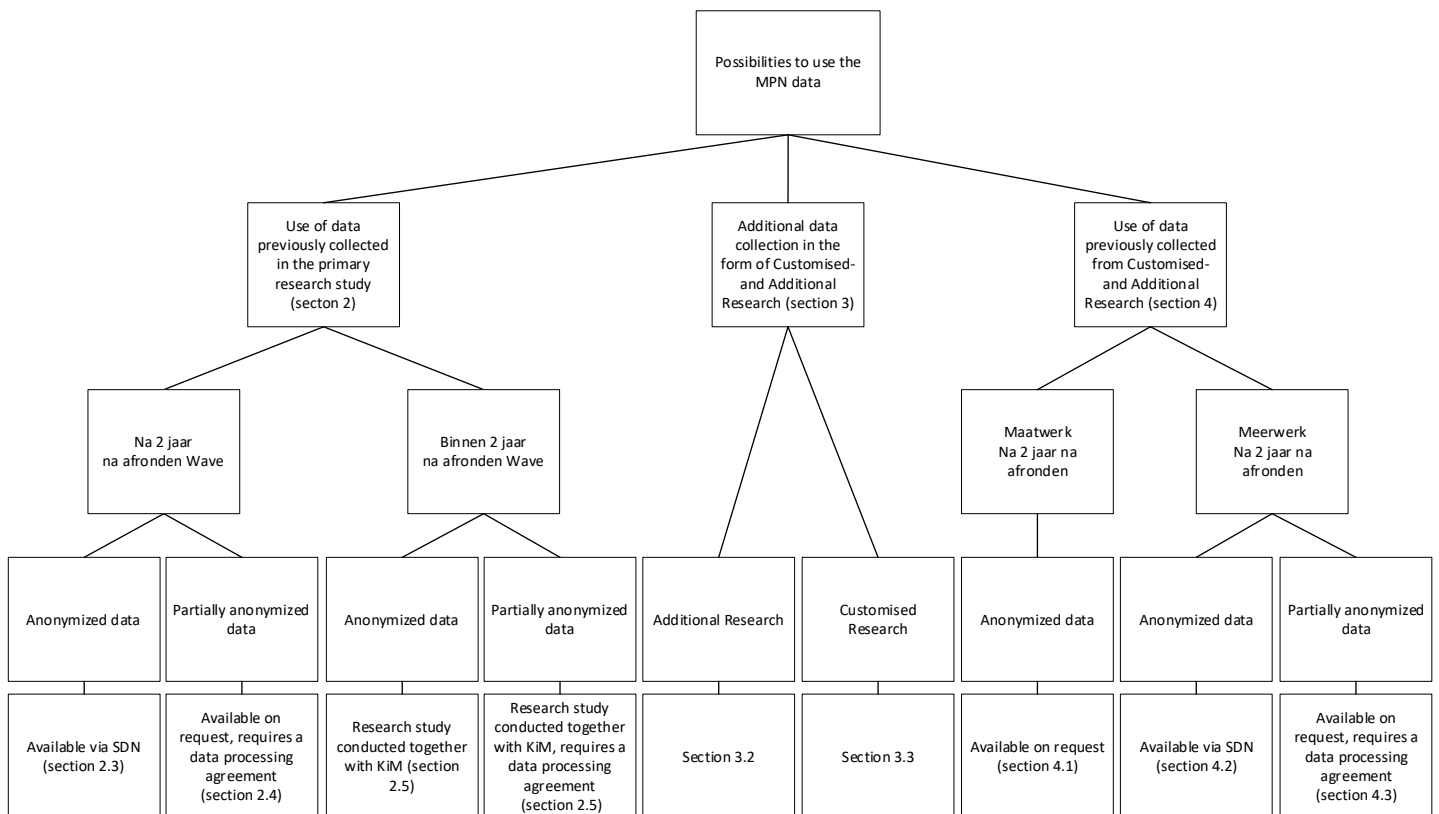
# Rules for use of MPN as of 2019

May 2020 edition

This memorandum describes the possibilities and associated rules for use of the Netherlands Mobility Panel (MPN) by third parties external to the KiM Netherlands Institute for Transport Policy Analysis (KiM). Specifically, the possibilities are as follows, namely:

- the use of data previously collected in the primary research study (section 2);
- the additional data collected via the MPN system in the form of Customised Research and Additional Research (section 3);
- the use of data previously collected from the Customised Research and Additional Research (section 4).

Figure 1 presents an overview of all possibilities for third party use of the MPN.



Figuur 1 Possibilities to use the MPN data

In all cases in which the rules described in this memorandum result in ambiguity or appear to be multi-interpretable, KiM makes the final decision.

## **1. Definitions**

- 'Partially anonymized data': Data file created based on Raw or Processed data that contains data designated as personal data (according to GDPR).
- 'Anonymized data': Data file created based on Raw or Processed data that is appropriate for delivery to third parties and does not contain any personal data (according to GDPR).
- 'Primary Research Study': The Waves collectively constituting the Primary Research Study.
- 'Customised Research': Additional research that involves approaching all Respondents in the MPN panel or subset thereof for qualitative or quantitative elaboration, such as completing a new questionnaire, participating in in-depth interviews or participating in focus groups.
- 'Additional Research': Additional research that involves having respondents who are not yet part of the MPN panel complete the travel diary and personal and household questionnaires.
- 'MPN panel': Households and Respondents participating in the MPN.
- 'MPN system': The ICT system used to collect the data, including the database in which the data is stored.
- 'Respondents': Participants in fieldwork conducted on behalf of the Primary Research Study, Customised Research and/or Additional Research.
- 'Raw data': Raw data collected via the MPN system.
- 'Fieldwork years': Years during which the Primary Research Study was conducted, namely 2013-2025.
- 'Processed data': Data collected via the MPN system that was checked, corrected, supplemented, enriched and/or anonymized.
- 'Wave': Standard data collection, such as annually conducting the MPN in autumn. The Waves are designated by a number indicating the research year (Wave 1 is 2013, for example).

## **2. Use of data from the Primary Research Study**

1. KiM has the exclusive right to use data from a Wave for analyses requested by the Dutch ministry of Infrastructure and Water Management or its own initiatives for a period of two years after completion of a Wave. During that time period the data is also checked, corrected, supplemented, enriched and anonymized.
2. KiM can ask a third party to conduct research on behalf of KiM using MPN data. This can occur at any time KiM deems appropriate, including during the two years after the data is made available. The research assignment can be conducted using both Anonymized and Partially Anonymized data. If Partially Anonymized data is used, a data processing agreement must be

concluded for the relevant research assignment, in accordance with the General Terms and Conditions for Public Service Contracts (ARVODI).

3. *Two years after completion* of a Wave, the Anonymized Processed data collected in that Wave is made available for analysis by third parties. KiM makes this data available via Survey Data Netherlands (SDN), which is responsible for the secure data storage and distribution. KiM, in collaboration with SDN, provides a clear description of the method of data collection and processing (including the metadata and questionnaires). The accompanying fieldwork report is not published on the SDN website, but it is available upon request from KiM. KiM is not responsible for the manner in which the party concerned uses the data, uses the data for research and/or uses the data in publications. To access the data, the user must complete a signed statement, in which the user agrees to the terms of use. The terms of use pertain to the use of the data, the processing of the dataset, and the publications based on the dataset, among other matters. The statement is available at <https://www.kimnet.nl/mobiliteitspanel-nederland>.
4. *Two years after completion* of a Wave a party can submit an application to KiM for making the Partially Anonymized Processed data available. This application must at minimum contain the research purpose, the research questions to be answered by the proposed analyses, and the rationale as to why the research requires personal data. KiM will decide whether to approve or reject applications as promptly as possible, but in any case no later than six weeks after submission of the application.

Considerations that hereby play roles include:

- the importance of the proposed analysis for preparing mobility policy on the national and/or regional level or use of the data for scientific research;
- the application is submitted by the national government, local government, the CROW (technology platform for transport, infrastructure and public space), a national knowledge institute or university;
- if pertaining to an assignment for the national government, local government or CROW, a level playing field must exist regarding the use of MPN data; that is, the same conditions must apply to all submitting parties regarding the MPN data available for proposed analyses;
- if the application from a national knowledge institute or university pertains to contract research, a level playing field must exist regarding use of MPN data; that is, the same conditions must apply

to all submitting parties regarding the MPN data available for proposed analyses;

- the research does not overlap with research KiM intends to conduct within one year of the date on which the application was submitted.

The concerned party may only use the data for the analysis proposed in the application. KiM is not responsible for the manner in which the concerned party uses the data, uses the data for research and/or uses the data in publications. To be permitted to use this data, the concerned party must conclude a data processing agreement with KiM that conforms to the General Data Protection Regulation (GDPR). See Appendix 1 for the draft data processing agreement. If the application is rejected, the Anonymized Processed data can be used, as detailed in section 2.3.

5. KiM can also make the Anonymized Processed data available *within the two years* after completion of a Wave. An application must at minimum contain the research purpose, and the research questions to be answered by the proposed analyses. KiM will decide whether to approve or reject applications as promptly as possible, but in any case no later than six weeks after submission of the application.

The binding condition is that:

- it pertains to a research study conducted together with KiM and which will be published jointly with KiM.

Additional considerations that hereby play roles include:

- the data are used for scientific research;
- the application is submitted by a national knowledge institute or university;
- an application from a national knowledge institute or university cannot pertain to contract research.

The concerned party may only use the data for the analysis proposed in the application. The data must be checked, corrected, supplemented, processed and anonymized in a manner that KiM deems as responsible for use. In addition to the fact that a third party can submit an application, KiM also reserves the right to take the initiative in conducting joint research.

6. If necessary, KiM can also make Partially Anonymized and Processed data available *within two years* after completion of a Wave. This application must at minimum contain the research purpose, the research questions to be answered by the proposed analyses, and the rationale as to why the

research requires personal data. KiM will decide whether to approve or reject applications as promptly as possible, but in any case no later than six weeks after submission of the application. The binding condition is that:

- it pertains to a research study conducted together with KiM and which will be published jointly with KiM.

Additional considerations that hereby play roles include:

- the data are used for scientific research;
- the application is submitted by national knowledge institute or university;
- an application from a national knowledge institute or university cannot pertain to contract research.

The concerned party may only use the data for the analysis proposed in the application. The data must be checked, corrected, supplemented, processed and partially anonymized (if partially anonymized) in a manner that KiM deems as responsible for use. To be permitted to use this data, the concerned party must conclude a data processing agreement with KiM that conforms to the General Data Protection Regulation (GDPR). See Appendix 1 for the draft data processing agreement. In addition to the fact that a third party can submit an application, KiM also reserves the right to take the initiative in conducting joint research.

### **3. Applications for Customised Research and Additional Research**

1. The possibility exists to conduct Customised Research and Additional Research.
2. Parties can submit applications for Additional Research to KiM. Parties must submit a proposal to KiM in a timely manner (a minimum 3 months prior to desired start of the fieldwork). This proposal must at minimum contain the research purpose, the research questions to be answered, and the analyses to be performed. KiM will decide whether to approve or reject applications as promptly as possible, but in any case no later than six weeks after submission of the application.

Binding conditions are that:

- KiM becomes co-owner of the data collected for Additional Research;
- the Respondents participating in the additional research become part of the MPN panel.

The following considerations also play roles in this decision:

- the Additional Research may not result in a diminished/worse response to the primary research study;
- the research does not overlap with research KiM intends to conduct within two years of the date on which the application was submitted;
- the importance of the proposed analysis for preparing mobility policy on national and/or regional levels or use of the data for scientific research;
- an application submitted by the national government, local government, CROW, a national knowledge institute or university;
- if pertaining to an assignment for the national government, local government or CROW, a level playing field must exist regarding the use of MPN data; that is, the same conditions must apply to all subscribing parties regarding the MPN data available for proposed analyses;
- if the application from a national knowledge institute or university pertains to contract research, a level playing field must exist regarding use of MPN data; that is, the same conditions must apply to all submitting parties regarding the MPN data available for proposed analyses;

The applicant may only use the data for the analysis proposed in the application, KiM is not responsible for the manner in which the concerned party uses the data, uses the data for research and/or uses the data in publications. Because this data contains personal information, to be permitted to use this data the concerned party must conclude a data processing agreement with KiM that conforms to the General Data Protection Regulation (GDPR). See Appendix 1 for the draft data processing agreement.

The Additional Research is preferably performed in parallel to the primary research study; this could offer synergy-advantages in terms of the fieldwork's operational aspects. KiM establishes the priorities for implementation of Additional Research, if the implementation impacts the planning of other fieldwork via the MPN system. Precedence is always given to research conducted on behalf of KiM or in collaboration with KiM.

3. Parties can submit applications for Customised Research to KiM. Parties must submit a proposal to KiM in a timely manner (a minimum 3 months prior to desired start of the fieldwork). This proposal must at minimum contain the research purpose, the research questions to be answered, the analyses to be performed, and also a draft of the questionnaires to be presented to respondents. KiM will decide whether to approve or reject applications as promptly as possible, but in any case no later than six weeks after submission of the application.

Binding conditions are that:

- it pertains to a research study conducted together with KiM and published jointly with KiM (i.e., a KiM employee is a co-author).
- KiM becomes co-owner of the data collected for Customised Research.

The following considerations also play roles in this decision:

- the Customised Research may not result in a diminished/worse response to the primary research study;
- the Customised Research pertains to scientific research;
- each respondent is contacted no more than *once* every six weeks and no more than six times per year;
- questions in the Customised Research that also appear in the primary research study are presented in the same manner as in the primary research study;
- applications must be submitted by a government knowledge institute or university.

The party submitting the application may only use the data for the analysis proposed in the application. In addition to the fact that a third party can submit an application, KiM also reserves the right to take the initiative in conducting joint research. If the data contains personal information, to be permitted to use the data the concerned party must conclude a data processing agreement with KiM that conforms to the General Data Protection Regulation (GDPR). See Appendix 1 for the draft data processing agreement.

4. KiM conducts the fieldwork for the Customised Research and Additional Research, in collaboration with Kantar and the applicant. See Appendix 2 for the roles, duties and responsibilities of the various parties.
5. A quote must be requested from Kantar for its services in the project. The request for a quote from Kantar, and Kantar's subsequent quote, must be submitted to KiM. If this quote request and the quote correspond to the previously submitted and approved application, final approval by KiM will follow. The costs associated with the Customised Research and/or Additional Research are charged to the party submitting the application.
6. Both the raw data and the analysis results are immediately made available to KiM. The collected data can be made available to third parties upon request two years after collection, with the exception of personal data or company-sensitive information (see also section 4).
7. If data from previous Waves are needed to conduct research based on data from Customised Research and/or Additional Research, the same starting points apply in principle as noted in section 2. If data, including personal data, are needed, the request must be well-substantiated and

part of the application for Customised Research and/or Additional Research.

#### **4. Use of data from Customised Research and Additional Research**

1. *Two years after the completion* of the Customised Research, the Anonymized Raw data from that Customised Research is made available upon request to other parties at KiM. This possibility does not exist *within the two years* after completion of the Customised Research, unless the party for whom the Custom Research was conducted explicitly gives their consent. Partially and Processed data from Customised Research are not made available to other parties, regardless.
2. Two years after the completion of Customised Research, the Processed and Anonymized data collected during that Customised Research will become available for analysis by third parties. The procedure for this is the same as for the delivery of Processed and Anonymized data from a Wave (see 2.3) and therefore occurs via SDN.
3. Two years after completion of Additional Research, a party can submit a request to KiM to make available the Partially Anonymized Processed data from that Additional Research. The procedure for this is the same as for the delivery of Processed and Partially Anonymized data from a Wave (see 2.4).



## Appendix 1: Draft data processing agreement (in Dutch)

### Verwerkersovereenkomst

Nummer: [...]

#### DE ONDERGETEKENDEN:

1. Kennisinstituut voor Mobiliteitsbeleid, onderdeel van het ministerie van Infrastructuur en Waterstaat

te dezen vertegenwoordigd door,  
[functienaam en naam ondertekenaar]

hierna te noemen: **Verwerkingsverantwoordelijke,**

#### EN

2. [volledige naam en rechtsvorm contractant],  
(statutair) gevestigd te [plaats],

te dezen vertegenwoordigd door,  
[functienaam en naam ondertekenaar]

hierna te noemen: **Verwerker,**

hierna gezamenlijk te noemen: **Partijen;**

#### OVERWEGENDE DAT:

- Verwerkingsverantwoordelijke Persoonsgegevens verstrekt aan Verwerker in het kader van het Onderzoek;
- Partijen in deze Verwerkersovereenkomst, zoals bedoeld in artikel 28, derde lid, van de Verordening, hun afspraken over de Verwerking van Persoonsgegevens door Verwerker wensen vast te leggen.

#### KOMEN OVEREEN:

##### 1. Begrippen

De in deze Verwerkersafspraken vermelde, met een hoofdletter geschreven begrippen, hebben de volgende betekenis:

1.1 Betrokkene: degene op wie een Persoonsgegeven betrekking heeft.

1.2 Inbreuk in verband met Persoonsgegevens: een inbreuk op de beveiliging die per ongeluk of op onrechtmatige wijze leidt tot de vernietiging, het verlies, de wijziging of de ongeoorloofde verstrekking van of de ongeoorloofde toegang tot doorgezonden, opgeslagen of anderszins verwerkte gegevens.

1.3 Onderzoek: het door Verwerkingsverantwoordelijke goedgekeurde wetenschappelijk onderzoek dat Verwerker gaat uitvoeren op basis van de door Verwerkingsverantwoordelijke verstrekte Persoonsgegevens. Het Onderzoek is beschreven in Bijlage 1.

1.4 Persoonsgegevens: alle informatie over een geïdentificeerde of identificeerbare natuurlijke persoon, die Verwerker in het kader van het Onderzoek verwerkt.

1.5 Verordening: Verordening (EU) 2016/679 van het Europees Parlement en de Raad van 27 april 2016 betreffende de bescherming van natuurlijke personen in verband met de verwerking van

persoonsgegevens en betreffende het vrije verkeer van die gegevens en tot intrekking van de Richtlijn 95/46/EG (algemene verordening gegevensbescherming).

1.6 Verwerkersovereenkomst: deze overeenkomst inclusief overwegingen en bijbehorende bijlagen.

1.7 Verwerking: een bewerking of een geheel van bewerkingen in het kader van het Onderzoek met betrekking tot Persoonsgegevens, of een geheel van Persoonsgegevens, al dan niet uitgevoerd via geautomatiseerde procedés, zoals het verzamelen, vastleggen, ordenen, structureren, opslaan, bijwerken of wijzigen, opvragen, raadplegen, gebruiken, verstrekken door middel van doorzending, verspreiding of op andere wijze ter beschikking stellen, aligneren of combineren, afschermen, wissen of vernietigen.

## **2. Voorwerp van deze Verwerkersovereenkomst**

2.1 Deze Verwerkersovereenkomst regelt de Verwerking van Persoonsgegevens door Verwerker in het kader van het Onderzoek.

2.2 De aard en het doel van de Verwerking, het soort Persoonsgegevens en de categorieën van Persoonsgegevens, Betrokkenen en ontvangers zijn in Bijlage 1 omschreven.

2.3 Verwerker garandeert de toepassing van passende technische en organisatorische maatregelen, opdat de Verwerking aan de vereisten van de Verordening voldoet en de bescherming van de rechten van de Betrokkene is gewaarborgd.

2.4 Verwerker garandeert te voldoen aan de vereisten van de toepasselijke wet- en regelgeving betreffende de Verwerking van Persoonsgegevens.

## **3. Inwerkingtreding en duur**

3.1 Deze Verwerkersovereenkomst treedt in werking op het moment waarop deze door Partijen zijn ondertekend.

3.2 Deze Verwerkersovereenkomst eindigt niet dan nadat en voor zover Verwerker alle Persoonsgegevens overeenkomstig afspraak 10 heeft gewist of terugbezorgd.

3.3 Verwerkingsverantwoordelijke behoudt zich het recht voor deze overeenkomst tussentijds op te zeggen.

## **4. Omvang verwerkingsbevoegdheid Verwerker**

4.1 Verwerker Verwerkt de Persoonsgegevens uitsluitend in het kader van het Onderzoek zoals beschreven in Bijlage 1.

4.2 Indien Verwerker op grond van een wettelijk voorschrift Persoonsgegevens dient te verstrekken, informeert hij Verwerkingsverantwoordelijke onmiddellijk, en altijd voorafgaand aan de verstrekking, tenzij een wettelijk voorschrift deze kennisgeving verbiedt.

4.4 Verwerker heeft geen zeggenschap over het doel van en de middelen voor de Verwerking van Persoonsgegevens.

## **5. Beveiliging van de Verwerking**

5.1 Verwerker treft de technische en organisatorische beveiligingsmaatregelen zoals beschreven in Bijlage 2.

5.2 Partijen erkennen dat het waarborgen van een passend beveiligingsniveau voortdurend kan dwingen tot het treffen van aanvullende beveiligingsmaatregelen. Verwerker waarborgt een op het risico afgestemd beveiligingsniveau.

5.3 Indien en voor zover Verwerkingsverantwoordelijke daarom uitdrukkelijk schriftelijk verzoekt, treft Verwerker aanvullende maatregelen met het oog op de beveiliging van de Persoonsgegevens.

5.4 Verwerker Verwerkt Persoonsgegevens niet buiten de Europese Unie, tenzij hij daarvoor uitdrukkelijk schriftelijk toestemming heeft verkregen van Verwerkingsverantwoordelijke en behoudens afwijkende wettelijke verplichtingen.

5.5 Verwerker informeert Verwerkingsverantwoordelijke zonder onredelijke vertraging zodra hij kennis heeft genomen van onrechtmatige Verwerkingen van Persoonsgegevens of inbreuken op beveiligingsmaatregelen zoals genoemd in het eerste, tweede en derde lid.

5.6 Verwerker verleent Verwerkingsverantwoordelijke bijstand bij het doen nakomen van de verplichtingen uit hoofde van de artikelen 32 tot en met 36 van de Verordening.

## **6. Geheimhouding**

Verwerker is gehouden tot geheimhouding van alle Persoonsgegevens en informatie die hij als uitvloeisel van het Onderzoek Verwerkt, behoudens in zoverre die Persoonsgegevens of informatie klaarblijkelijk geen geheim of vertrouwelijk karakter hebben, dan wel reeds algemeen bekend zijn.

## **7. Subverwerker**

7.1 Bij het doen van het Onderzoek maakt Verwerker slechts na toestemming van Verwerkingsverantwoordelijke gebruik van de diensten van een andere verwerker.

7.2 Wanneer Verwerker een andere verwerker inschakelt om in het kader van het Onderzoek verwerkingsactiviteiten te verrichten, worden aan deze andere verwerker via een overeenkomst dezelfde verplichtingen inzake gegevensbescherming opgelegd als die welke in deze Verwerkersovereenkomst zijn opgenomen.

## **8. Bijstand vanwege rechten van Betrokkene**

Verwerker verleent Verwerkingsverantwoordelijke bijstand bij het vervullen van diens plicht om verzoeken om uitoefening van de in hoofdstuk III van de Verordening vastgelegde rechten van de Betrokkene te beantwoorden.

## **9. Inbreuk in verband met Persoonsgegevens**

9.1 Verwerker informeert Verwerkingsverantwoordelijke zonder onredelijke vertraging, zodra hij kennis heeft genomen van een Inbreuk in verband met Persoonsgegevens, overeenkomstig de afspraken zoals vastgelegd in Bijlage 3.

9.2 Verwerker informeert Verwerkingsverantwoordelijke ook na een melding op grond van het eerste lid over ontwikkelingen betreffende de Inbreuk in verband met Persoonsgegevens.

9.3 Partijen dragen elk de door henzelf in verband met de melding aan de bevoegde toezichthoudende autoriteit en Betrokkene te maken kosten.

## **10. Terugbezorgen of wissen Persoonsgegevens**

10.1 Na afloop van het Onderzoek, zoals beschreven in Bijlage 1, draagt Verwerker, naar gelang de keuze van Verwerkingsverantwoordelijke, zorg voor het terugbezorgen aan Verwerkingsverantwoordelijke of het wissen van alle Persoonsgegevens. Verwerker verwijdert kopieën, behoudens afwijkende wettelijke voorschriften.

10.2 Opdrachtnemer wist de Persoonsgegevens binnen één week na afloop van het Onderzoek, bij gebreke waarvan Opdrachtnemer een boete verschuldigd is van €1.000,- per dag, met een maximum van €50.000,-.

## **11. Informatieverplichting en controle**

11.1 Verwerker stelt alle informatie ter beschikking die nodig is om aan te tonen dat de verplichtingen uit deze Verwerkersovereenkomst zijn en worden nagekomen.

11.2 Verwerker rapporteert periodiek met een frequentie van eenmaal per jaar aan Verwerkingsverantwoordelijke over de door Verwerker genomen maatregelen aangaande de getroffen technische en organisatorische beveiligingsmaatregelen en eventuele aandachtspunten dan wel verbeterplannen daarin.

11.2 Verwerker verleent alle benodigde medewerking aan controles door of in opdracht van Verwerkingsverantwoordelijke.

## **12. Publicaties**

Bij elke publicatie over (analyses op) de door Verwerkingsverantwoordelijke geleverde data is minimaal een van de auteurs werkzaam bij het Kennisinstituut voor Mobiliteitsbeleid.

## **13. Geschil**

13.1 Ieder geschil tussen Partijen ter zake van de Verwerkersovereenkomst wordt bij uitsluiting voorgelegd aan de daartoe bevoegde rechter in het arrondissement Den Haag, tenzij Partijen alsnog een andere vorm van geschillenbeslechting zullen overeenkomen.

13.2 Op de Verwerkersovereenkomst is Nederlands recht van toepassing.

Aldus op de laatste van de twee hierna genoemde data overeengekomen en in tweevoud ondertekend,

[Plaats], [datum]

[Plaats], [datum]

[organisatiennaam]

[organisatiennaam]

namens deze,  
[functienaam ondertekenaar]

namens deze,  
[functienaam ondertekenaar]

[naam ondertekenaar]

[naam ondertekenaar]

## **Bijlagen bij de verwerkersovereenkomst**

### **1. De verwerking van persoonsgegevens**

In deze bijlage wordt een beschrijving van het onderzoek opgenomen dat gaat worden uitgevoerd met de MPN data. Daarnaast dient er een overzicht te worden gegeven van de persoonsgegevens die nodig zijn voor het onderzoek.

### **2. Passende technische en organisatorische maatregelen**

In deze bijlage moet een lijst met maatregelen worden opgenomen die de ontvanger van de data neemt om de data te beveiligen.

### **3. Afspraken betreffende Inbreuken in verband met Persoonsgegevens**

In deze bijlage worden een aantal afspraken opgenomen waaraan de ontvanger zich dient te houden ingeval van Inbreuken in verband met Persoonsgegevens. In elk geval wordt opgenomen dat dergelijke Inbreuken uiterlijk binnen 24 uur worden gemeld.

## Appendix 2: Roles pertaining to Customised Research and Additional Research

This appendix details the roles associated with conducting Customised Research and Additional Research. Roles pertaining to the management, maintenance, etc. of the MPN system are irrelevant for the applicant and therefore not described here.

From the start of Wave 6 (mid-2018), the roles in the chain of responsibilities, from requesting data collection to ultimately making the Raw data available as pertaining to Customised Research and Additional Research, are divided as follows between KiM, Kantar and the applicant:

- The applicant submits an application to KiM for Customised Research and Additional Research, as described in this memorandum.
- If KiM approves the application, the applicant prepares a draft questionnaire for Customised Research and submits it to KiM for approval, using a standard text editor (preferably Word).
- It is only when KiM has approved the questionnaire that the applicant implements the questionnaire in the input tool (in Excel) developed by KiM for this purpose.
- The applicant then uses the test environment, developed on behalf of KiM, to convert the submitted questionnaire into a questionnaire capable of being completed online. The data file associated with this questionnaire is also automatically set up during this process.
- The applicant tests the online questionnaire and submits the tested version of the questionnaire to KiM for approval.
- The final online version of the questionnaire must first be approved before it can be administered to MPN respondents during the agreed time period.
- For customised research, KiM extracts a sample from the MPN respondents that conforms to the application.
- As pertains to Kantar's services in the activities, the applicant must request a quote from Kantar. The request for a quote from Kantar, and Kantar's subsequent quote, are submitted to KiM. If this quote request and the quote correspond to the previously submitted and approved application, final approval by KiM will follow.
- Kantar recruits respondents for additional research, if this in fact is part of the assignment the applicant designates to Kantar.
- Kantar maintains contact with the MPN participants, which includes sending the participants invitations and reminders.
- Kantar implements the incentive structure.
- Kantar monitors the progression of responses and reports to KiM and the applicant on a weekly basis.
- Kantar will promptly notify KiM and the applicant should the threat arise of failing to achieve the overall agreed response rate. For customised research, KiM will, if necessary, and possibly also subsequently, extract an additional sample from the MPN respondents.

- Kantar provides corresponding additional data.
- Kantar provides limited fieldwork accountability.
- Kantar sets up and staffs the first-line helpdesk.
- Kantar is responsible for printing and sending materials to respondents, if applicable.
- After completing the fieldwork, KiM reads the raw data from the MPN system and gives it to the applicant.

If it pertains to activities that were also requested in the primary research study, such activities must be conducted in the same manner, and according to the same conditions and costs, as in the primary research study.