

Order Form for YouGov Subscription Products

Contact Information

YouGov Company Details

YouGov Company Full Legal Name	YouGov Plc
Registered Office Address	50 Featherstone Street, London, EC1Y 8RT

YouGov Client Services Contact Details

Individual's Name	
Email	
Tel Number	

YouGov Accounts Receivable Contact Details

YouGov Accounts Receivable Email	
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Client Company Details

Client Company Full Legal Name	Secretary of State for Health and Social Care
Registered Office Address	Department of Health and Social Care 39 Victoria Street London SW1H 0EU
Client Company Tax Code (if relevant)	
What is the company's VAT/GST registration number?	

Client Contact Details

Individual's Name	
Job Title	
Email	

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Tel Number	N/A
Postal Address	As Above
Client Deliver to Address <i>(address where the project deliverables will be sent; if sent by email, note physical address of receiver)</i>	
Individual's Name	As Above
Postal Address	As Above

Billing Information

Accounts Contact Name	Accounts Payable
Accounts Email	
Accounts Tel Number	
Company Name	Primary Care and Secondary Prevention Unit, Department of Health and Social Care
Postal Address <i>(address to where YouGov invoices will be sent)</i>	Department of Health and Social Care 39 Victoria Street London SW1H 0EU
Is a Purchase Order Required?	Yes
PO Number <i>(state the number, 'to follow' or 'N/A')</i>	
Any Special Invoice Requests	

Product Information

Complete a separate information box for each Product under the Order.

PRODUCT 1

Product (select one)

Product Subscription	<input type="checkbox"/> YouGov BrandIndex	<input type="checkbox"/> YouGov SportsIndex
	<input type="checkbox"/> YouGov FootballIndex	<input type="checkbox"/> YouGov CharityIndex
	<input type="checkbox"/> YouGov DestinationIndex	<input type="checkbox"/> YouGov CultureIndex
	<input type="checkbox"/> YouGov TeamIndex	<input type="checkbox"/> YouGov Signal
	<input type="checkbox"/> YouGov Recommend+	<input checked="" type="checkbox"/> YouGov Profiles
	<input type="checkbox"/> YouGov Teen Profiles	<input type="checkbox"/> YouGov Global Profiles
	<input type="checkbox"/> YouGov Gambling Profiles	<input type="checkbox"/> YouGov Fan Profiles
	<input type="checkbox"/> YouGov Global Travel Profiles	<input type="checkbox"/> YouGov Finance
	Other, please state:	

Add-Ons

Are these being added onto an Existing or New Product Subscription?	<input checked="" type="checkbox"/> Existing	<input type="checkbox"/> New
If Existing: Input YouGov Client Number		
Product Add-Ons	<input type="checkbox"/> BrandIndex Brand Addition	<input type="checkbox"/> Respondent Level Data (RLD)
	<input type="checkbox"/> BrandIndex Trigger Question	<input type="checkbox"/> BrandIndex Sector Boost
	<input type="checkbox"/> BrandIndex Market Scanner	<input type="checkbox"/> Profiles Market Scanner
	<input type="checkbox"/> Custom Filters	<input type="checkbox"/> API
	<input type="checkbox"/> BrandIndex Extension	
	<input type="checkbox"/> Sector Addition	
Market(s)	GB	

Commercial Details

Agreement Period (if applicable)	6 Months	
Subscription Start Date (if applicable)	01/01/2025	
Subscription End Date (if applicable)	30/06/2025	
Authorised Users – is the Subscription Restricted to Use by Specific Brand/s Within the Client Organisation?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Currency	GBP	
Fee (excluding applicable sales tax or service tax)	[REDACTED]	
Invoicing Schedule (if applicable)		

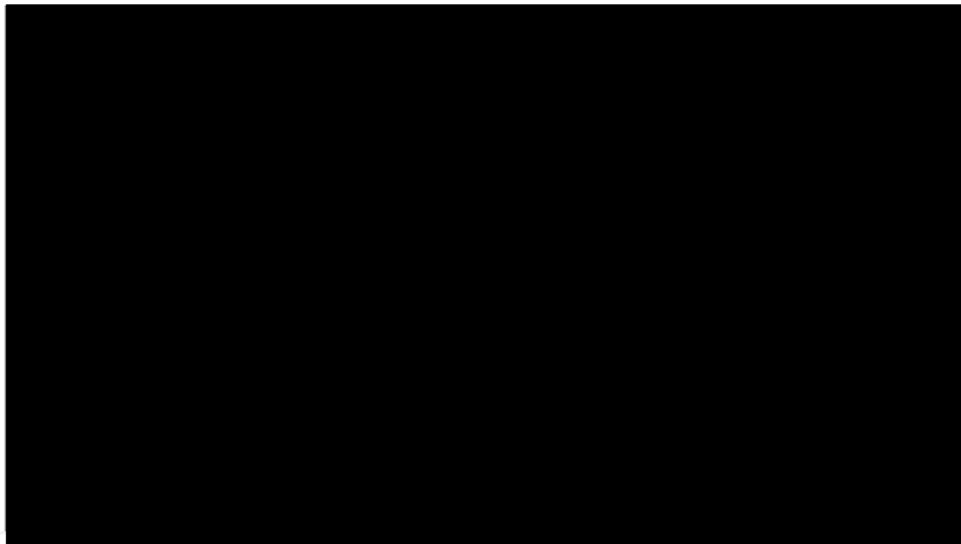
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1 Product 2

Project Name	OHID – Credit Bank
Project Code	
Order Type	GB Omnibus

2 Project Fees

Fees Payable	
Currency	GBP
Omnibus Credit Bank – 01/01/25 – 30/06/2025	
Total (excluding applicable sales tax or service tax)	

**Important****YouGov's policy on external use of data**

YouGov provides a publication approval service that the Client must request prior to the publication of any data or information citing or attributed to YouGov. Upon receipt of a request from the Client, YouGov will review the proposed publication for accuracy and respond with material corrections within 2 working days of receipt. Should the data or information be published without prior

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notice, YouGov may, at its discretion, release a corrected version without further consultation with the Client. The publication approval service clause of the relevant Terms (as identified below) applies.

YouGov's right to refuse to field questions

We reserve the right to refuse to field any question provided by our clients that do not meet our standards for quality and ethics (e.g. repetitive, loaded, duplication of previously asked questions, inappropriate or questions that are in fact two separate questions etc.). YouGov cannot guarantee that similar questions will not run on other surveys conducted by YouGov for the Client's competitors.

YouGov's compliance information

Information on YouGov's compliance framework can be found online at <https://corporate.yougov.com/compliance/>

Terms and sign-off

Terms

This Order should be signed by a duly authorised representative of the Client. By signing this Order Form you confirm that you wish to proceed with this Order and that you accept the applicable Terms. The applicable Terms are identified by the "X" in the selected check-box in paragraph 1 or 2 below. Only one check box in either paragraph 1 or 2 should be selected; in the event of no check-box, or multiple check-boxes, being selected the following Terms shall apply:

YouGov Subscription Products Terms ENGLISH August 2022 v1.1

Terms

This Order should be signed by a duly authorised representative of the Client. By signing this Order Form you confirm that you wish to proceed with this Order and that you accept the applicable Terms. The applicable Terms are identified by the "X" in the selected check-box in paragraph 1 or 2 below. Only one check box in either paragraph 1 or 2 should be selected; in the event of no check-box, or multiple check-boxes, being selected the following Terms shall apply:

YouGov Research Services Terms ENGLISH March 2022.

1. Terms & Conditions:

Name	Language
<input checked="" type="checkbox"/> YouGov Subscription Products Terms Standard ENGLISH August 2022 v1.1	English
<input checked="" type="checkbox"/> YouGov Subscription Research Services Terms Standard ENGLISH March 2022	English
<input type="checkbox"/> YouGov Subscription Products Terms Standard FINNISH August 2022	Finnish
<input type="checkbox"/> YouGov Subscription Products Terms Standard FRENCH August 2022	French
<input type="checkbox"/> YouGov Subscription Products Terms Standard GERMAN August 2022	German
<input type="checkbox"/> YouGov Subscription Products Terms Standard INDONESIAN August 2022	Indonesia
<input type="checkbox"/> YouGov Subscription Products Terms Standard ITALIAN August 2022	Italian
<input type="checkbox"/> YouGov Subscription Products Terms Standard MALAY August 2022	Malay
<input type="checkbox"/> YouGov Subscription Products Terms Standard PORTUGUESE BRAZIL August 2022	Portuguese (Brazil)
<input type="checkbox"/> YouGov Subscription Products Terms Standard NORWEGIAN August 2022	Norwegian
<input type="checkbox"/> YouGov Subscription Products Terms Standard SPANISH August 2022	Spanish
<input type="checkbox"/> YouGov Subscription Products Terms Standard SWEDISH August 2022	Swedish

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- | | | |
|--------------------------|---|---------|
| <input type="checkbox"/> | YouGov Subscription Products Terms Standard THAI August 2022 | Thai |
| <input type="checkbox"/> | YouGov Subscription Products Terms Standard TURKISH August 2022 | Turkish |
| <input type="checkbox"/> | YouGov Subscription Products Terms Standard CHINESE August 2022 | Chinese |

These terms can be found online at <https://corporate.yougov.com/compliance/commercial-terms-and-conditions/>

2. Master Services Agreement (“MSA”):

Type	Name
<input type="checkbox"/> YouGov New MSA:	YouGov Master Services Agreement for Research Services and Subscription Products August 2022
<input type="checkbox"/> Other New MSA*:	[Insert agreement name in full]
<input type="checkbox"/> Existing MSA*:	

*YouGov Legal Team engagement required.

Sign-Off

YouGov		Client	
Signature		Signature	
Individual's Name		Individual's Name	
Job Title		Job Title	
Date		Date	

Please return this signed Order to YouGov in full (not just this signature page)