Manuals+ — User Manuals Simplified.

inCompass Ipsos MediaCell Plus App For Android

inCompass Ipsos MediaCell Plus App For Android Installation Guide

Contents

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Specifications:

- Product Name: Ipsos MediaCell+ for Android
- Compatibility: Android devices
- Version: October2023_v3

Frequently Asked Questions

Q: What should I do if I encounter issues during the installation process?

A: If you face any difficulties during installation, please ensure that your device meets the minimum requirements and that you have a stable internet connection. You can also reach out to our customer support for further assistance.

Q: Is my personal data secure while using Ipsos MediaCell+?

A: Yes, we prioritize user privacy and do not collect or send any data from your device without your explicit consent. We adhere to strict privacy policies to safeguard your information.

Installation Guide for Ipsos MediaCell+ for Android

- These instructions/images may vary depending on the device model you are using.
- This installation will take a few minutes to complete so please do take the time to complete each step in this guide to get the best experience.
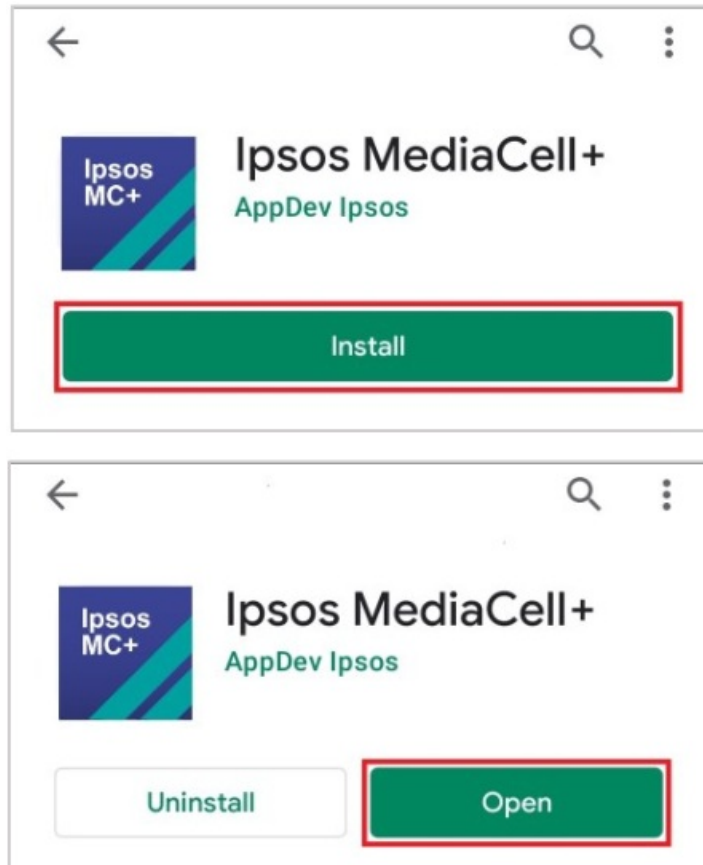
- Please be mindful that the previous app named 'MediaCell+' has now been rebranded to the new & latest 'Ipsos MediaCell+' app.

Step #1
Downloading & Installing Ipsos MediaCell+

Once Google Play Store has opened on the 'Ipsos MediaCell+' page.

- Please tap 'Install'
  The app will begin to download and install.
- Once installed, tap 'Open'

Step #2
Activate Ipsos MediaCell+

You will need to activate
'Ipsos MediaCell+' with the activation code we've sent you by Email/SMS message.
Please open this message/email on your smartphone and tap on your Activation Link.
Note: If prompted after tapping the link, select 'Ipsos MediaCell+' and tap 'Always'.

Activation: https://appstore
.ipsosmediacell.com/activate
/01234567890123

Example shown above - _not_ to use

Open with

Ipsos MediaCell+

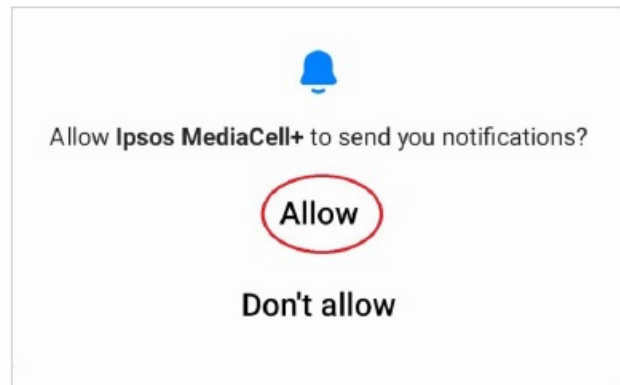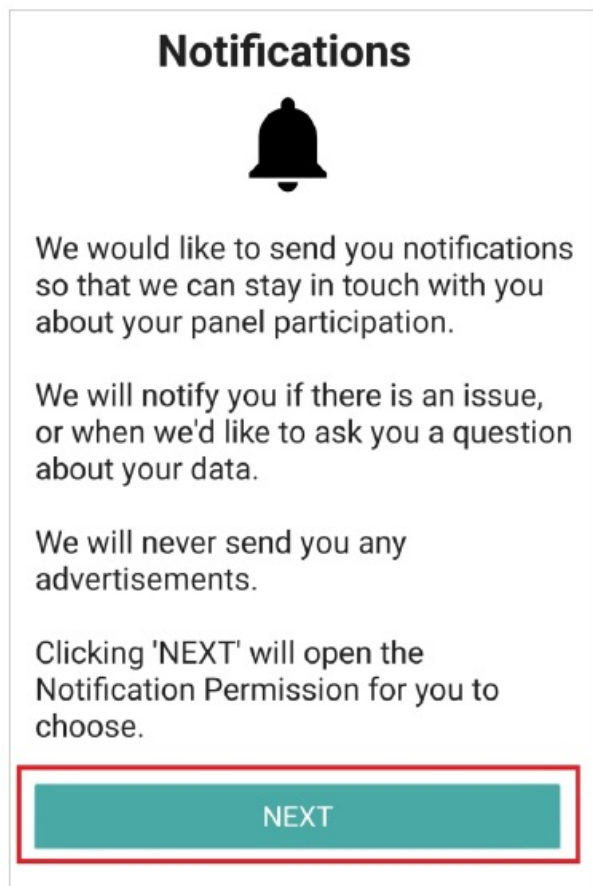Chrome

Just once   **Always**

Step #3
Notifications Permission
(Devices running Android 13+ only)
Ipsos MediaCell+ requires permission to be able to send you notifications on your device. We require this permission to be able to:

- Notify you if your setup appears incomplete which may affect your ability to earn rewards.
- Ask you some questions regarding data collected from your device.

We will never use this feature to send you any advertisements.

- On the onboarding screen for Notifications, please tap 'Next'.
- You will now be prompted the Notification permission, please tap 'Allow'.

Step #4
Legal Acceptance
Please read and accept the following legal screens:

1. Privacy Declaration
2. Terms of Use
3. Privacy Policy

   You will need to scroll completely to the bottom of the screens before the 'Accept' button is available.

   No data is collected/sent on or from your device until these legal terms have been accepted.

Privacy Declaration

Please read through and accept the policy. This is the same agreement that you accepted at recruitment to the panel. Please scroll to the bottom in order to accept.

Online activities: Search terms you enter and the results of such searches, the videos you view, information you enter into forms, materials you download or upload, advertisements you see, information and content on sites or apps that you visit or use and with which you interact and may include personal, financial and health information.

System information: Information about the device and browser that you are running, the IP address, how the application is operating, and which other applications are installed, running or have been removed whilst this app is installed, information on the phone usage like the battery level, if on charge, usage of the screen and motion.

DECLINE   ACCEPT

Terms of Use

Please read through and accept the policy. This is the same agreement that you accepted at recruitment to the panel. Please scroll to the bottom in order to accept.

11. inCompass team contacts

You can contact the inCompass team by sending an email to support@incompass.me.uk or calling on their Freephone helpline **0808 1295701** or sending a SMS on **07507308591**.

Alternatively, you can also contact them by writing to:

inCompass Panel
Ipsos MORI
Kings House
Kymberley Road
Harrow
HA1 1PT

DECLINE   ACCEPT

Privacy Policy

Please read through and accept the policy. This is the same agreement that you accepted at recruitment to the panel. Please scroll to the bottom in order to accept.

We keep our privacy policy under regular review and we let you know of any updates. Our privacy policy was last updated on 9th March 2021.

Useful Links

Ipsos MORI: www.ipsos-mori.com

Ipsos Group: www.ipsos.com

Information Commissioner's Office: www.ico.org.uk

World organisation for market research - ESOMAR: www.esomar.org

Market Research Society: https://www.mrs.org.uk/

DECLINE   ACCEPT

Step #5
Permission for Scheduling Background Events
Note: If your device is running on Android 14+, you will need to complete the step below. If your device is running Android 13 or lower, you will not see this screen and can move to the next step.

Permission for scheduling background events

An Android permission is required for this app to function correctly whilst it runs in the background on this device.

By default, this permission is turned OFF and this can prevent the app from being able to schedule actions it needs to perform and adversely affect the data collected on this device as part of your participation in this study.

To allow this permission please tap 'NEXT' below which will take you to your Settings and switch the toggle for Ipsos MediaCell+ app from OFF to ON.

Once done please return to the Ipsos MediaCell+ app to continue.

SKIP   NEXT

Alarms and reminders

Digital Wellbeing
Allowed

Google
Allowed

Ipsos MediaCell+
Not allowed

Maps
Not allowed

Messages
Allowed

Settings Services
Allowed

Alarms and reminders

Ipsos MediaCell+
4.24.2

Allow setting alarms and reminders

Allow this app to set alarms and schedule time-sensitive actions. This lets the app run in the background, which may use more battery.

If this permission is off, existing alarms and time-based events scheduled by this app won't work.

We require a permission to be able to reliably carry out checks/tasks whilst the app runs in the background on your device.
This permission is safe and does not impact your battery.

- When ready and happy to continue, tap the 'Next' button. This will open your Settings app.
- Find and tap 'Ipsos MediaCell+'.
- Now tap/turn on the toggle switch to allow permission for Ipsos MediaCell+.

Once turned on, please kindly return back to the Ipsos MediaCell+ app.

Step #6
App Permissions

You will now be prompted to allow the required app permissions that Ipsos MediaCell+ requires to function correctly.
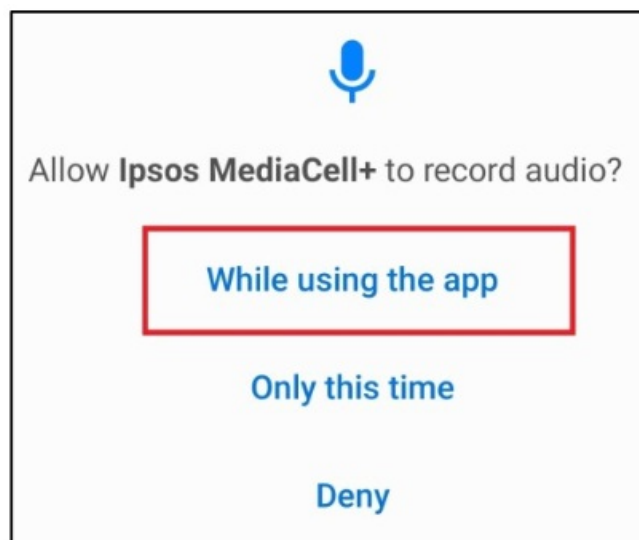We do not under any circumstances record or listen to phone calls.

Permission 1 of 2

Microphone Permission
Required for the app to listen for digitally encoded television & or radio broadcasts.

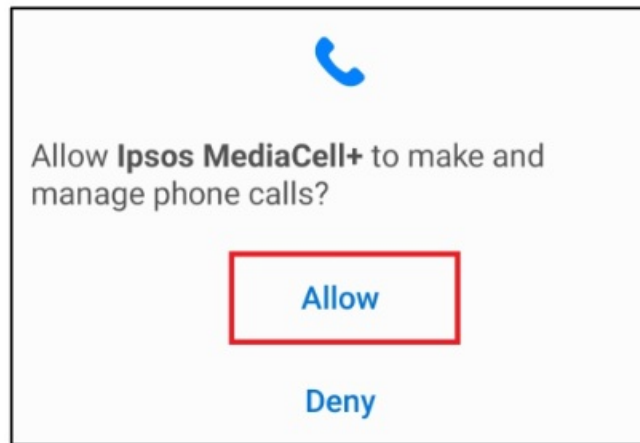Tap 'Allow' or 'While using the app' to continue.

Permission 2 of 2

Manage/Make Phone Calls
To avoid interrupting any received, started or ongoing phone calls, Ipsos MediaCell+ needs access to 'read the phone state'.
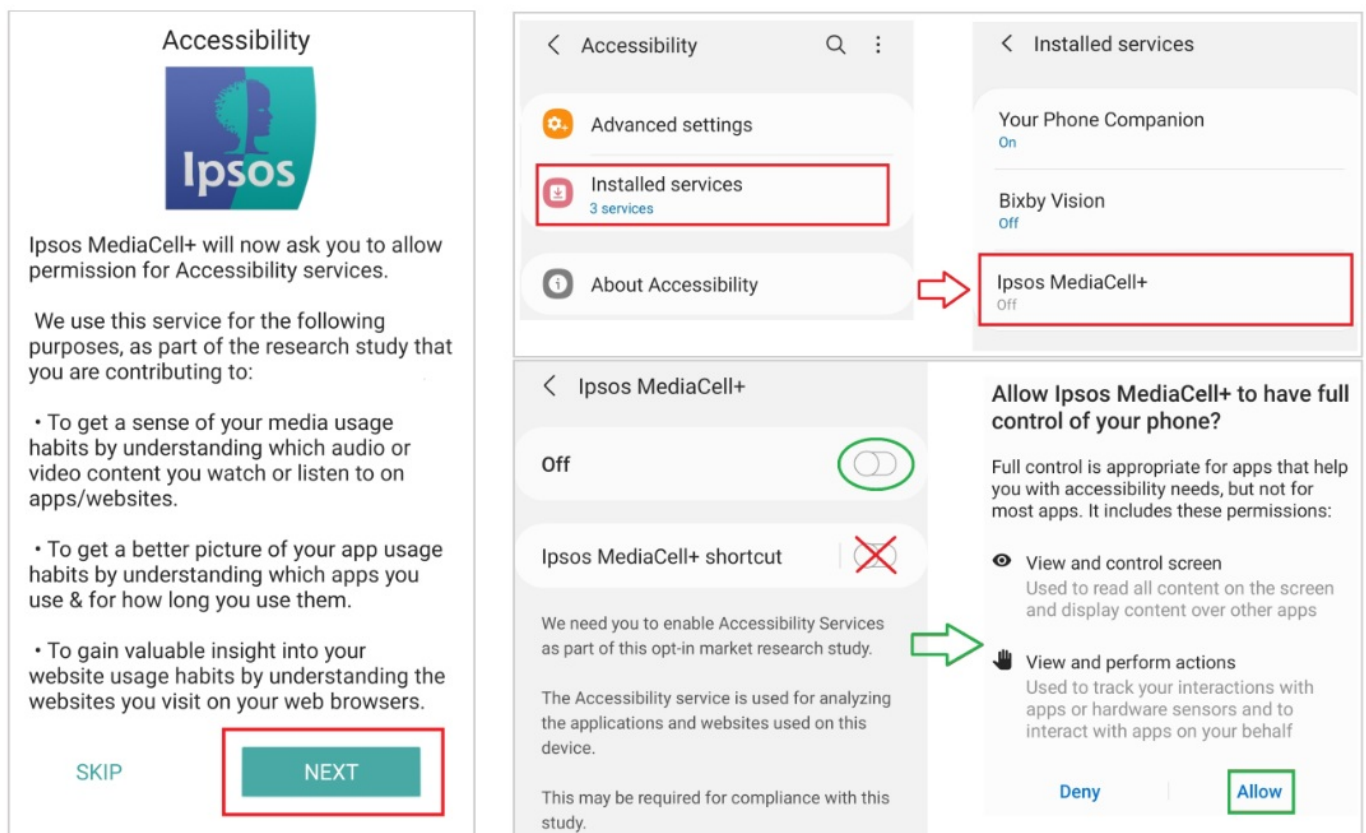
Tap 'Allow' to continue.

Step #7
Enabling Accessibility Service

Ipsos MediaCell+ will now prompt you to enable 'Accessibility Services' for the app.
We require accessibility services to explicitly:

- View which apps are being used in the foreground on your device to understand the amount of time spent per app.
- To view your device browser address bar to read website links & how websites are being accessed.

We do not under any circumstances ever modify what you see on your device screen.

- On the onboarding screen, scroll down and tap 'Next'.

  You will then be taken to your phone's 'Accessibility' settings.
- Find & tap 'Ipsos MediaCell+' and turn the toggle from OFF to ON. Now please kindly return back to the Ipsos
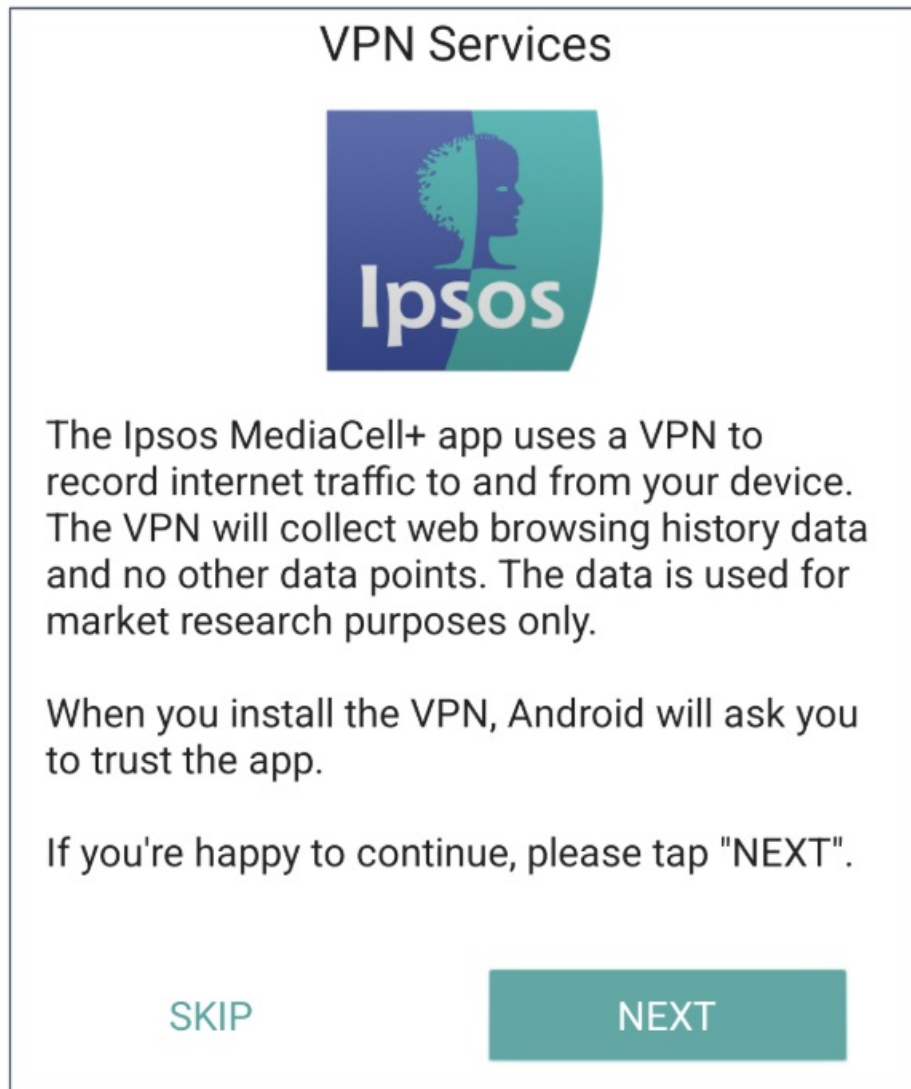
MediaCell+ app to continue.

Step #8
VPN Services

To start collecting information about how you use your phone online, we need to enable VPN services for our app.

Please read about how we use VPN services in the screen presented to you in the app (also shown below).

If you are happy to continue to setup the VPN services, please tap 'Next'.

Step #9
Install VPN Certificate

For devices running Android 10 or under

[For devices running Android 11 or higher, please skip to the next page]

- On the onboarding screen, tap 'Next'

  Note: You may at this point be prompted to enter your lock screen password/ pin – please enter this.

- You will now be prompted to name the certificate, you can leave this as it is & tap 'OK' to save the VPN Certificate.

- If you've done the above please kindly move directly to Step 10 to continue.

For devices running Android 11 or higher

On devices running Android 11 or higher, users need to:

1. Save the VPN certificate first.
2. Install the CA certificate manually from the device 'Settings' menu.

   Save VPN Certificate

- On the onboarding screen, tap 'Next', this will open your files app.
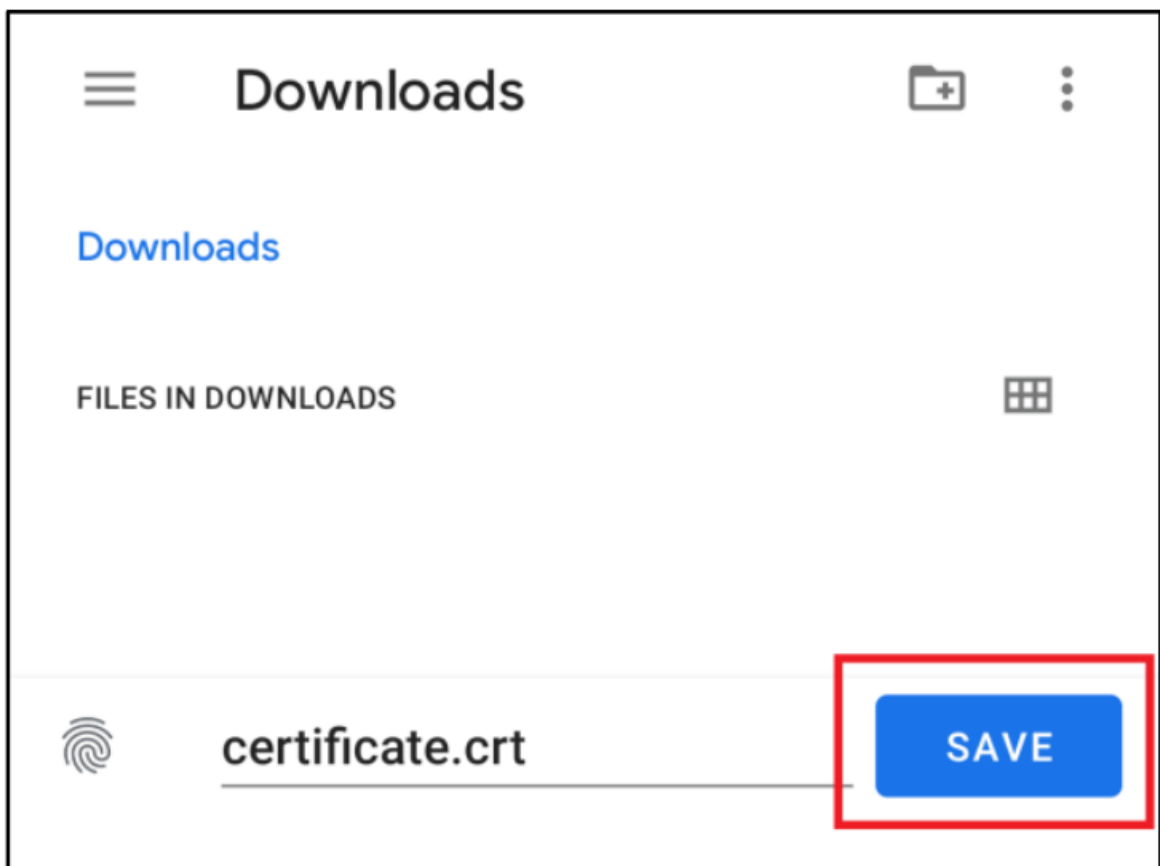
Save VPN Certificate

In order for the VPN to function correctly we have to install a VPN Certificate.

When you press Next below, a dialog will ask you to select a location to save the certificate. You can leave the default as it is and just tap Save.

NEXT

Step 3 of 5

- Tap 'Save' to save our certificate file (.crt).
- Please remember the place you have saved this file (by default, "Downloads" folder) ~ you will need to find this file in the next step.
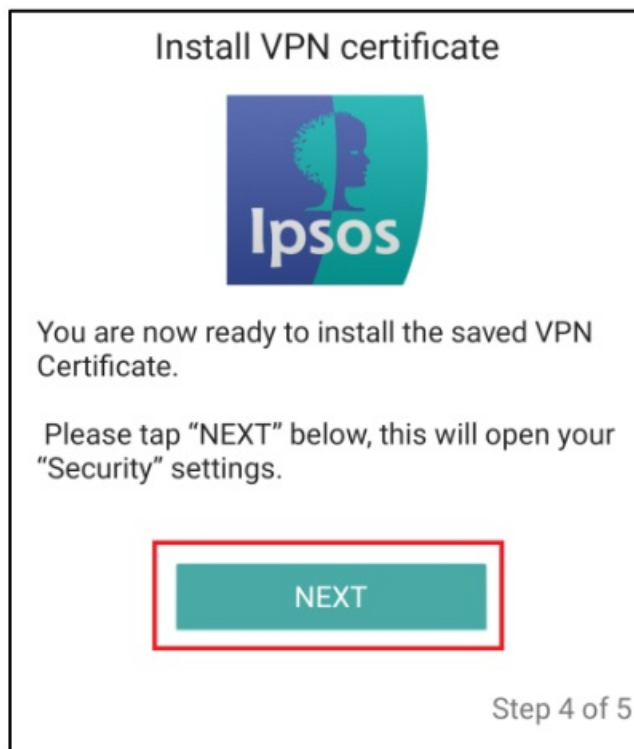
Installing the Saved VPN Certificate

You are now required to INSTALL the certificate file that you saved previously.

- On the onboarding screen, please tap 'Next'.

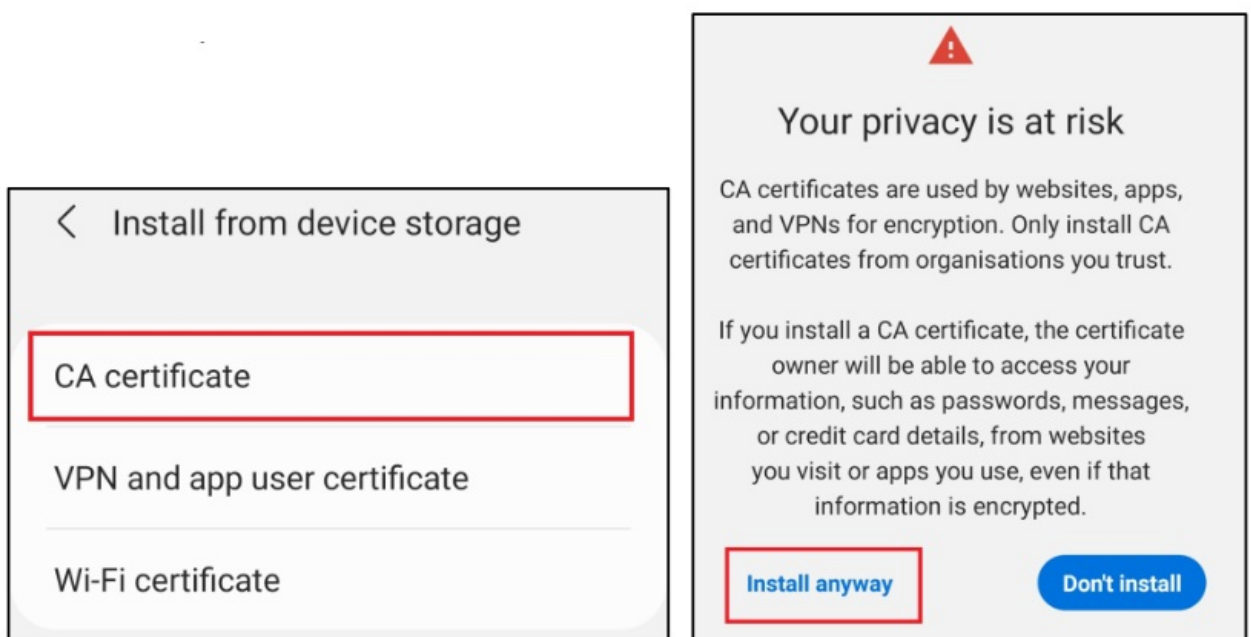 Note: This will open your device 'Security' settings menu.

- The exact location will differ depending on device model/manufacturer. To best assist, we have added a table below for where you may find the setting to install the saved certificate.

  Note: You can also open your Settings app and click search for 'certificate' to maximise your chance of locating
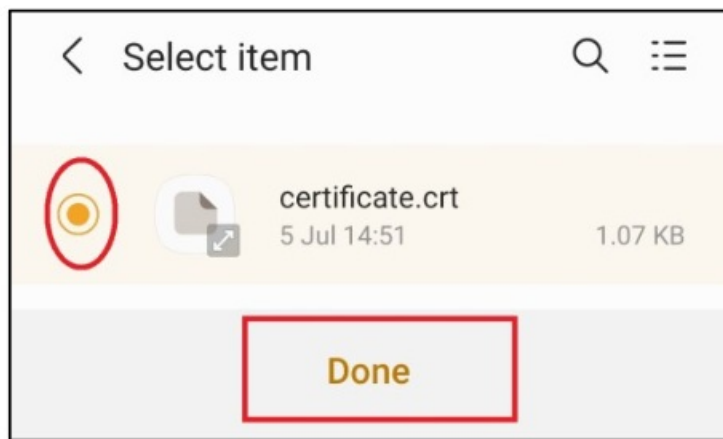
the setting you need.

Manufacturer	Possible Setting
Samsung	• Open 'Settings' > 'Biometrics and security' / 'Security and privacy' > 'Other security settings' > 'Install from device storage' > 'CA Certificate'
Google Pixel	• Open 'Settings' > 'Security' / 'Security & Privacy' > 'More Settings' / 'Encryptions and credentials' > 'Install a certificate' > 'CA Certificate'
Nokia / Motorola	• Open 'Settings' > 'Security' > 'Advanced' / 'Encryptions & credentials / certificates' > 'Install from storage/certificate' > 'CA Certificate'
Huawei	• Open 'Settings' > 'Security' > 'More Settings' > 'Encryptions & credentials' > 'Install from storage' > 'CA Certificate'
OnePlus	• Open 'Settings' > 'Password & security' > 'System security' > 'Credential storage' > 'Install certificates from storage' > 'CA Certificate' • Open 'Settings' > 'Security & lock screen' > 'Encryptions & credentials' > 'Install from SD Card' > 'CA Certificate'
Oppo / Realme	• Open 'Settings' > 'Security' > 'Credentials Storage' > 'Install certificates from storage' > 'CA Certificate'
Xiaomi	• Open 'Settings' > 'Password & Security' > 'Privacy' > 'More security settings' / 'Encryptions & credentials' > 'Install rom storage/certificate' > 'CA Certificate'

Find and tap 'CA certificate' (in the following security warning, tap 'Install anyway')

To install the saved certificate, please find the certificate you saved and tap/select the certificate (.crt) ~ if prompted, please tap 'Done'.
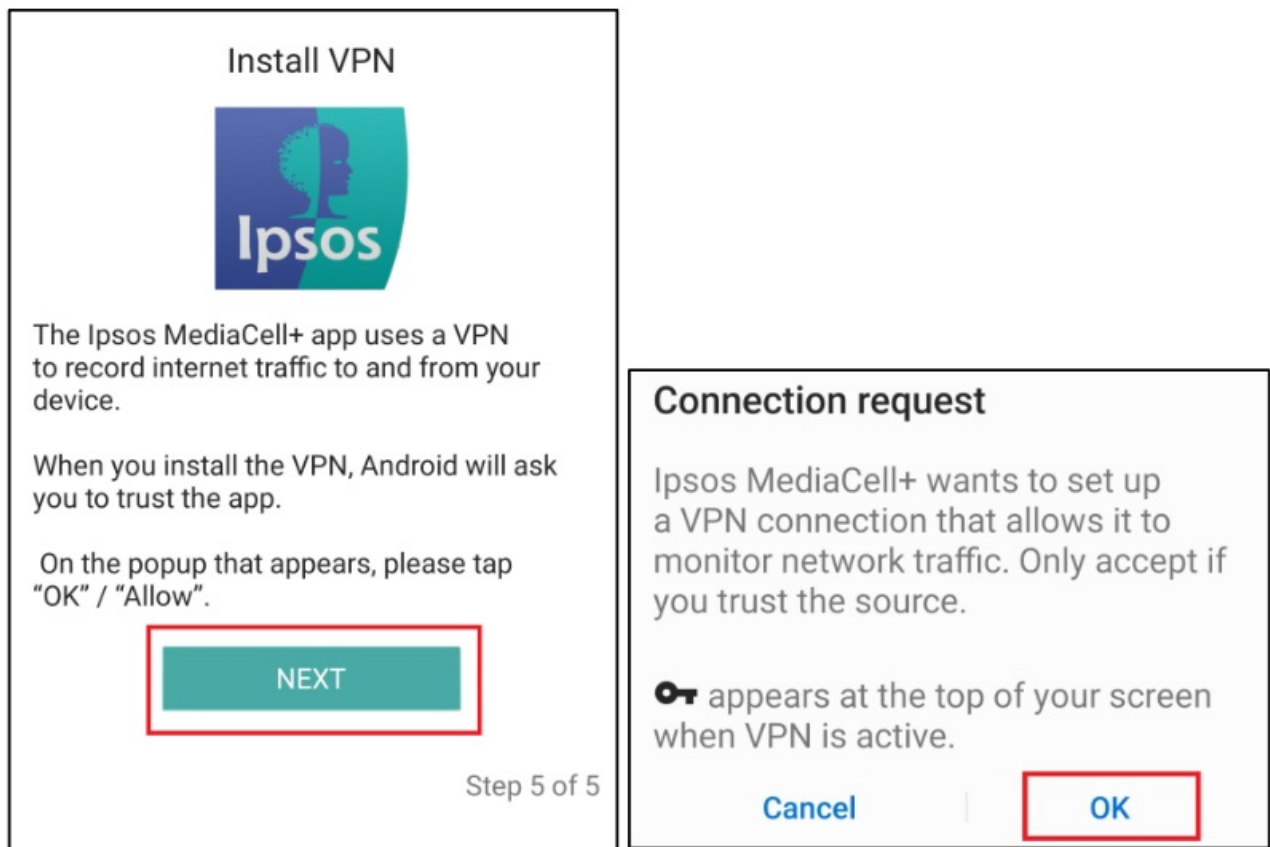
Step #10
Enable the VPN Connection
Ipsos MediaCell+ needs permission to create the VPN on your device.

- Please tap 'Next'
- Once more, tap 'OK' / 'Always Allow' to the connection request that appears

- Please continue to the next page to complete the final step of your installation of Ipsos MediaCell+.

Step #11
Disable Battery Optimisation
The Android operating system that your device runs on can become aggressive in closing background apps/services.

To prevent any impact to your compliance, using the possible settings below, please kindly check and turn off battery optimisation against Ipsos MediaCell+.

The exact location will differ depending on device model/manufacturer. To best assist, we have added a table below for where you may find the setting(s) that can affect the running of the app.
Note: You can also open your Settings app and click search 'battery' or 'optimise' to maximise your chance of locating the setting you need.

Manufacturer / Android Version	Possible Setting
Android 12+	• Open 'Settings' > 'Apps' > Find & tap 'Ipsos MediaCell+' > 'Battery' / 'App battery usage' > Set to 'Unrestricted'.
Android 11 or lower	• Open 'Settings' > 'Apps' > Tap 'More Options' / 'Advanced' > 'Special App Access' > Tap 'Optimise Battery Use' > Tap the dropdown and select 'Not optimised' and select 'All Apps' > Find & tap 'Ipsos MediaCell+' > Tap 'Don't optimise'.
Xiaomi devices	• Open 'Settings' > 'Privacy protection' > 'Special permissions' > Tap 'Battery optimisation' > Tap the dropdown and select 'Not optimised' and select 'All Apps' > Find & tap 'Ipsos MediaCell+' > Tap 'Don't optimise'. • Open 'Settings' > 'Apps' > 'Permissions' > Tap ' Autostart' > Find & turn on the toggle for 'Ipsos MediaCell+'.
Oppo/OnePlus	• Open 'Settings' > 'Battery' > 'More battery settings' > 'Optimize battery use' > Find and tap 'Ipsos MediaCell+' > Tap 'Don't Optimize'. • Open 'Settings' > 'Apps' or 'App Management' > Find & tap 'Ipsos MediaCell+' > Tap 'Battery usage' > Select 'Allow background activity' + Enable 'Allow auto-launch'

YOU'RE ALL SET
The Ipsos MediaCell+ app should now be up and running!
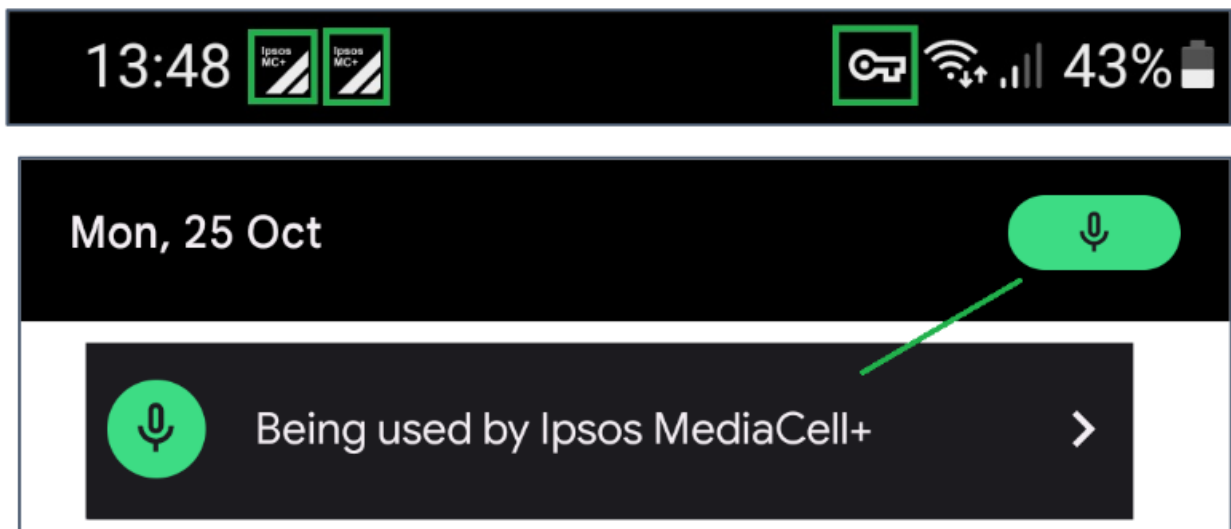
Status Bar (see below):

1. You will see the 'Ipsos MediaCell+' app icon and VPN Key at the top.
2. Only Android 12+ devices will show a 'green' microphone icon.
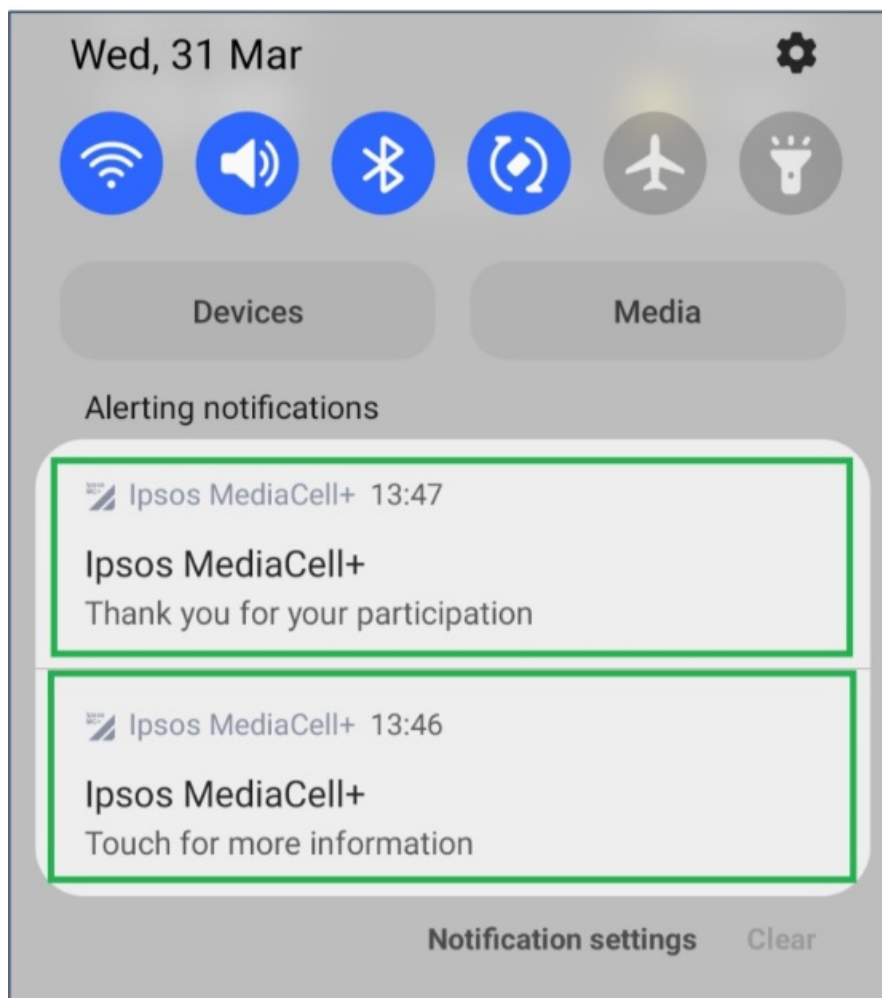
Notification Panel (see below):
You will see two notifications (if permitted) for 'Ipsos MediaCell+' app.

Note: These icons and notification messages may vary depending on the device model being used.
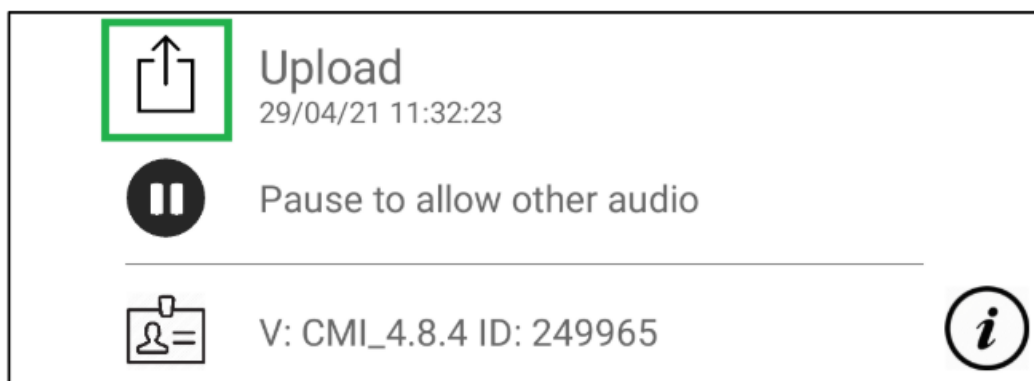
Status Bar

Notification Panel

In-App 'Upload' Button

You can tap the 'Upload' icon (highlighted above) in the 'Ipsos MediaCell+' app if you wish to upload data manually.

Documents / Resources

inCompass Ipsos MediaCell Plus App For Android [pdf] Installation Guide
Ipsos MediaCell Plus App For Android, MediaCell Plus App For Android, Plus App For Android, For Android, Android

References

- **User Manual**