

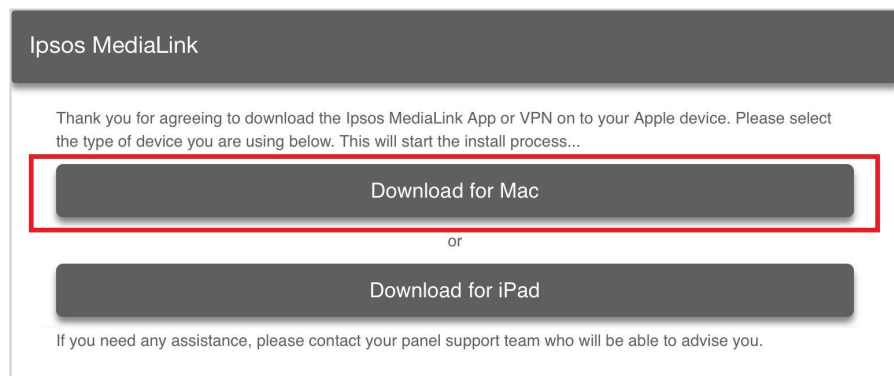
- These instructions/images may vary depending on the configuration of your device.
- This installation will take a few minutes to complete so please do take the time to complete each step in this guide to get the best experience.
- Please be mindful that the previous app named '**inCompass**' has now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

Step #1

Please **click on the link** we have provided to you via Email to begin.

This will open in your default browser app. For demonstration purposes, we are using the pre-installed '**Safari**' browser.

- On the website that loads, click '**Download for Mac**'



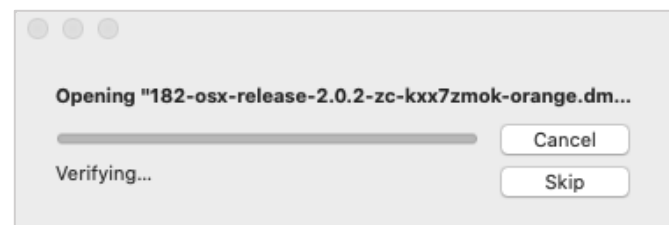
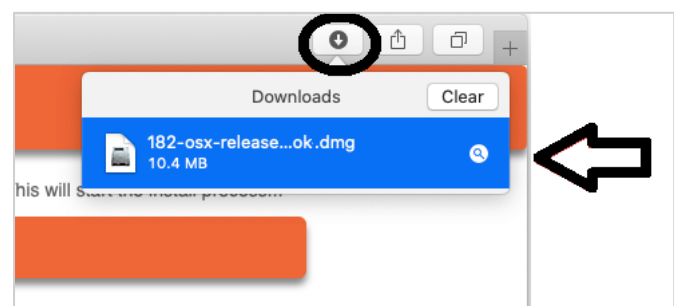
Step #2

- Please click the '**downloads**' icon



- **Double click on the .dmg file** you downloaded

The installer will begin to load.

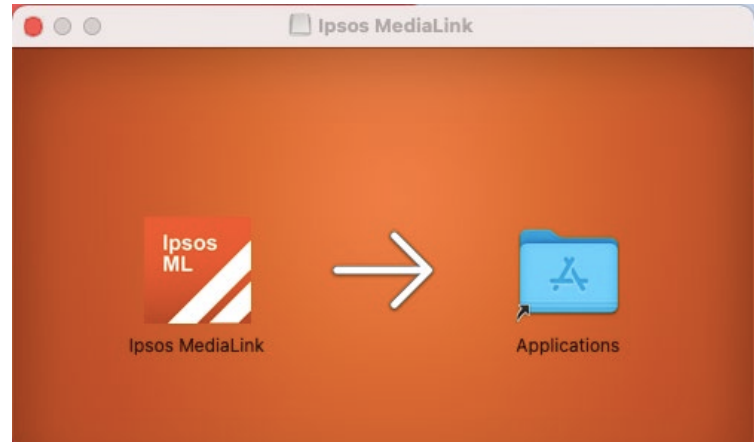


Step #3

The installer requires you to:

- Simply drag and drop the '**Ipsos MediaLink**' icon into the '**Applications**' folder icon

Now please close this window (red circle icon – top left) 

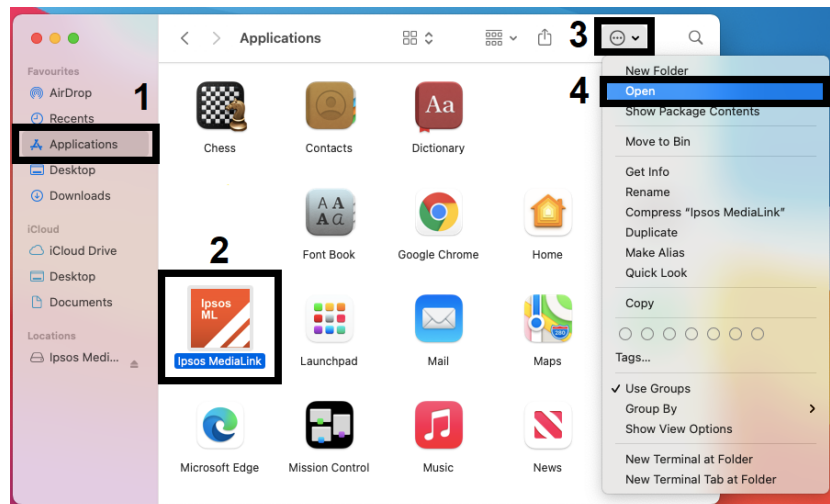


Step #4

- Now open the '**Finder**' application (available in the bottom dock)

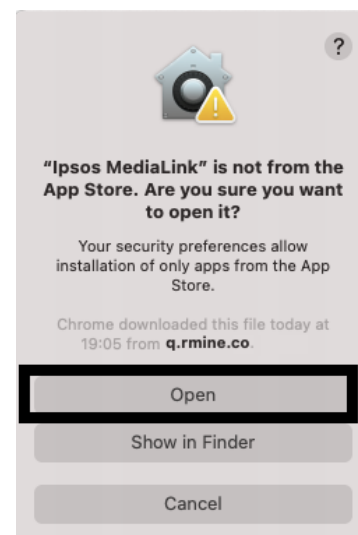


- On the side menu, click on '**Applications**'
- Select by clicking once on '**Ipsos MediaLink**'
- Click the '**menu**' icon (*three dots / cogwheel*) and click '**Open**'



You may need to do this **twice** to get the option to '**Open**'

- In the popup, tap '**Open**'

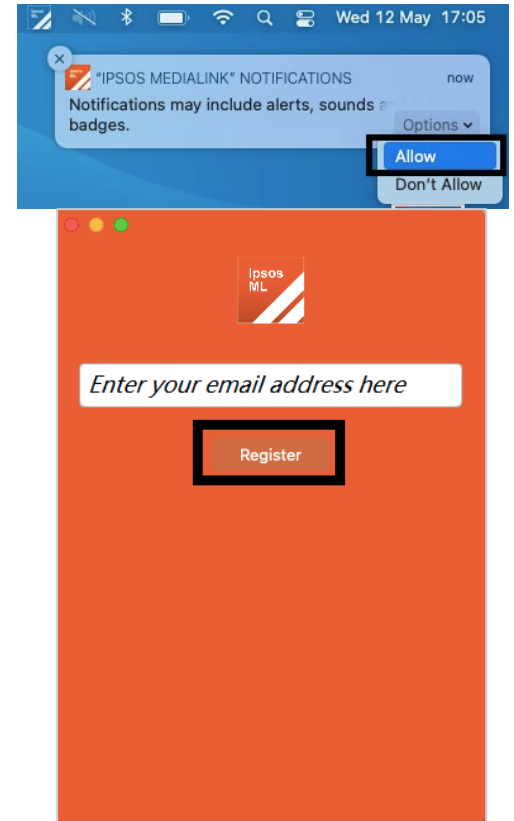


Step #5

Ipsos MediaLink will now launch.

- Ipsos MediaLink will request notification permission, please tap '**Options**' and select '**Allow**'.
- Please **enter your email address** (that you registered with on the Panel) and tap '**Register**'.

If this does not work for you, please contact us so we can help provide assistance.



Step #6

Please read & **accept** the following:

- Terms and Conditions
- Privacy Policy



Terms and Conditions

Please read and accept the terms and conditions

Ipsos inCompass Terms and Conditions

1. Membership

By joining the inCompass panel, using the Ipsos MediaCell, MediaCell+ or MediaLink App or VPN/browser extensions, or using the inCompass website, you accept that you must abide by these Terms and Conditions. We reserve the right to amend or change these Terms and Conditions, so please ensure you read them regularly.

Membership of the Panel:

- Is restricted to individuals aged 16 or over, resident in the United Kingdom.
- Ipsos MORI reserves the right to refuse any membership applications and/or terminate membership without giving a reason.
- Membership is free and is personal to you. You may not transfer your membership to anyone else.

Decline
Accept



Privacy Policy

Please read and accept the privacy policy

Ipsos inCompass Privacy Policy

Topics:

[Ipsos inCompass Privacy Policy.](#)

- [Who are we and how we use your information?](#)
- [What personal data do we collect about you and under what legal basis for processing?](#)
- [Use of project by children](#)

- [Information collected by our Apps/VPNs](#)
- [Ipsos research App/VPN – installed on smartphones or Ipsos device issued](#)
- [Ipsos MediaLink App/VPN – installed on tablets, laptops and desktop computers \(and selected smartphones\)](#)

Decline
Accept

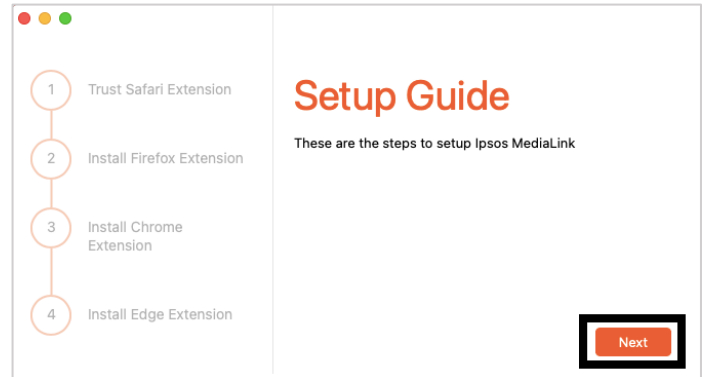
Step #7

Install web browser extensions

Ipsos MediaLink will now detect your installed & supported internet browsers.

Note: 'Trust Safari Extension' may not be displayed if Ipsos MediaLink has already completed this.

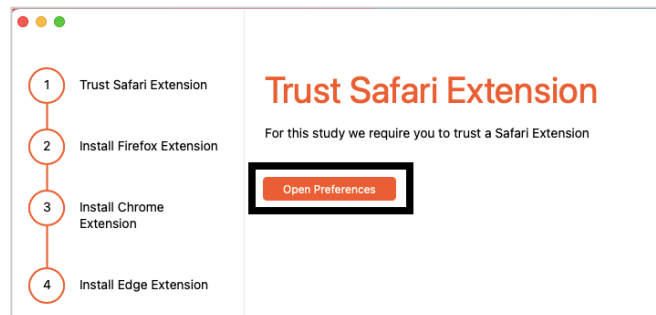
- Please click '**Next**'.



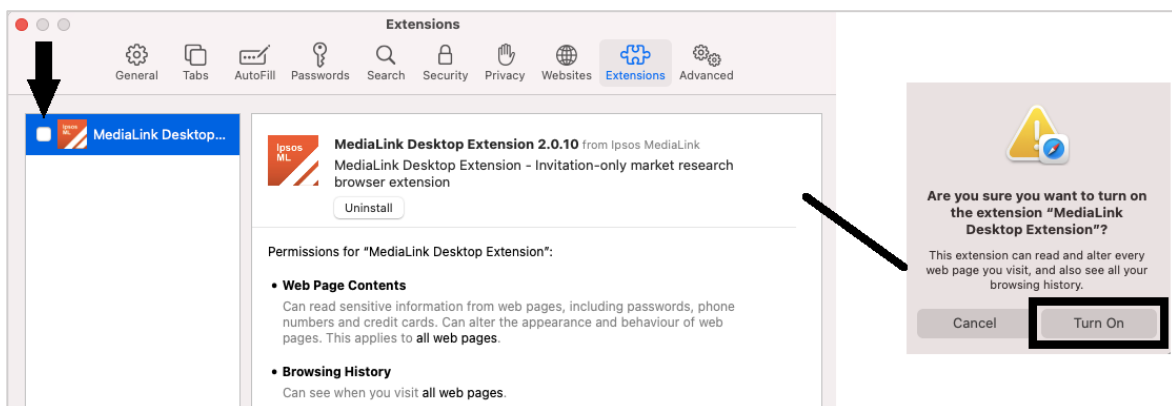
Step #8

Trust Apple Safari Extension

- Click '**Open Preferences**', this will open Safari's extension settings.



- Please enable the '**MediaLink Desktop Extension**' and click 'Turn On'

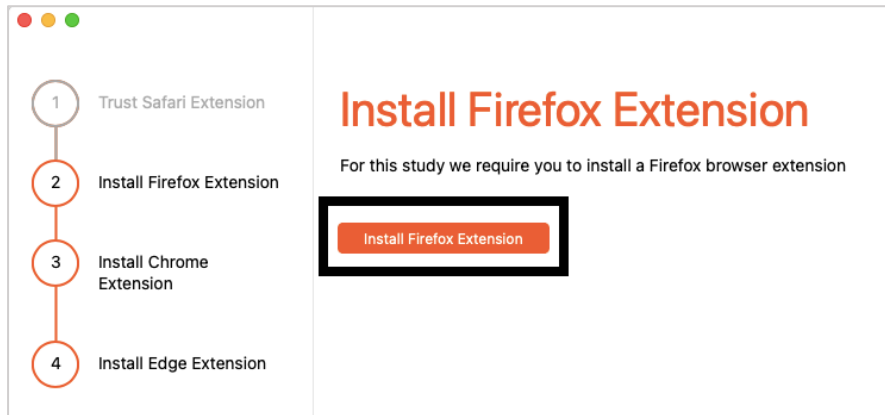


The extension is now enabled, please return back to the Ipsos MediaLink setup window and click '**Next**'.

Step #9

Install Mozilla Firefox (if installed)

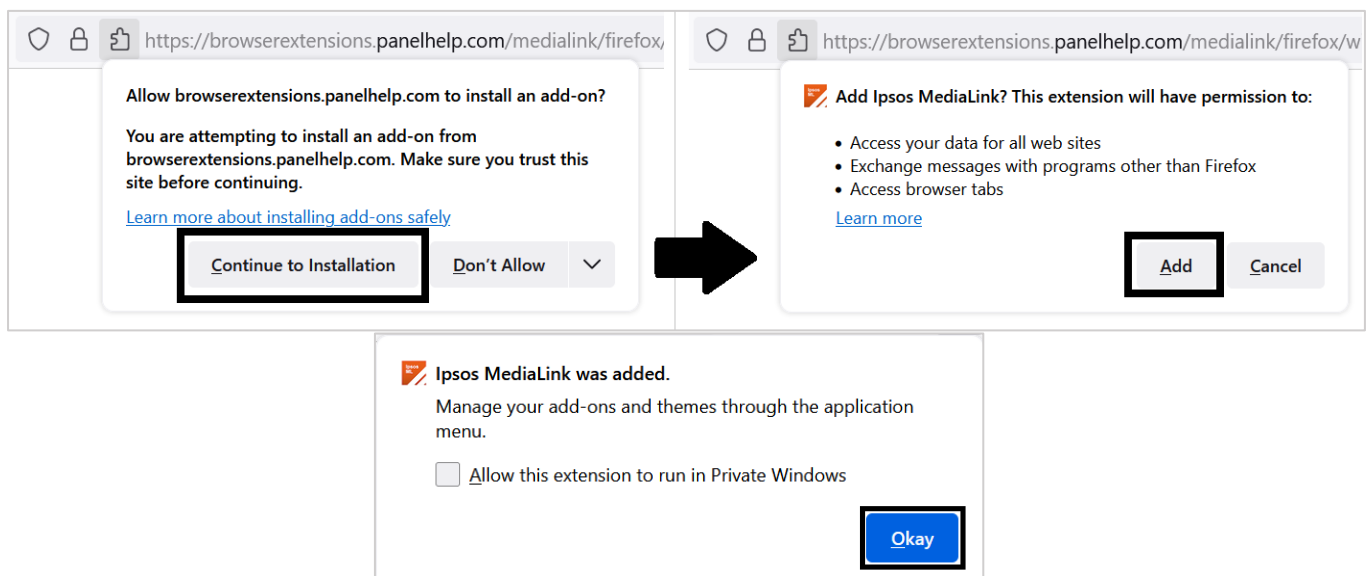
- Click '**Install Firefox Extension**', this will open the Firefox browser app.



- Mozilla Firefox will open our browser extension download page. On this page, to start the download, click the button: '**Click Here if your Extension doesn't install automatically**'.



- When the prompt appears, tap '**Continue to Installation**' and click '**Add**'.

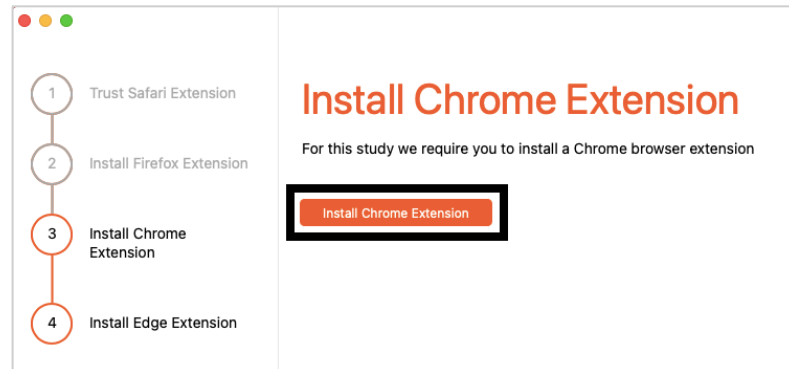


The extension is now enabled, please return back to the Ipsos MediaLink setup window and click '**Next**'.

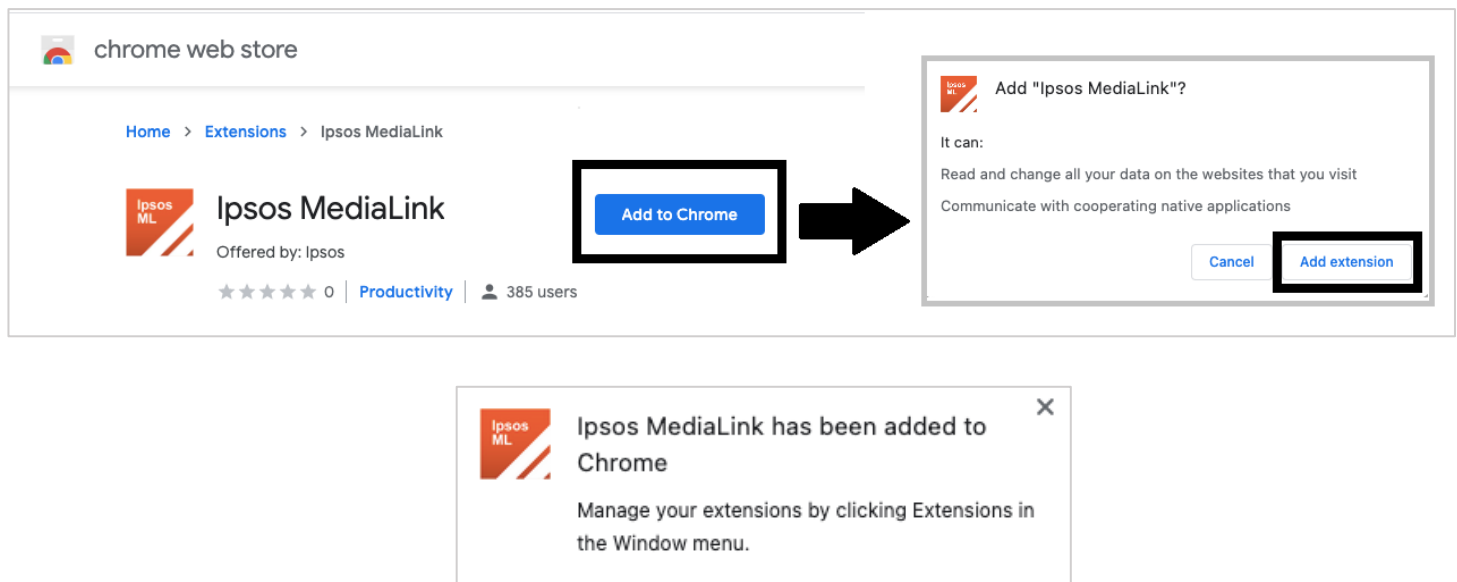
Step #10

Install Google Chrome Extension (if installed)

- Click '**Install Chrome Extension**', this will open the Chrome browser app.



- When our Chrome extension page has loaded, click '**Add to Chrome**' and then '**Add Extension**'



Note: By default, Google Chrome does not make the extension visible, please see '**Quick Tip**' (page 9) to make the extension visible.

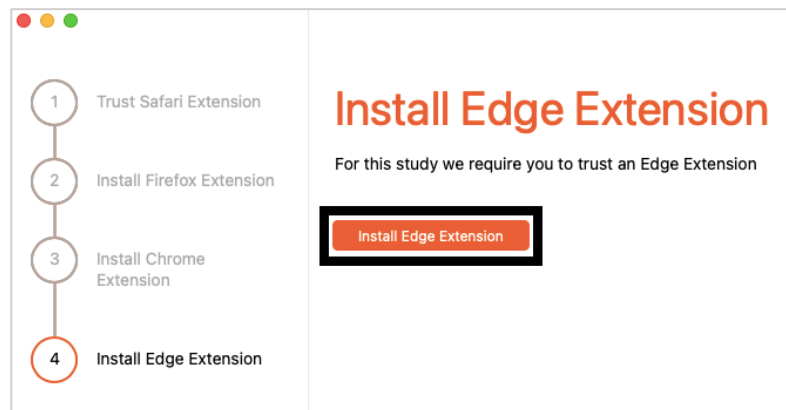
The extension is now enabled, please return back to the Ipsos MediaLink setup window and click '**Next**'.

Step #11

Install Microsoft Edge Extension (if installed)

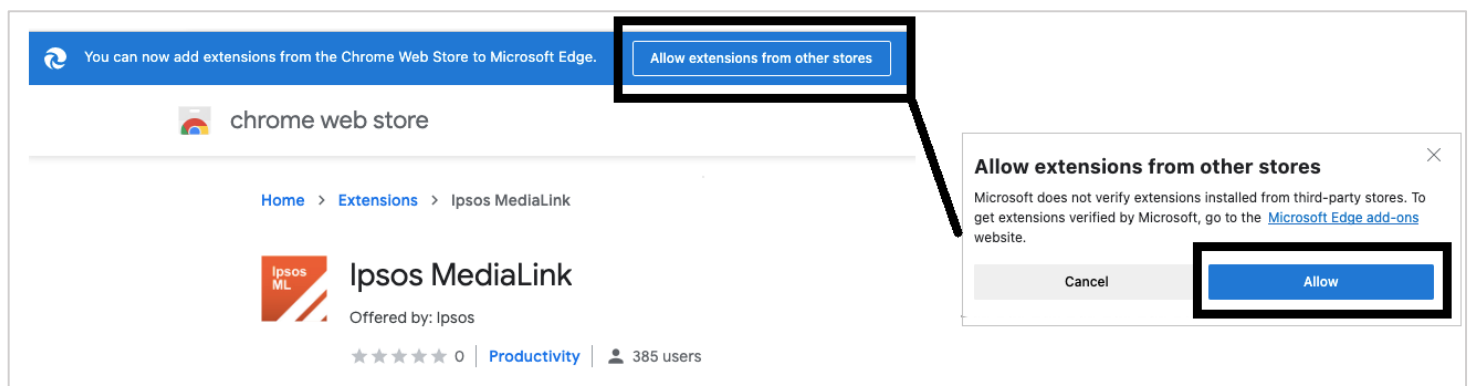
Note: Microsoft Edge (supported version 79 or higher) will install the Ipsos MediaLink extension from the Chrome Web Store.

- Click '**Install Edge Extension**', this will open the Edge browser app.



When our extension page has loaded, you may need to '**Allow extensions from other stores**' before you can add any browser extension to Edge.

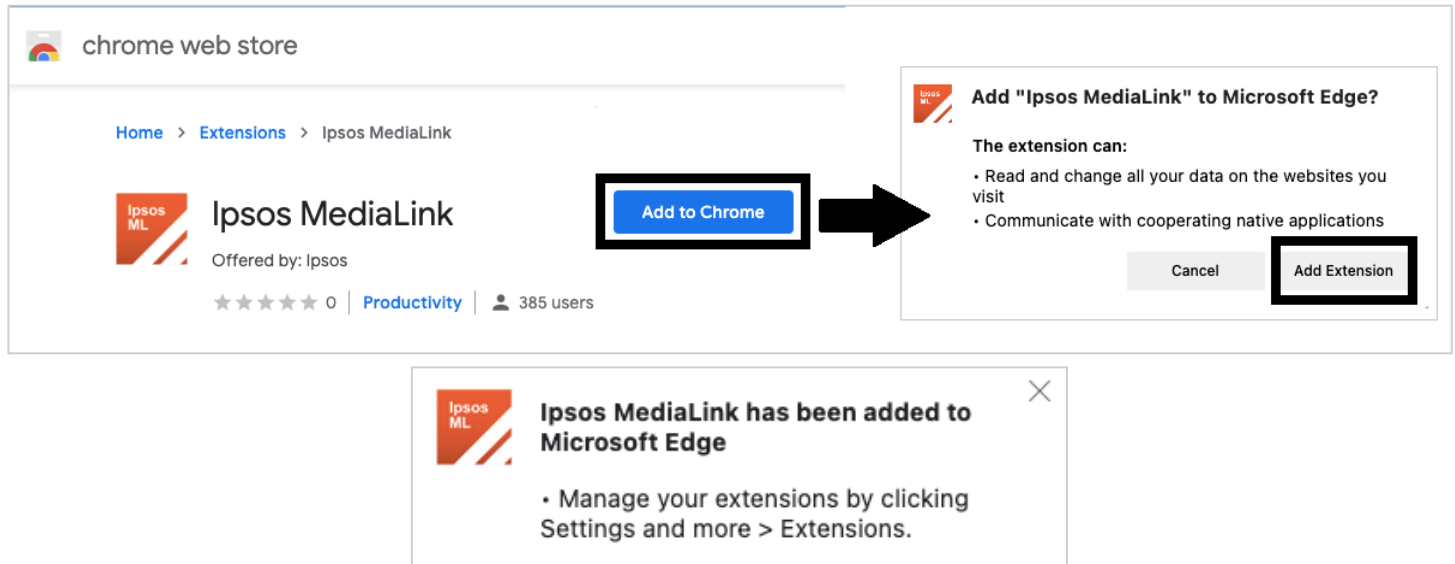
- Along the top click '**Allow extensions from other stores**'
- Click '**Allow**' to confirm.



Once done, please see the next page to Add the extension to Edge.

When our extension page has refreshed, you should see the **Add to Chrome** button:

- Please click '**Add to Chrome**' and then '**Add Extension**'.



The Ipsos MediaLink extension is now added to Microsoft Edge.

Please return back to the Ipsos MediaLink setup window and click '**Finish**'.

IS YOUR MAIN BROWSER NOT SAFARI, FIREFOX, CHROME OR EDGE?

Please do contact us if you are using a third-party web browser which we **do not support** as this may affect the data that is collected & sent from your device.

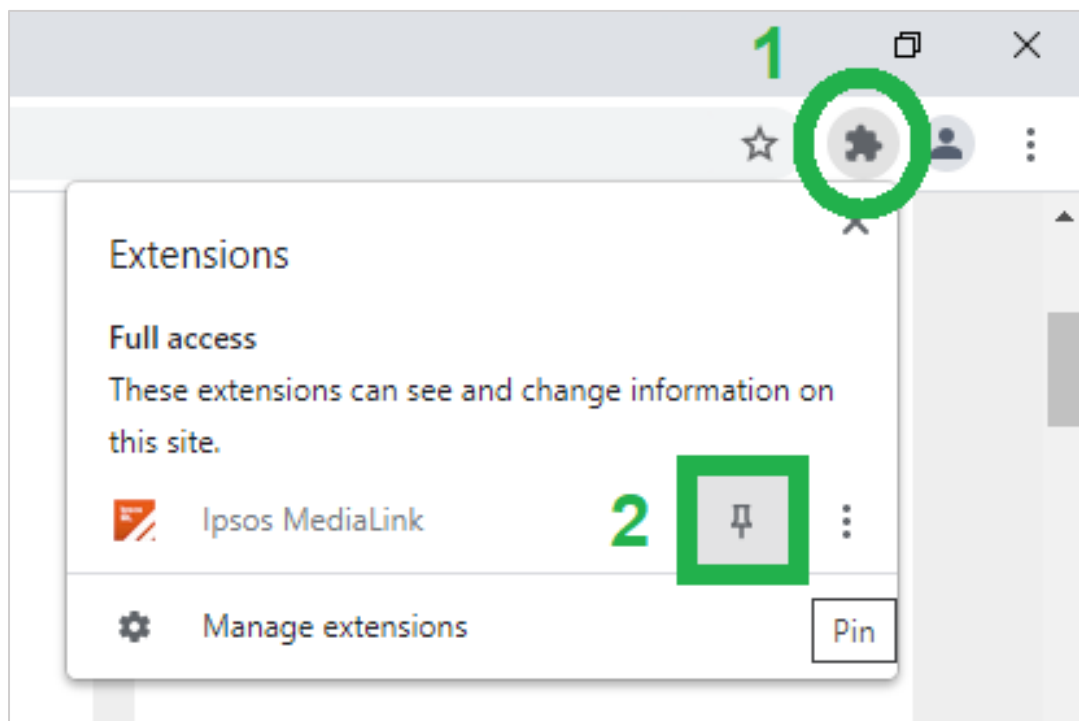
Below are the browsers we **do support**:

Apple Safari
Mozilla Firefox
Google Chrome
Microsoft Edge

Quick Tip

If you use **Google Chrome** browser, be sure to make the Ipsos MediaLink extension visible!

- To begin, please open your Google Chrome application



1. On the right of the address bar, click the **extensions** icon 
2. Now on the right of 'Ipsos MediaLink' please click on the **pin** icon 

Now when you visit websites, you will see the Ipsos MediaLink extension present.

YOU'RE ALL SET

You should now see 'Configured' shown when you open the app.

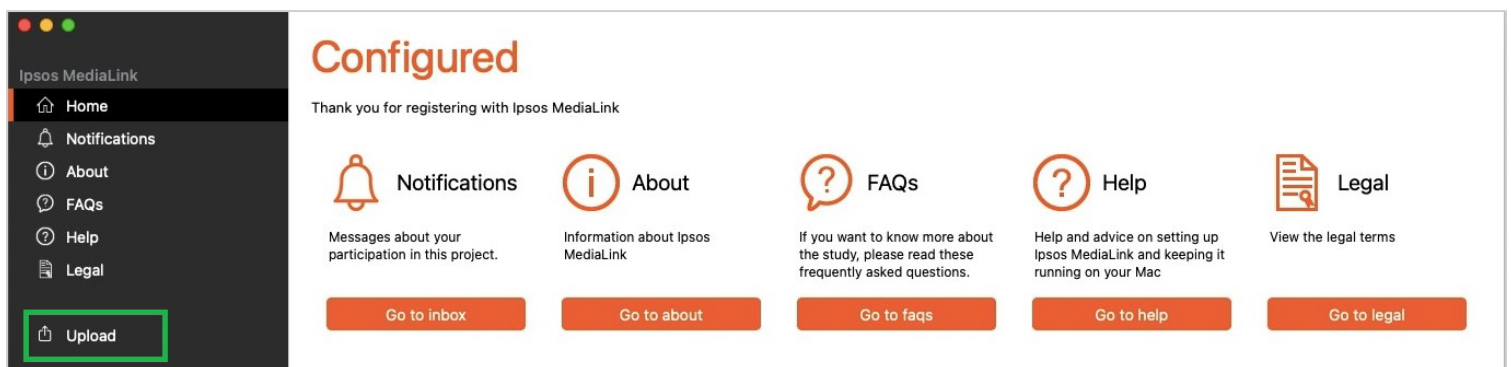
Menu Bar: 1 x Ipsos MediaLink icon

Extension Icons:

- Chrome (**Hidden**) – see 'Quick Tip' on [page 9](#) to make this visible.
- Edge (**Visible**)
- Firefox (**Hidden**) – expected behaviour of browser.
- Safari (**Hidden**) – expected behaviour of browser.

Displayed in the Ipsos MediaLink app

In the app, you can click the '**Upload**' button to send data



Mac OS Menu Bar



Browser Extensions

