

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 Android smartphone. 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



gfkIM@gfk.com.

Thank you for your participation!
GfK Digital Trends Team



System Requirements

The software is compatible with **Android 2.3 or higher.**



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You can easily switch tracking on and off in case you just would like your internet surfing to remain private for a while.

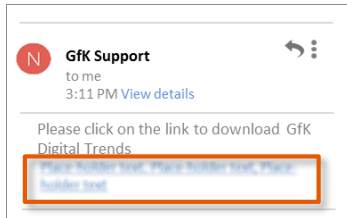
Please see page 9



Step 1: Downloading and installing the app

Downloading and Installing the App

- 1** **Open the link** in the text-message (or email) we sent you. It contains the **download link** and **activation code** for the app.



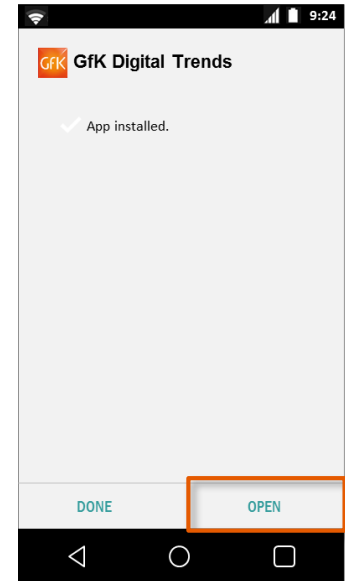
- 2** Read the instructions on the download page and tap the **“Download”** button.



- 3** Now the GfK App opens in the Google Play Store. Please **tap** on **“INSTALL”**.



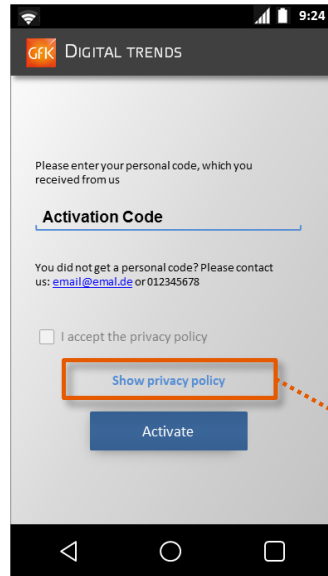
- 4** Once the installation is complete, please tap on **“Open”**.



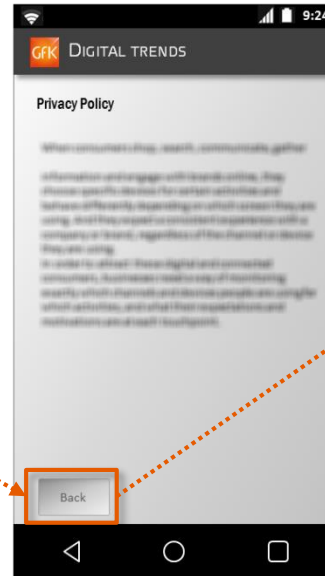
✓ Step 2.1: Privacy Policy and activation of the app

Agree to the Privacy Policy and activate the app

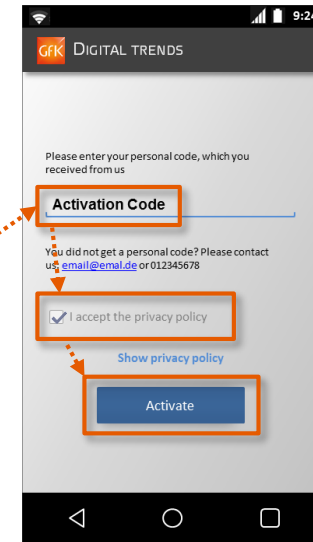
- 1** Tap on **“Privacy Policy”** to display the Privacy Policy:



- 2** Read the **Privacy Policy**, tap on **“Back”** when done:



- 3** Enter your **Activation code**, place **check** mark next to **“I accept the Privacy Policy”** if you do so, then tap on **“Activate”**:

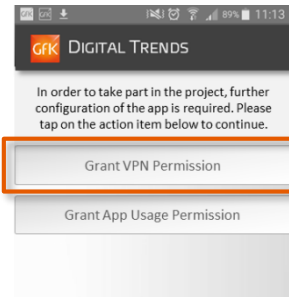




Step 2.2: Enabling the VPN connection for Android 6 and 7

Grant VPN permission and allow VPN connection

1 Tap on „Grant VPN Permission“.

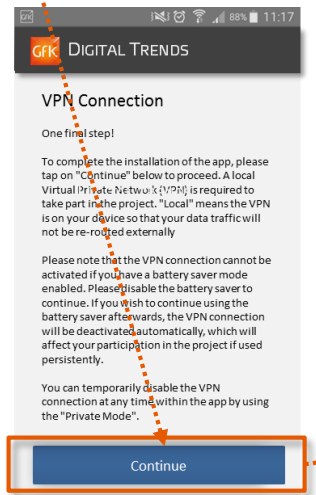


! The app uses a local VPN and does not re-route your data traffic externally.

2

Digital Trends
Please disable the Battery Saver Mode to enable the VPN

OK

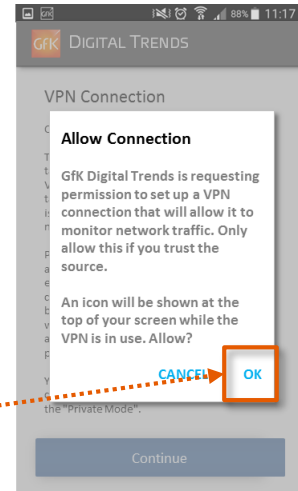


You may be prompted to disable the battery saver mode, if it is currently active, as it would prevent the activation of the VPN.

In that case, **tap on „OK“, then disable the battery saver mode before you continue.**

! You may turn the battery saver mode on again after the VPN installation. However, the VPN will be deactivated in battery saver mode. (Using the battery saver mode persistently may therefore affect your eligibility for the project.)

3 Tap on „OK“





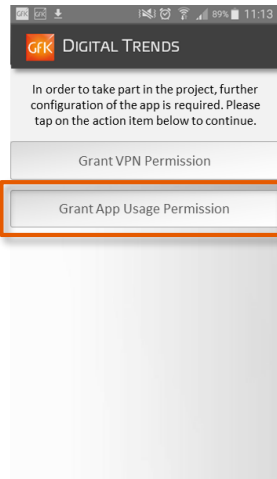
Step 2.3: Permission for most smartphones and tablets

! Samsung Galaxy Tab users please continue with *2.2 Permission for Samsung Galaxy Tab* on the next page instead!

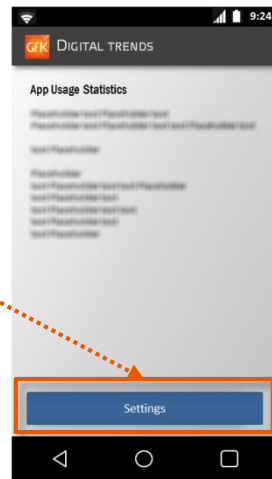
Request for permission to record information on app usage

With your permission, only general information about your app usage will be collected. You can at any time disable the Digital Trends App's access to app usage information. But please note that this may negatively impact your eligibility for the project and rewards. Therefore, a notification "Action Required" will be displayed in the app menu once you revoke permissions to app usage data.

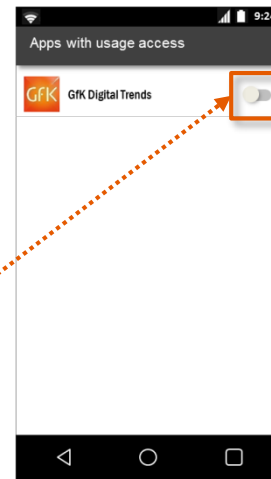
1 Tap on „Grant App Usage Permission“.



2 Click on “Settings” to proceed to device settings.

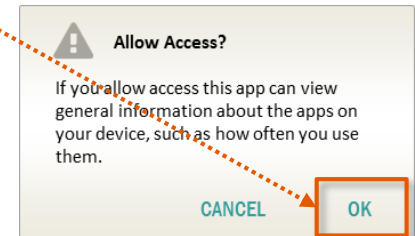


3 In the device settings, tap on the **switch** to allow access



4 Confirm the security request by tapping on “OK”.

The switch should now be in the “on” position



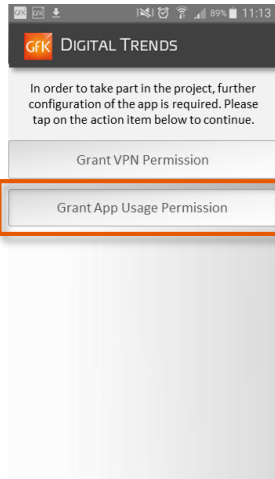
Step 2.3: Permission for Samsung Galaxy Tab

! This procedure applies for *Samsung Galaxy Tab* devices only. Users of other devices please see the previous page!

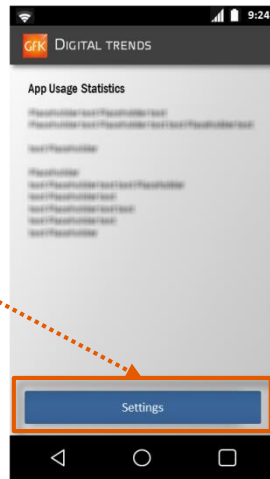
Request for permission to record information on app usage

With your permission, only general information about your app usage will be collected. You can at any time disable the Digital Trends App's access to app usage information. But please note that this may negatively impact your eligibility for the project and rewards. Therefore, a notification "Action Required" will be displayed in the app menu once you revoke permissions to app usage data.

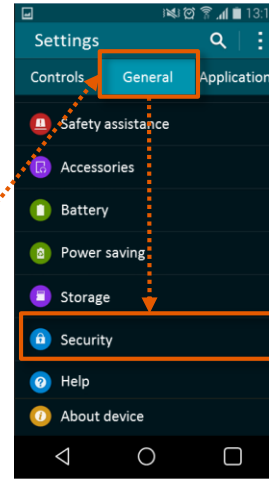
1 Tap on „Grant App Usage Permission“.



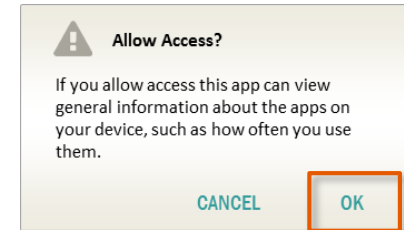
2 Click on “Settings” to proceed to device settings.



3 Tap on “General” and then on “Security”



4 • Tap on “Apps with access to usage data” (scroll down)
 • Tick the **checkbox**
 • Tap on “OK”
 • Setting should be **enabled**



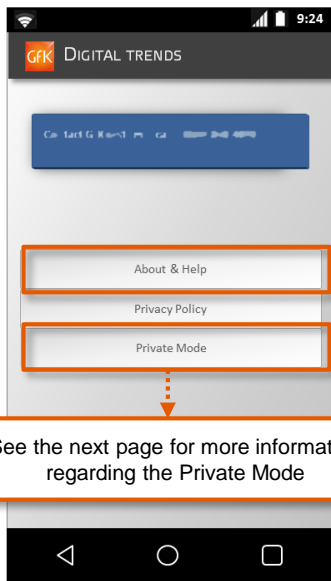


Step 3: The app menu



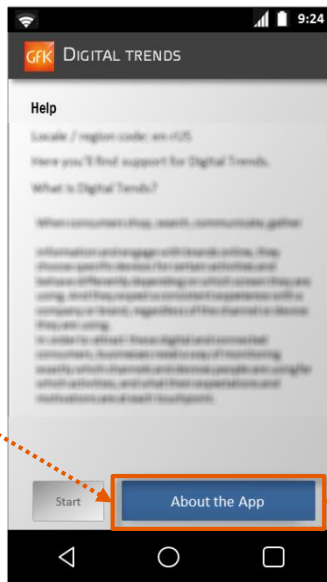
About & Help

- 1 Tap on **“About & Help”** to get to the Help section.

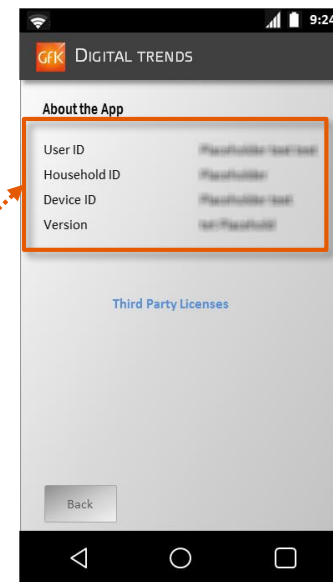


See the next page for more information regarding the Private Mode

- 2 Tap on **“About the App”** to display technical information that is useful when you are in need of helpdesk support.



- 3 Please keep the information on this screen at hand when contacting the helpdesk support.



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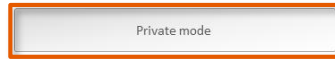
Step 4: The Private Mode

Temporarily suspend the data collection by the app

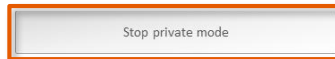
? What does that mean?

The “Private mode” is a privacy protective feature that allows you to temporarily suspend the data collection by the app. In “Private mode” the app will not record any data.

- 1 To **enter** the “Private mode” go to the app’s **menu** and **tap** on:

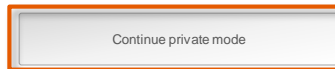


- 2 To **stop** the “Private mode” **tap** on:



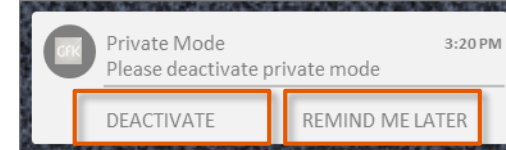
You may at any time **continue** the “Private mode”, when active, by choosing...

- 3



...from the app’s menu.

Some devices may let you choose directly from the notification whether to deactivate the Private Mode or to remind you later:



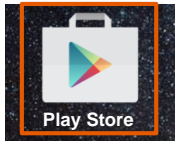
! Please note that when you use the Private Mode permanently, you will not be eligible for rewards and may be excluded from participation!

✓ Step 5: Updating the app

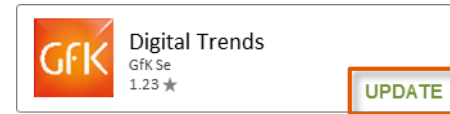
App Updates


The Google Play Store regularly checks for updates and will notify you if an update is available. **Updating** the app **does not require a new registration or activation code**. Please allow the App to be updated by the Google Play Store.

- 1 Open the **Google Play Store**.



- 3 Scroll down to the Digital Trends App and **click** on **"UPDATE"**:



- 2 Click on the **menu** icon  and then **tap** on **"My apps & games"**:



- 4 Confirm that you want to update the app by **clicking** on **"UPDATE"** again:





Step 9: 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.

If you have any questions or believe that the app has been deactivated by mistake please contact your panel helpdesk.

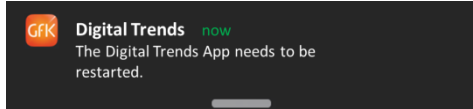


Notifications by the app



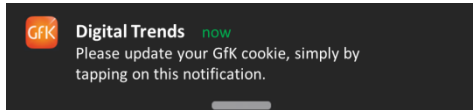
Meanings of the different notifications and actions required

1



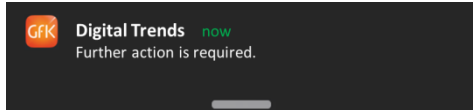
Either the app has just been updated to the latest version or you disabled it or it crashed unexpectedly. **Please re-start the app from the start screen of your device.**

2



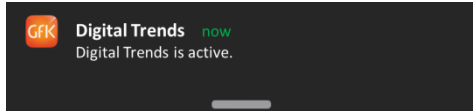
Some projects use cookies to register if you saw certain advertisement on the web. **Just tap on the notification to open a page in the browser from which the cookie will be dropped. That's all.**

3



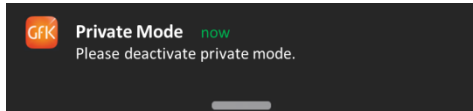
This indicates that further action is required to finalize the setup of the app.

4



This notification is permanently visible due to Google Play policy.

5



This notifications appears when the Private Mode is active for 15 minutes. Please **tap to open the app** and deactivate the Private Mode (see page 10).

X Step 10: Uninstalling the app

! The app can be removed like any other app on your Android device. The procedure for deleting apps may differ from the figure below, depending on the device type and the Android version.

- 1 Go to you mobile device's **App menu**. **Click** on the App you want to uninstall an **hold it**:



-
- 2 An **“Uninstall” symbol** appears. **Pull** the App onto that trash icon to uninstall it:





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