



Ensuring the safety of our shoppers, your customers.

Shopper safety is our top priority. To ensure their safety, as well as the safety of your customers and employees, we developed the **iShopSafe Shopper Certification Program**.

HOW IT HELPS

- Rest assured knowing that the iShopSafe Certified mystery shoppers we send to your location are **up-to-date on the latest safe shopping protocols** and have agreed to adhere to them while on-site
- These safe shopping practices **reduce risk of exposure** to your customers & employees
- Our guidelines have been sourced directly from the **Centers for Disease Control & Prevention (CDC)**, and will be updated periodically based on new recommendations and findings
- Our iShopSafe Certified Shoppers are experts in spotting critical safety and sanitization-related infractions while conducting a **Social Distancing & Site Compliance** audit

HOW IT WORKS

- **Training:** Shoppers receive thorough training & guidelines on safe shopping practices, based on the CDC's current recommendations
- **Certification:** Upon reviewing the training materials, shoppers must take and pass a certification quiz with a score of 100%
- **Proof of face covering:** As part of the certification, shoppers must attach a photo of themselves wearing a cloth face covering (store bought or homemade using CDC guidelines)
- **Priority access:** Shoppers who pass will get priority access to in-store mystery shopping opportunities

SHOPPER EDUCATION

- Our top safety tips are sent to all shoppers via email & posted on their iShopFor Ipsos shopper login page. These best practices are updated and sent to our shopper database periodically based on new findings from the CDC
- iShopSafe written certification guidelines & quiz
- Fred, our Ipsos Mystery Shopping expert, guides shoppers through our safety tips
- Social media campaign, including a live video demonstration on how to make a cloth face covering



OUR GUIDELINES

The iShopSafe guidelines are comprehensive and presented in many formats (written guidelines, animated & live video, etc.) to ensure shoppers fully grasp and remember the information while in the field. Here's a sampling of our guidelines:



If you are feeling **unwell in any way**, do not perform mystery shops that require you to leave your home or interact face-to-face with any store employees or customers



Cover your mouth and nose with a cloth face covering (either store bought or homemade). Check out our video tutorial to learn how to craft a low-cost cloth face covering at home



Immediately after handling shared items in or around the store (carts, buttons & handles at fueling pumps, payment keypads, etc.), use hand sanitizer containing at least 60% alcohol



Maintain a distance of at least **6 ft** between other customers and store employees at all times