

PLATINUM PANEL FAQ

Q. What is Platinum Panel?

A. The Platinum Panel is a community of valued individuals in the Louisville Metro and surrounding areas. Our valued panelists share their opinions and participate in paid research projects that help shape the products and services we all use every day. Research projects vary in pay from \$50 - \$200.

Q. How do I join?

A. To become a panel member, please visit our website at www.platinumpanel.com and fill out the brief questionnaire. The information you provide is confidential and helps us choose surveys that will best fit your interests and lifestyle.

Q. What are the benefits of panel membership?

Influence– your thoughts and opinions make a difference in the decisions that create and improve the products and services around our community.

Cash - We pay you to participate in research projects when you qualify!

FREE membership – it never costs you anything to be a member of the Platinum Panel.

Giveaways – we offer chances to win various incentives (like cash and tickets to sporting events and concerts) in our drawings and giveaways for answering surveys, referring your friends, and just to thank our prized Platinum Panelists for their dedication! Check out our Facebook page and monthly e-mail announcement and see for yourself.

Q. How often will the Platinum Panel contact me?

A. Our panelists receive various opportunities to participate in research projects via e-mails with information regarding the research topic, date(s), time, location, and how much the project pays each participant.

Q. How much money will I earn?

A. You will earn anywhere from \$50 to \$200 when you are chosen to participate in a research project. The amounts vary by project, of course.

Although there is no guarantee that you will be chosen to participate in paid research projects, we are continually searching for new, exciting incentives to make the process fun and enjoyable whether our panelists participate or not. It's important to enjoy the process as much as the result.

What we can promise: Your opinion will ALWAYS matter, you WILL have chances to win various drawings and giveaways, and we DO value each and every one of our panelists.

Q. How do I refer someone to the Platinum Panel?

A. To refer a friend or family member, you will need your unique Platinum Panel ID which can be found in e-mails from the panel director, or you can e-mail the panel director directly at paneldirector@platinumpanel.com.

*Remember: A referral drawing is held each month in addition to the special referral program opportunities throughout the year. Every NEW Platinum Panelist who signs up with your panel ID gives you another chance in the drawing(s). In other words, the more people you sign up, the more chances you have to win!

Q. How can I change my e-mail address?

A. To change your e-mail address, please send an e-mail to paneldirector@platinumpanel.com with your OLD and NEW e-mail addresses. We will be happy to take care of that for you..

Q. How can I update my Platinum Panel information?

A. To update your panelist information in our system, please visit www.platinumpanel.com and select the “I’m already a panelist – I’m just updating my information” option before filling out the brief questionnaire. Thanks in advance for your help!

Q. Will my information be shared with anyone besides the Platinum Panel?

A. Absolutely not! Nothing is more important to us than the confidentiality of our panelists. Please see our [privacy statement](#) for further information.