



THE YUMMY HOOD

WHY JOIN?

Why Join? We are an online research community of people who eat fast food regularly in South Africa. It is an outlet for consumers to express themselves and their opinions on a range of issues related to Brands, Advertising, Customer Service, Research ideas and other topics related to the fast food industry. On average a few times a month, we will send out a short survey to find out your opinions on a range of topics. Your answers will never be looked at in isolation, we will always group your responses with your peers, in return for your time we'll give you the chance to win exciting prizes such as airtime, online shopping vouchers, merchandise and more.

What is The Yummy Hood? In short it's an online research community where we send you an invitation via email to take part in surveys on a regular basis.

Those who join will have the chance to take part in interesting research projects on a regular basis and see their influence literally popping up all over town. So, what do you want to know from me? We are interested in your ideas, opinions, behaviour and general feedback on a variety of topics. One week we may send you surveys asking you what programs you like to watch, the next week we might ask you what food brands you think are cool, the following week we might ask your opinion on a new advert being launched. One thing's for sure – the surveys we send you will cover a whole host of subjects that we hope you'll find interesting and thought-provoking to take part in.

Why do we want to know all of this? YUM, the company behind The Yummy Hood is a service-oriented business, serious about getting closer to consumers. This initiative is all about 'engaging consumers', reaching an understanding, and responding to their needs & opportunities. Our intention is to build an understanding of people's attitudes, opinions, aspirations, desires, and dreams as they go through the journey of life as a South African citizen. In a nutshell, we want to be the most informed brand about our customers so that we can deliver to them the best products and service!

What do we do with the survey results? Our business teams use survey results to make more informed decisions. When we were setting up The Yummy Hood we thought long and hard about how to reward our members. We developed a list of prizes that we think will appeal to everyone – such as: airtime, shopping vouchers, electronic items, merchandise and hampers to name a few. We'll also send you a monthly newsletter - thanking you for your time, and letting you know how we have used the survey results across the business.

Will I ever actually win anything? The prize draw winners are picked out at random from an independent source. You'll have to enter that particular survey to be in with a chance – and then the rest is down to luck. How many surveys will I have to complete? It's completely up to you. Obviously we'd like you to take part in all of them but we know most people lead very busy lives. We'll always make sure our surveys are varied in both subject matter and length, to try and keep it as interesting as possible! How long will the surveys be open for? It depends really - sometimes we may need a really quick response to a question, and so only have the survey open for a few hours, while other surveys will be open for a week. We will always let you know in the email invite how long the survey will be open for. Will I have to do anything else? From time to time we may invite you to take part in other research projects for us. These could be online discussion forums or real-life focus groups where we invite you to a location as part of a group to discuss a topic. We may also ask you to send in photos or videos of you out and about if you wish - but don't worry we'll never force you to do anything!



Will you pass on my data to other companies? Never. Although we will show stakeholders the results to surveys, these will be aggregated results only. We will never reveal the names/email address of community members to 3rd parties.

What if I want to leave, how do I do this? We hope you'll find being a member of the The Yummy Hood interesting enough to stick around for a long time... But if you do decide to leave us, you just need to do one of the following. First, you can click on the unsubscribe link that you will find in the bottom left of each communication we send you. You may also unsubscribe at anytime by logging in at www.yummyhood.co.za with your email address and password. Once logged in click the Update User Profile link. Here you may scroll to the bottom and click the 'cancel my membership' button to unsubscribe your email address to The Yummy Hood.

What if I'm having technical problems/forget my password? Please click on the Technical Support link found in the bottom left corner of the community login page. Here you can view Frequently Asked Technical Support questions and contact our Technical Support team directly with any queries or general comments. If you cannot remember your password, simply click on the "Forgot password" button on the community login page to have it e-mailed to yourself. If you continue to experience problems you can click on the Technical Support link in the bottom left corner of the page.

You can contact us at any time on: support@yummyhood.co.za