

EASY
to switch
ON
and
OFF



GfK Digital Trends App

User Manual

Welcome to GfK Digital Trends!



About the Digital Trends App

As a panel member you have been carefully chosen to become part of an innovative, ongoing market research project that studies mobile device and internet usage.

By taking part in the GfK Digital Trends Program you will get the chance to influence changes to certain mobile and Internet services and products. By providing us insight into how you use the internet and your mobile device, you really will be able to shape the future of your digital world.

This handbook describes how to manage the Digital Trends App on an iPhone or iPad. There are other handbooks available for different platforms.



For support questions or if you would like a new download-link for example, please contact us at:



<https://uk-digitaltrends.gfk.com/index.php?id=5>.

Thank you for your participation!
GfK's Digital Trends Team



System Requirements

The software is compatible for **iOS 8.0 or higher.**

The following devices are supported:

- iPhone 4, 4S
- iPhone 5, 5C, 5S, 6, 6 Plus, 6s, 6s Plus
- iPad 2,3,4; iPad Air™ iPad Air™ 2 and iPad mini™, 2, 4 and iPad Pro™
- iPod touch 5G

iOS 9 on iPhone 6 used for screenshots.



Contents of this manual

Getting started in 2 simple steps

Step 1:
Downloading and installing page 3
Step 2:
Activating the app page 4

The app menu page 7
How to proceed when the app is deactivated page 8
Temporarily disabling the VPN page 9
Notifications by the app page 10
Uninstalling the app page 11



You can easily switch tracking on and off in case any of your apps or favorite websites would not work as expected – or you just would like your internet surfing to remain completely private for a while.
Please see page 9



Important privacy notice



After installing this app you will be instructed to set up a Virtual Private Network (VPN) on your device. All HTTP and HTTPS traffic from and to your device will be routed through this VPN for the duration of your participation in the Project. However, only outgoing HTTP and HTTPS requests will be captured by a proxy server and analysed for market research purposes. No data will be stored permanently on the VPN and proxy servers. Please refer to our privacy policy for more information:

<https://uk-digitaltrends.gfk.com/index.php?id=4>.

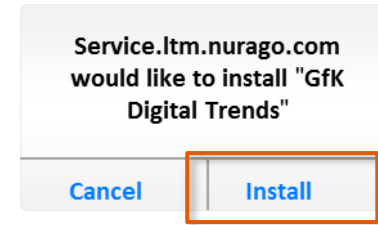


Step 1: Downloading and installing the app



1

Tap on the download link in the email or text message from GfK. **On the download page tap on "Download"**. Then confirm this request by **tapping on "Install"** to start the download:



2

Press the "Home" button of your device, slide to the screen with the new app

3

(Please **wait** while the app downloads)



4

Once finished, tap to open:



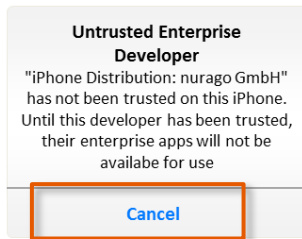
✓ Step 2: Activating the app

Trust the developer

? What does that mean?

You are about to install an "enterprise app" directly from a GfK server, not from the Apple App Store. Your iOS device will display some warnings, ask your permission and require some settings to be adjusted. This is normal, and we ensure you that the GfK app is safe. Please proceed as indicated below:

- 1 Tap on **"Cancel"** to close this notification:



- 2 Go to **"Settings"**: 

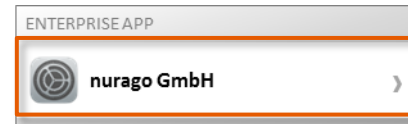
- 3 Go to **"General"**:



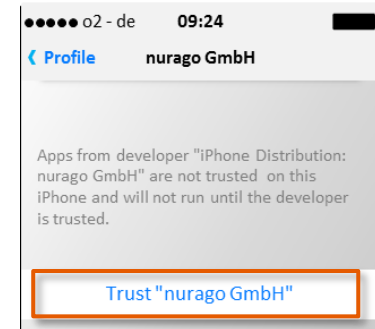
- 4 Go to **"Device Management"**: ("Profile" with iOS 8)



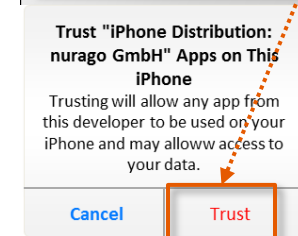
- 5 Tap on **"nurago GmbH" ***:



- 6 Tap on **"Trust 'nurago GmbH'">***:



- 7 Confirm the security request by **tapping on "Trust"**



*) GfK nurago GmbH has been merged into its parent company GfK SE, thereby transferring all rights and obligations.

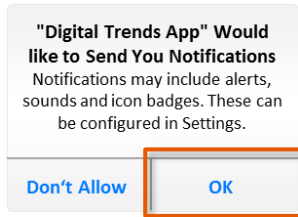
✓ Step 2: Activating the app:

Allow GfK to send you notifications and activate the app if you agree to the privacy policy

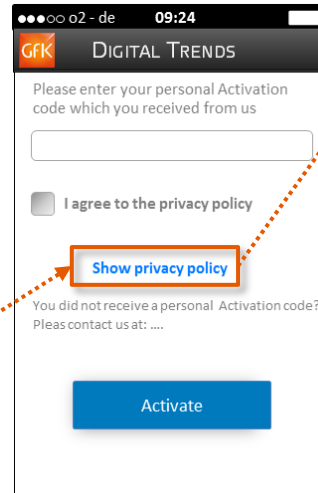
- 1** Go to the Home screen and re-start the app.



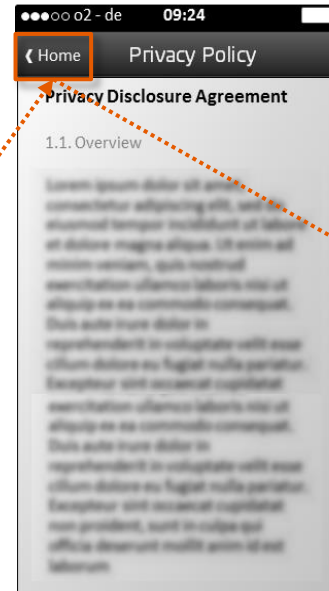
- 2** When asked, please allow us to send you notifications (survey invites, announcements of technical changes, etc.) through the app in the course of the project **by tapping on OK:**



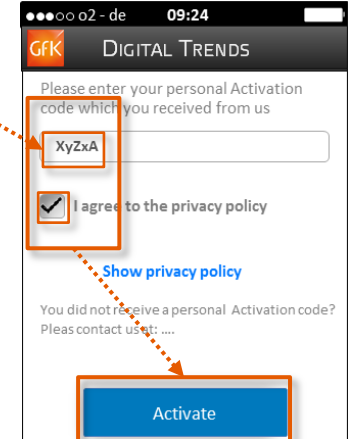
- 3** Tap on "**Show Privacy Policy**" to display the agreement:



- 4** Tap on "**< Home**" when done:



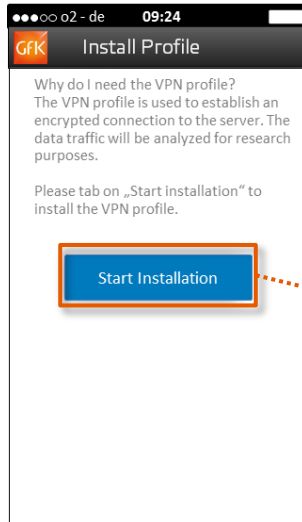
- 5** If you agree, please
- enter your 5-character Activation code,
 - check the "I agree" checkbox
 - and tap on "Activate":



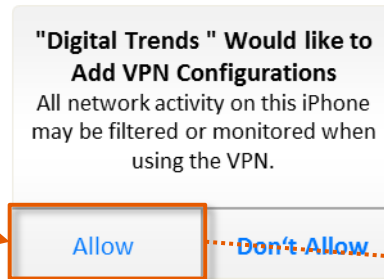
✓ Step 2: Activating the app: VPN Profile

Enable the Virtual Private Network (VPN)

- 1 Please **tap on "Start installation"** to enable the Virtual Private Network (VPN) Profile.



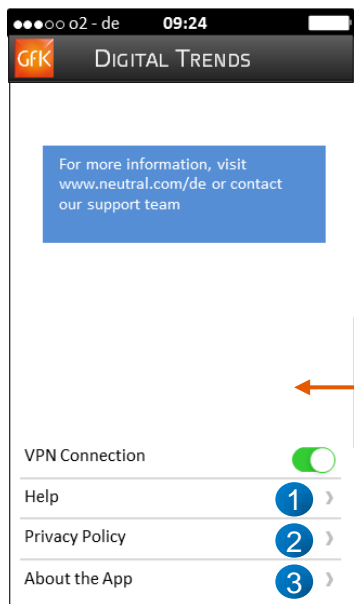
- 2 A notification appears, please **tap on "Allow"** to install the Virtual Private Network (VPN) Profile



- 3 Now you see the main screen of the app, where the VPN Connection is enabled:



Useful information at your fingertips



From the

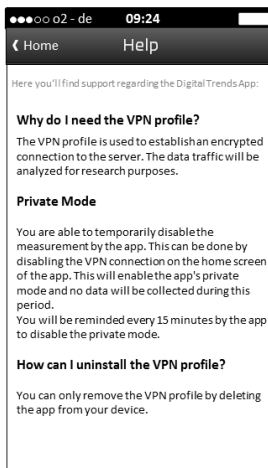
main screen of the app



you can at any time...

1

...display information about the Virtual Private Network (VPN) and the Private Mode



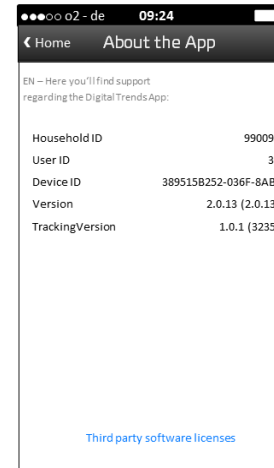
2

...review the privacy policy for the Project



3

...view technical information about the app which is useful when you are in need of helpdesk support

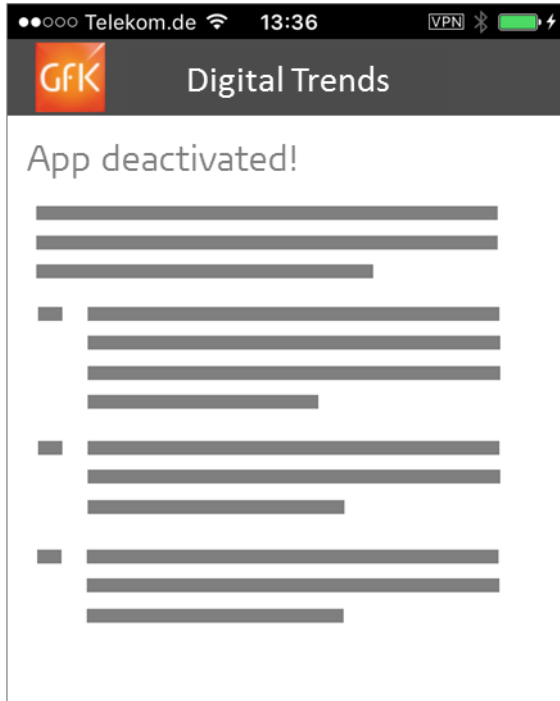


Please see the next page in case this menu is not available because the app is deactivated.



How to proceed when the app shows as "deactivated"

When the app is deactivated please delete the app.



If you encounter an "App deactivated" message on the start screen, this indicates that GfK has remotely deactivated the app on your device. This could be due to a number of reasons, such as, at your request, when you withdrew from participating, or because the project has ended.

EVEN WHEN THE APP HAS BEEN DEACTIVATED YOU STILL NEED TO UNINSTALL THE APP. THIS CANNOT BE DONE BY GfK. PLEASE FOLLOW THE INSTRUCTIONS ON PAGE 11 TO UNINSTALL THE APP.

If you have any questions or believe that the app has been deactivated by mistake please contact the helpdesk. Contact information can be found on page 1.

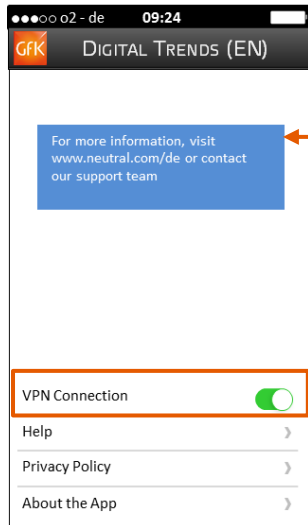
EASY
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Temporarily disabling the VPN

To surf privately or in case some apps would not work as expected you can easily switch tracking on and off!

We understand that on certain occasions you will want to keep your internet usage private. And we are aware that the VPN connection may affect the usage of location-based services and certain apps. Below is how you can switch the VPN connection on and off at any time.

! Please note that when you disable the VPN permanently, you will not be eligible for rewards and may drop out of the study!

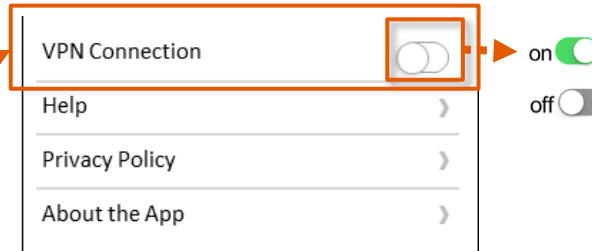


From the

**main
screen of
the app**

you can at
any time...

...easily switch tracking on and off to surf
privately or in case some apps would not
work as expected



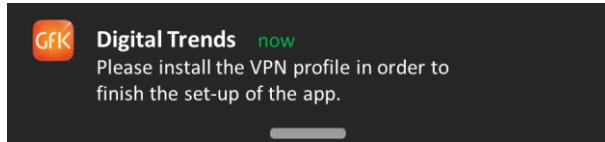
!

When you disable the
VPN you will from time
to time be reminded by
a notification by the
app to re-enable it.

Notifications by the app

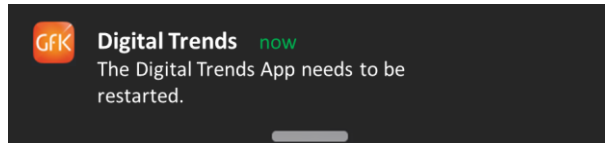
Meanings of the different notifications and actions required

1



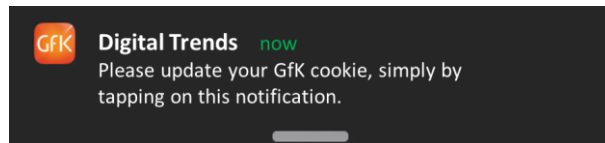
The VPN profile has not yet been installed: In that case choose "Install" from the app settings, see page 8.

2



Either the app has just been updated to the latest version or you disabled it or it crashed unexpectedly. Please re-start the app from the start screen of your device.

3



Some projects use cookies to register if you saw certain advertisement on the web. Just tap on the notification to open a page in the browser from which the cookie will be dropped. That's all.

X Uninstalling the app

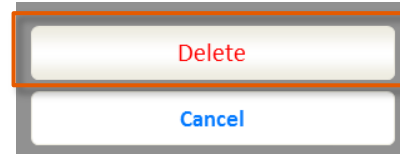
Uninstalling the app

1 Delete the app as you would do with any other app:

- Go to the **main screen**,
- **Press and hold the app icon** until it shows an "x",
- **Tap on the "x"**



2 Confirm this request by **tapping on "Delete"** :



Note that by ultimately uninstalling the app you end your participation in the project!



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