



Bakery Conversations

FREQUENTLY ASKED QUESTIONS

Q: What is Bakery Conversations all about?

A: It is a feedback forum where anyone can share their ideas and views around bakery products. There are regular online surveys, discussions and polls covering a variety of topics – anything from feedback on your most recent shopping experience to ideas for new baked products to feedback on the latest advertising and promotional campaigns.

Q: Who's on the Bakery Conversations community?

A: Survey responses are analyzed and the results are used by key decision makers from variety of branded bakery items to improve products. Please note that the individual responses you give are fully protected by the Data Protection Act.

Q: How many activities do I have to complete?

A: We'll usually email you once a month or so to invite you to share your opinions and experiences. The more feedback you give, the more information we'll have for improving our products and services.

Q: How much time will the surveys/activities take to complete?

A: We know your time is precious, so all the surveys and activities are designed to be short and concise. You'll be asked to assess your experience, our performance, measure progress, and to identify areas for improvement.

Q: How do I participate in an activity or a survey?

A: We'll email you a unique URL address for each activity/survey. Simply click on that URL or cut and paste it into a web browser and you can participate in the activity and complete the survey form online.

Q: How long will I have to complete each survey/activity?

A: You'll usually have between 3 days to one week to complete each survey.

Q: Are the survey findings available for members?

A: Some survey results will be available to all members of the community via the newsletter. Login is via the Bakery Conversations on www.bakeryconversations.com.au. A member newsletter will also be sent out regularly to keep you updated.

Q: How long will I stay part of the community?

A: You can be part of the Bakery Conversations as long as you are actively participating in surveys. You can unsubscribe from the community by sending an e-mail request to support@bakeryconversations.com.au



Q: What happens after I join?

A: Once you're accepted into the community, you'll receive a confirmation e-mail containing a link. Simply click on the link to become an active member. When a survey becomes available, you'll receive an invitation e-mail with a link to the survey. You can also access this survey and any other active surveys through the member website.

Q: How can I unsubscribe from the community?

A: Every email invitation will have a link at the bottom allowing you to unsubscribe from the Bakery Conversations community. You can also unsubscribe by emailing us at support@bakeryconversations.com.au and inserting "request removal" in the subject line. If you unsubscribe you will no longer be a member, and will no longer receive emails

Q: I've forgotten my password. How do I retrieve it?

A: To retrieve your password, please follow these instructions:

1. Go to: <http://www.bakeryconversations.com.au>
2. Enter your email address in the email address field.
3. Click the "Forgot password?" link.
4. We'll email you a link to reset your password. Please also check your spam folder for this email.

Q: How do I change my email address/contact information?

A: The easiest way to change your contact information is to visit <http://www.bakeryconversations.com.au> and log into the member section ('update' on the top of the page) and provide us with your new information. Otherwise, simply email us at support@bakeryconversations.com.au

PRIVACY INFORMATION AND QUESTIONS

Q: Will my profile information be sold to other companies?

A: No. All information is strictly confidential and your privacy will be protected. Your name will never be sold, exchanged, or distributed to any other party without your permission. For more about how we collect and use your personal information, please see our [Privacy Policy](#).

Q: How is my privacy protected?

A: All your survey responses will be kept strictly confidential. To ensure your privacy, answers will be grouped together with those of other Bakery Conversation members who have completed the same survey and all information provided will only be used in aggregate form. None of your personally identifiable information will be reproduced in our survey results. Just remember - any information that you post on the Forums will be accessible to other members. You will be asked to choose a screen name when posting on the forum. This name will appear next to your posts and does not have to be your real name.



Q: What will you do with my email address?

A: We need your email address to invite you to participate in activities and to send you updates on research results and our member newsletters. Please be sure to keep your email address updated to ensure we can stay in touch.

Q: Why do you need my personal information?

A: The information you give us during registration helps us to select activities that best match your profile, and is used for statistical purposes only. Your responses may be grouped together with those of many other members on the community so that the data may be read and understood more easily. All information provided is kept strictly confidential and is used for legitimate research purposes only. We also need your personal information to notify you if you have won one of our prizes.

Q: What information must I give to be considered for the community?

A: A brief member profile completed during the initial survey stage is all we need for us to consider your eligibility for the community.

Q. Where will my personal information be held?

A. **Privacy Statement:** George Weston Foods has engaged Vision Critical to administer the Bakery Conversations and collect your Personal Information on behalf of George Weston Food. Vision Critical is a market research company based in Canada and your information will be held off-shore within their Canadian servers.

TECHNICAL SUPPORT QUESTIONS

Q: What are the minimum browser requirements for joining the Panel and filling out surveys?

A: Our community site has the following minimum requirements for members:

Desktop Browser:

BROWSER	Operating System			
	Windows	Mac OS X	Linux	iOS for iPad
Internet Explorer (IE)	8 or higher	N/A	N/A	N/A
Firefox	4.0 or higher	4.0 or higher	4.0 or higher	N/A
Safari	5.0 or higher	5.0 or higher	5.0 or higher	4.2 or higher
Chrome	7.0 or higher	7.0 or higher	N/A	N/A



Mobile Devices – Touch:

Operating System	Requirements
Apple iOS	iOS 3.0 or higher with default browser
Android	Version 2.2 or higher with default browser
Blackberry	OS 6.0 or higher with default browser
Windows Phone	OS 7.5 or higher with default browser

Mobile Devices – Non-touch:

Operating System	Requirements
Apple iOS	iOS 3.0 or higher without default browser
Android	Version 2.2 or higher without default browser
Blackberry	OS 4.6 or higher
Windows Phone	OS 7 or higher

Q: I'm having trouble creating my password.

A: Your password must be 6-12 characters long and must include at least one number. Ensure that there are no spaces before, in the middle, or at the end of your password. Here are a few examples to show you the format your password should take:

Dandel1on

April2605

Howareyou2

Q: I've joined, but there are no open surveys on the site.

A: If there are no surveys listed under the "Open Surveys" area of the Panel, it means there are no current surveys. We'll send you an e-mail invitation when a survey is launched and it will also become accessible through the "Open Surveys" area on the Bakery Conversations member website.

Q: I didn't receive the confirmation e-mail.

A: This may be due to two things:

1. Depending upon your e-mail provider and your personal e-mail settings, some e-mails sent



from an automated system may be diverted directly into your Junk E-Mail folder. To avoid this, you can add our address to your safe list or address book.

2. You may have entered your email address incorrectly, which would have sent your confirmation to an invalid address. If this has happened, you will need to fill out the questionnaire again.

Q: I'm not receiving email notifications.

A: Some Internet Service Providers have recently implemented new Spam Filtering Systems. As a result, some e-mails, including survey invitations, may be getting filtered to your Junk E-Mail folder. In order to continue receiving surveys, you may need to adjust your settings to allow email from the domain support@bakeryconversations.com.au. Please take a few minutes now to add us to your Safe List.

Specific Instructions for Hotmail® or MSN® users:

To ensure that your survey invitations are not sent to your Junk E-Mail folder, you will need to follow the steps below to add support@bakeryconversations.com.au to your Safe List:

1. Open your Mailbox.
2. Click on "Mail" tab.
3. Click on "Options" (located on the top right of the page, on the same level as the tabs labeled Today, Mail, Calendar and Contacts).
4. Click on "Junk E-mail Protection".
5. Click on "Safe List".
6. Type "support@bakeryconversations.com.au" and click "Add".

Once you've completed these steps, you should be able to receive survey invitations from Bakery Conversations. Please send us an email to support@bakeryconversations.com.au if you don't receive any e-mail messages from us within a few weeks.

Thank you for taking the extra time to make sure our e-mails get through to you. If you use Hotmail®, Yahoo or another email retrieval program or web-based email provider your email provider or program "help" menu will be able to give you specific instructions on adding an email address to your safe list or address book.

Q: The link in my e-mail invitation is not working.

A: Depending on your service provider, or the size of your e-mail window, the link to the survey may be broken onto two or more lines. You may also have a link that isn't completely underlined or active. Try again selecting the entire link in order to access the survey correctly. If necessary, copy and paste the entire link into a web browser address bar. If this solution doesn't work, you can also find available surveys under "Open Surveys" on the Panel page.



Q: Why can't I get past the first page?

A: Be sure that your browser's "cookies" are enabled. Here's how to enable them:

If you are using Internet Explorer® as your browser:

- Open a browser window
- In the tools menu, go to "Internet Options"
- Go to the "privacy" tab
- Set your privacy settings to medium or lower
- Go to the "advanced" screen
- Make sure "override automatic cookie handling" is NOT checked
- Hit "ok"

If you're still experiencing problems, it might be your security settings or a conflict with another software application on your system. Please check the Privacy tab of your Internet Options to ensure that the "Override Automatic Cookie Handling" is NOT selected. If this doesn't help, check to see if you have any security software installed such as Norton internet security, personal firewall software, pop-up blockers, or spam blockers. Any of these might be blocking the page load.

If you're still having problems, please e-mail support@bakeryconversations.com.au with as much detail on the problem as possible (i.e. what platform you are using – PC or Mac® and what type of browser – Internet Explorer® 6.0, Firefox, Safari®, etc.)

Q: The page timed out.

A: If you leave your computer or leave the survey on the same page for a long period of time, the page may time out. Although the page has timed out, your previous answers are not lost. To finish the survey, click on the link again and it will take you to where you left off.

Q: I am experiencing a technical problem not covered in the FAQs.

A: For all other technical support questions, please email support@bakeryconversations.com.au

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