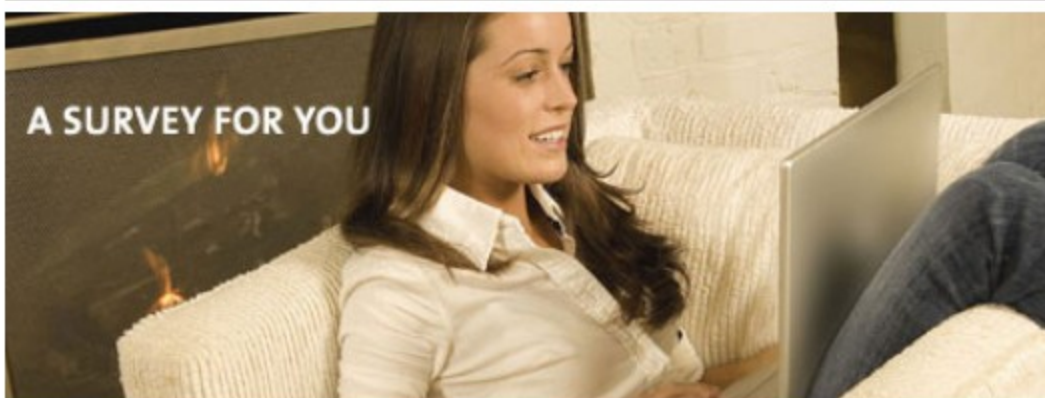


## Appendix B

### Survey Invitation

OMB Control Number: 0583-0178  
Expiration date: xx/xx/xxxx

**KnowledgePanel**<sup>®</sup>  
The opportunity to be heard.



Dear %%firstname%%,

Thanks for being an integral part of KnowledgePanel! Your latest survey can be accessed by clicking the following link:

[Click here to start](#)

If the above button is not working, you may need to copy and paste the following link into your web browser: [%%link%%](#)

Our Panel Member Support Center is available if you have questions or comments. You can contact us at our toll free 1-800-782-6899 number, or simply reply to this email invitation. In order to better serve you, please be sure to include reference %%ANO%% in the subject of your message. We are always happy to hear from you!

Thanks,  
The KnowledgePanel Team

[www.knowledgepanel.com](http://www.knowledgepanel.com)

This email was intended for %%firstname%%.

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Participating in KnowledgePanel® gives you a unique opportunity to make your opinions heard among business and government decision makers. You can express those opinions fully confident that KnowledgePanel is committed to safeguarding your privacy. We will never transfer your personally identifiable information (name, address, phone number) to users of our research without your consent, nor will we ever try to sell you anything.

Protecting your privacy is important. We use confidentiality standards set by the Insights Association (formerly the Council of American Survey Research Organizations). We never give your identity or contact information to anyone without your permission.

If you have any questions about our Privacy Policy or practices, you can email us at [privacy@knowledgepanel.com](mailto:privacy@knowledgepanel.com).

Thanks again for your participation in KnowledgePanel. If you believe you have received this email in error, please contact KnowledgePanel support by either emailing [support](#), calling our toll-free number at 1-800-782-6899, or clicking on the following link: [Contact Support](#)

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0583-0178 and the expiration date is XX/XX/xxxx. The time required to complete this information collection is estimated to average 2 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.