

Qualtrics Research Services SOW

This Qualtrics Statement of Work (“SOW”), effective **21-Sep-2018 (“Effective Date”)**, is between **Qualtrics, LLC (“Qualtrics”)** and **Masarykova univerzita (“Subscriber”)** for purposes of a custom project (“Project”) whose scope is specified below. Qualtrics and Subscriber are sometimes referred to herein individually as a “Party,” and collectively the “Parties.” Subscriber agrees that Qualtrics may use partners for certain portions of the Services.

Qualtrics has developed a series of proprietary computer software programs that facilitate and automate the process of conducting surveys, polls, intercepts, and reports (the “Software”). Qualtrics provides its clients access to the Software as end users via an application service provider (ASP) model, in which Qualtrics uses, operates, and makes available the applicable software, network, systems, and other technologies in order to provide the Project.

For all purposes of this SOW, the term “Services” shall mean and refer to the specific version(s) of the Qualtrics survey, poll, reviews, intercept, and reporting service(s) specified herein and accessible at www.qualtrics.com.

Qualtrics and Subscriber agree that this Statement of Work and the Project provided hereunder are subject to the Terms of Service at <https://www.qualtrics.com/terms-of-service/> and the Privacy Statement at <https://www.qualtrics.com/privacy-statement/>, except as otherwise provided herein.

Termination. Notwithstanding any termination rights in this SOW or a master services agreement, Subscriber may terminate this SOW for convenience provided all fees are paid as set forth herein for work completed by Qualtrics (which will in no event be less than EUR 500), which will be considered due and payable. If Subscriber terminates this SOW for any reason, the portion of the Project that has been completed shall be delivered to the Subscriber. If the Project is not completed (e.g. the estimated amount of responses is not fully used), the amount prepaid for the uncompleted portions of the Project will not be refunded but may be applied as a credit towards future Qualtrics projects during the twelve (12) months following signature of this SOW.

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1. PROJECT DESCRIPTION

Subscriber will use Qualtrics for the following panel Project:

QTY	DESCRIPTION	UNIT PRICE	LINE TOTAL
2850	<p>Targeting: This is a re-contact study -</p> <p>Target Country</p> <ul style="list-style-type: none"> - Germany (950 * €4.5 = 4275) - Italy (950 * €4.5 = 4275) - Czech republic (950 * €5 = 4750) <p>Target Audience</p> <ul style="list-style-type: none"> - General Population (18+) <p>Quota</p> <ul style="list-style-type: none"> - Gender - Education <p>Both Prices includes:</p> <ul style="list-style-type: none"> - Survey review - Redirect setup - Dedicated Qualtrics project manager - Managed Soft launch - Replacement of unusable data 	€4.67	€13,300.00

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	<p>LOI: (Length of Interview/Survey): 10 Minutes or less.</p> <p>IR (Qualifying Rate) 70%</p>		
TOTAL:			<p>EUR €13,300.00</p>

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2. PROJECT RESPONSIBILITIES

- a) Unless prior arrangements are made with Qualtrics, Subscriber must have an account and license with Qualtrics' Research Core.
- b) Except as otherwise mutually agreed by the Parties or for a Project including Front End Services (defined below), Subscriber will provide the survey methodology, survey design, and qualifying question syntax to Qualtrics and be responsible for building the survey. Qualtrics will be responsible for hosting the survey.
- c) Except as otherwise mutually agreed by the Parties or for a Project including Back End Services (defined below), Subscriber will be responsible for all data analysis and other data interpretation/presentation work.
- d) Except as otherwise mutually agreed by the Parties, for surveys targeting sample(s) outside of the United States of America, the survey must be designed and programmed by Subscriber in an official or common language of the countries being targeted.
- e) For the purposes of this Project, Subscriber is the data controller, and Qualtrics is the data processor. Subscriber will comply with applicable data privacy laws as a data controller and Qualtrics will comply with applicable data privacy laws as a data processor.

3. PROJECT ADMINISTRATION

The Project is subject to the following terms:

- a) If Subscriber purchases a retainer, Qualtrics will draw down on such retainer to satisfy future projects upon written or electronic confirmation by Subscriber for each Project. All retainer amounts must be used within twelve (12) months after the retainer purchase.
- b) Estimated pricing in this quote is based on the scope of the Project as currently outlined. Changes to the Project scope, including but not limited to additional services, screeners, or quotas not currently included in the Project scope, will require additional scoping and may result in additional charges and adjusted estimated Project timeline. Any such cost changes or additional charges shall be approved by Subscriber before Qualtrics continues with the Project.
- c) By signing this document, Subscriber is providing permission for Qualtrics and any partners engaged to deliver Services within the scope of this SOW, to access Subscriber's account for the duration of this Project for reasons expressly related to the Project itself.
- d) If a Project is assigned to a Qualtrics project manager after 3pm MST Monday through Thursday or after 1pm MST on a Friday, Subscriber understands that due to Qualtrics' panel partner constraints and the required setup time, the Project will not begin until the following business day.
- e) Notwithstanding the foregoing, Subscriber agrees that if a survey is not live by 6pm MST any day of the week, data collection will begin the following business day.
- f) Subscriber agrees that after a project manager is assigned, it can take up to 24 hours for data collection to begin.
- g) Each Project launch may include up to three (3) separate survey links. Any additional survey link required by Subscriber following execution of this SOW will result in additional fees.
- h) Additional terms specific to the type of Project being performed are attached as Exhibits to this SOW, which are incorporated herein. The terms of each of these Exhibits are in addition to the general terms of the SOW. In the event of a conflict between the terms of these Exhibits and the terms of the SOW, the terms of these Exhibits shall apply.

4. FEES AND INVOICE SCHEDULE

- 4.1 Payment terms: fees are due Net 30 days from the receipt of invoice.

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Exhibit A – Sample Services

The terms of this Exhibit A are only applicable to those portions of the Project involving Sample Services. For purposes of clarity only, Sample Services may include survey integration to correctly capture and incentivize qualified respondents, gathering respondents for their survey, project management to share status updates and answer questions.

1. **Subscriber is not permitted to collect any panel member's personal information** such as name, email address, physical address, or phone number ("**Personal Information**") without prior written consent from Qualtrics.
2. Qualtrics shall not be required to disclose to Subscriber any Personal Information of respondents related to the Project, except as permitted by law and in accordance with this SOW, in which case, Subscriber hereby agrees to maintain the confidentiality of any Personal Information disclosed to it. Subscriber will comply with all applicable laws related to the data collected from respondents. Subscriber shall be responsible for any breach of the foregoing.
3. Qualtrics will invite respondents to complete the online survey in return for incentives/cash honorarium.
4. Qualtrics will create quota and screener logic, add custom end of survey redirects, and input any logic applicable to the panel integration setup prior to collecting data to targeted respondents. This does not include reviewing skip logic or display logic or making adjustments to survey formatting or functionality beyond what is contracted for the panel integration setup in the scope of this SOW, unless otherwise mutually agreed by the Parties.
5. Unless otherwise specified herein, the location of all targeted respondents shall be at Qualtrics' sole discretion.
6. Any criteria that could impact respondent conversion rates, such as minimum time spent in survey or attention filters, which Subscriber intends to use to judge the validity of qualifying completes must be listed in this SOW & approved by Qualtrics prior to launch. Any requests or changes to qualified respondent criteria beyond the scope of this SOW will need to be scoped and may impact costs, feasibility, and timelines.
7. Unless specified to the Qualtrics project manager before data collection begins, Qualtrics will count all survey attempts, including terminated responses and survey completions, toward the number of responses allowed in Subscriber's Qualtrics software license. Terminated responses will not count against the total good completes (n) requested for this Project.
8. Sample pricing is based on certain response volumes. Any Subscriber-requested changes (including decreases) to the actual response volumes in the current Project scope may result in an increased cost per interview for the completed responses, adjusted feasibility, or extended timelines.

Exhibit B – Front End Services

The terms of this Exhibit B are only applicable to those portions of the Project involving Front-End Services. For purposes of clarity only, Front-End Services may include: survey design, survey review, and survey build.

1. Qualtrics will provide the contracted survey methodology, survey design, and qualifying question syntax to Subscriber.
2. Qualtrics will be responsible for building the survey as contracted herein.

Exhibit C – Back End Services

The terms of this Exhibit C are only applicable to those portions of the Project involving Back-End Services. For purposes of clarity only, Back-End Services may include: open-ended coding, cross tabulation, transposing, weighting, data scrubbing, multivariate analysis, creating topline reports, creating executive summaries, creating full reports, and creating presentations, or readouts.

1. Qualtrics will be responsible for the contracted data analysis and other data interpretation/presentation work as listed in the SOW.

Exhibit D – List Send Services

The terms of this Exhibit D are only applicable to those portions of the Project involving List Send Services. For purposes of clarity only, List Send Services may include: distributing invites/reminders to a client's customer list and sending fielding updates.

1. Unless otherwise mutually agreed in this SOW, Qualtrics will send Subscriber's survey out via email contacts provided by Subscriber. Qualtrics is not responsible for the response rate or quality of the list provided and is only responsible for distribution.
2. Subscriber is responsible for providing the customer list (with email addresses), "From [name]" information, reply-to email addresses, subject line, email text, and reminder text (if applicable).
3. Qualtrics will review quotas and screeners, add redirects, and approve the distribution setup prior to launching to targeted respondents. This does not include reviewing additional skip logic or display logic, unless otherwise mutually agreed by the Parties.
4. All survey list sends must originate from the Subscribers Qualtrics account.
5. The Subscriber must provide a 'Reply To' email address for Qualtrics to setup the email distribution. All respondent requests, follow ups, and queries must be managed directly by the Subscriber.
6. Unless specified to the Qualtrics project manager before data collection begins, Qualtrics will count all survey attempts, including terminated responses and survey completions, toward the number of responses allowed in Subscriber's Qualtrics software license. Terminated responses will not count against the total good completes (n) requested for this Project.

Exhibit E - Incentive Management

The terms of this Exhibit E are only applicable to those portions of the Project involving Incentive Management Services. For purposes of clarity only, Incentive Management Services may include: gift card distribution and drawings.

1. Qualtrics will manage incentive distribution to Subscriber's survey via e-gift cards. Qualtrics is not responsible for the response rate or quality of the list provided and is only responsible for distribution. Such e-gift cards are subject to the terms and conditions specified by the third-party provider ("**Distributor**") of the e-gift card. By purchasing an incentive distribution, Subscriber will acquire the right to send e-gift cards ("**Gift Cards**") to recipients to redeem a Gift Card from Distributor. Any service fee retained by Qualtrics from the distribution of Gift Cards is compensation to Qualtrics for administering the Gift Cards on behalf of Subscriber. As the distributor of the Gift Cards, Distributor

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shall be fully responsible for any and all liabilities, caused in whole or in part by Distributor, as well as for any liabilities arising from any regulatory action. Qualtrics does not make any warranty in relation to the Gift Cards, including their validity or value. Qualtrics is not a party to any transaction that the Distributor (or Gift Card merchant) and Subscriber (or recipients of the Gift Cards) may enter into as a result of Subscriber purchasing this service.

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<i>Qualtrics, LLC</i>	<i>Subscriber</i>
By: [REDACTED]	By: [REDACTED] (2018)
Name: [REDACTED]	Name: Pavlína Kadlčková
Title: Managing Counsel	Title: Ing., DiS
Date: Sep 26, 2018	Date: Sep 26, 2018

<i>Qualtrics Contact</i>	<i>Subscriber Contact</i>
Name: [REDACTED]	Name: [REDACTED]
Phone:	Phone: [REDACTED]
Email: [REDACTED]	Email: [REDACTED]