

# REFERENCE GUIDE

For Participating in the  
Nielsen Ratings



# Your Meter



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Reference guide for the Nielsen personal meter system.

# Welcome to the Nielsen Radio and TV Ratings

Nielsen is a leader in consumer information and media research. We measure the radio listening, TV viewing and other media use of people across the United States. This information is combined with demographic and other information to become the “ratings.” Broadcasters, media companies and other businesses use our ratings and research reports to learn more about what people like you listen to and watch. This helps them provide media programming, products and services that best serve you and your community.

All of the media that you encounter is important to radio and TV stations and others in the media industry. That’s why it’s so important that you wear your meter throughout your entire day. For more information on what your meter measures, please see the “What Your Meter Measures” section on page 3.

Being in the ratings is easy. All you have to do is start wearing your meter as soon as you wake up each day, and remember to put it back on its charger right before you go to sleep. This will ensure that all your listening and viewing choices are included in the ratings.

As our way of saying thank you, we give you cash rewards for wearing your meter and earning points. Through our special points system, the more you wear your meter, the more points you’ll earn toward extra cash.

If you need to reach us for any reason, please contact Panel Relations at 1-800-277-9139 or [panelrelations@nielsen.com](mailto:panelrelations@nielsen.com). You can also log in to our website at [mymeterandme.com](http://mymeterandme.com) for live chat or texting options.

We think you’ll enjoy being a part of the Nielsen ratings, and we thank you for your participation.

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*Most information contained in this booklet is also available at [mymeterandme.com](http://mymeterandme.com).  
Please contact Panel Relations at 1-800-277-9139 to get access to the website.*

# What Your Meter Measures

Today you have more media choices than ever. Besides traditional radio and TV, there's a great deal of video and audio content on the internet. As media and entertainment options have expanded, so has our research—we measure it all.

Your meter is designed to measure the wide range of media you encounter throughout your day. This includes media played in stores, restaurants, movie theaters, amusement parks or other businesses that participate with us in our research. As a Nielsen Ratings member, you have the unique power to let media companies and other businesses know what media you enjoy.

## How the meter works

The meter is designed to keep up with today's rapidly changing media environment. All you need to do is wear your meter all day, every day. Your meter does the rest!



Media companies and businesses that participate in our research include a unique code in their audio broadcasts. It doesn't matter whether you hear the media on a radio, TV, computer, smartphone or other personal device or if you simply come across it during your daily activities. Generally, if it's loud enough for you to hear, your meter is able to pick up the signal. This is how you share your media choices with Nielsen. Please note, your meter can only detect the special codes—it cannot "hear" or record your conversations or other types of sounds.

Your meter equipment also plays an important part in making sure your choices are included in the ratings. Your household's beacon sends a silent signal over a limited distance. When picked up by your meter, this signal allows us to separate the media you experience at home from the media you encounter away from home. Businesses that participate in our research (such as stores and restaurants) may also use this type of signal to learn more about their customers and the type of media they enjoy.

# Privacy and Confidentiality

## Please keep your participation in the ratings private.

It's important to keep your participation private to protect the quality and integrity of the ratings. So, we ask that you don't discuss your participation in the ratings with anyone outside of your household.

We also ask that you never share your participation on social media, like Facebook®, Instagram™, Snapchat™ and Twitter®. A simple post on social media could let thousands of people know that your household was selected to participate in the ratings.

For the same reason, please do not post reviews of the Nielsen Meter Companion app in the app stores. We do welcome your feedback about the app, so please send any comments through the *Contact Us* link in the app menu.

Although *you* know that your meter measures your radio listening and TV viewing, it's important that people outside your household don't know this. Only *your* radio and TV choices should count in the ratings, and those choices should not be influenced by anyone else. Broadcasters, advertisers and other companies rely on us—Nielsen and you—to protect the quality of the ratings so that they can make the best possible decisions about the programming, products, and services they offer you and your community.

While we have requested that you do not talk about Nielsen or share that you are participating in a Nielsen study, we understand that you may be asked about your meter.

- If a **friend or acquaintance** asks you about your meter, please only say that your meter monitors your activity as part of a study. If they ask for more detail, please say that you can't tell them more or it may cause problems with the study's results.
- If **someone you don't know** asks about your meter, please only tell them that you cannot discuss it.
- If a **person of authority** (e.g., teacher, employer, airport security) asks about your meter, answer their questions openly and honestly. If possible, please do this in a way that others cannot hear you.

Let us know right away if anyone in the media industry, or anyone else you feel should not know, finds out that your household is in the ratings. Finally, we ask that you keep your participation private until you have been out of the ratings for at least one full year.

## Nielsen respects your privacy.

We protect the identities of our participants. We won't use your personal identifying information to advertise, promote or market goods or services directly to you, and we don't allow our clients to market directly to you.

By agreeing to participate in the ratings, you agree to the Privacy Notice that appears on page 25 of this booklet. If you have minor children who are participating, you're also agreeing to the Privacy Notice on their behalf. Please read the full Privacy Notice, which describes the kind of information we may collect, including your media exposure, and how we may use and share that information. If you have any questions or decide you no longer wish to participate, please call Panel Relations at 1-800-277-9139; or write to Nielsen, Attn: Privacy, 7000 Columbia Gateway Drive, Suite 200, Columbia, MD 21046; or email us at [panelprivacy@nielsen.com](mailto:panelprivacy@nielsen.com).

# Your Meter Equipment and How It Works



## Your meter

**Your meter is just for you.** It is meant to pick up and report only *your* personal radio listening, TV viewing and other media choices. When you are wearing your meter, the display screen will remain dark. To activate the display, press the sensor. Your name and the time will appear. If you live in a household with other ratings members, **please make sure you're the only one using your meter and that you don't use anyone else's meter.**



**The display on your meter will show you important messages about your participation in the ratings.** You can view these messages, including how many bonus points you've earned for wearing your meter, by pressing the sensor to flip through the messages. Your meter will also display a series of messages when you place it in the charger at the end of each day. (See page 13 for more information about the messages and what they mean.)

**Your meter has a green light on the front that blinks to show you the meter is working and in motion.** To keep the green light on, just wear your meter throughout your entire day—during all your activities.

**The meter is equipped with Bluetooth® technology.** This allows your meter to send your media choices to Nielsen each day.

## Your charger

**At the end of each day, place the meter on the charger to charge your meter.** Please keep the charger in your bedroom to help you remember to start wearing your meter when you wake up. To set up your charger, simply plug the power cord into the back of the charger. Then, plug it into an outlet that's located near where you sleep.



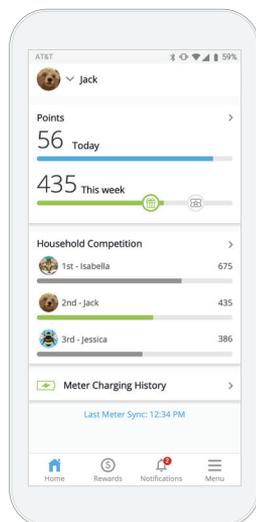
# Your Meter Equipment *(continued)*

## The Meter Companion app

The Meter Companion app transmits your data to and from Nielsen. And, it's the only way to get your media choices to Nielsen when you're not at home. Since your phone is with you most of the time, the app is available to send and receive data anywhere you go.\*

The Companion app is also the easiest way to see information about your meter-wearing and your rewards. Use the app to check your daily progress, view your rewards, communicate with Nielsen, and more.

If you have an Android™ phone or iPhone®, you can install the Nielsen Meter Companion app.



See pages 20-21 or [nielsen.com/meterapp](http://nielsen.com/meterapp) for more information about the app and how it works.

## The hub

Your household received a hub in the box labeled “Open First.” The hub communicates with your meter and Nielsen. It uses Bluetooth® technology to pull your media choices from your meter, and cellular technology to send this information back to Nielsen when the Meter Companion app is not available (see page 20). The hub's cellular connection is separate from any phone plan you may have, so there is no cost to you for using the hub.

Plug in your hub in a location where you think it will get a strong cellular signal (a place where your cellphone gets good reception). The large white square will begin flashing green and could flash for up to three minutes while the hub searches for a connection. When the connection is good, the light will turn solid green for five seconds and then shut off. If the square turns red, the cellular signal is weak. Unplug the hub for 15 seconds, move it to a different location and try again. **Once the hub has a good signal and the light on the large white square shuts off, leave the hub plugged in at all times.**



\*Your cellphone provider's message and data usage rates may apply.

## The beacon

The beacon is also in the box labeled “Open First.” The beacon transmits a silent signal that can be detected by your meter when it's within your home. This allows us to separate your media use at home from your media use in other places.

The following guidelines will help you put your beacon where it will work best. We do understand that you may not be able to meet all of the guidelines.

### **Place your beacon where it will not be removed or disturbed:**

- in an outlet not controlled by a light switch so the beacon remains on at all times
- as far away from the hub as possible in a central location in your home—preferably near where you watch TV most
- away from large electronic appliances, metal cabinets or metallic surfaces (avoid kitchens and bathrooms if possible)
- on interior walls, not behind furniture

When you plug in your beacon, make sure that the blue light on the front is lit. **Leave the beacon plugged in at all times.**



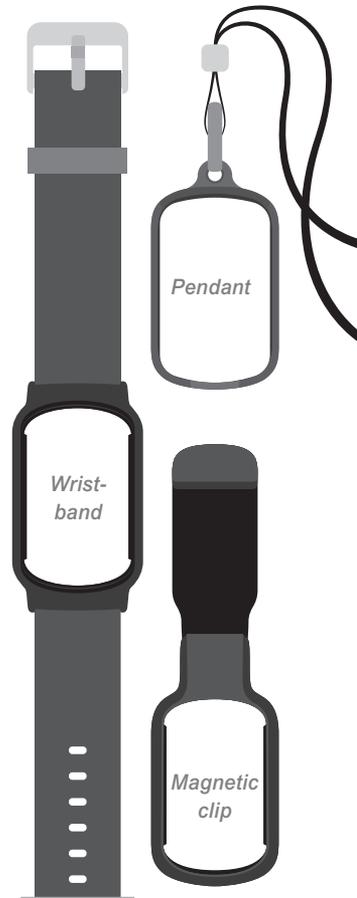
# Ways to Wear Your Meter

You'll probably think of ways to wear your meter that work best for you. We suggest using one of the meter accessories included in your equipment box to:

- Wear it around your wrist
- Clip it to your belt, pants or skirt pocket, or another piece of clothing
- Wear it around your neck

Whether you're active in sports or socially on the go, there's an accessory to fit your lifestyle. Choose the one that makes it easy and comfortable to wear your meter wherever you go.

If you need to replace an accessory, contact us at [panelrelations@nielsen.com](mailto:panelrelations@nielsen.com) or 1-800-277-9139. We'll replace it for FREE.

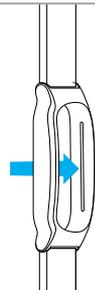
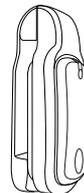
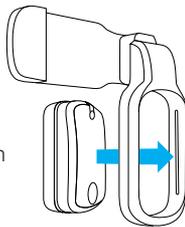


## Using the meter accessories

To remove the meter, push from the front of the accessory to pop the meter out of the opening.



To use an accessory, snap the meter through the back of the opening.



MAGNETIC CLIP

PENDANT

WRISTBAND

Store your accessories in a safe place so they are available when you need them. See page 29 for how to care for your meter and accessories.

# Wear Your Meter All Day, Every Day

## Three simple rules

1. Start wearing your meter as soon as you wake up.
2. Wear your meter all day long and wherever you go, and make sure its green light is steadily blinking.
3. At the end of your day, charge your meter while you sleep.

## Wear it wherever you go.

Wear your meter at all times—at home, in the car, at work, even on a trip to the store. You may think that you won't be listening to radio or watching TV, but you'd be surprised at how often you encounter radio, TV and other media as you go about your daily activities.

## Wear only *your* meter.

Each person in your household has his or her own meter. This allows us to count each person's specific media use and make sure that the right person gets credited with motion points toward bonuses. **It's important that you never wear someone else's meter or let someone else wear your meter.**

## Keep the green light on.

When you wear your meter, the green light blinks to let you know the meter is working. If you put the meter down and don't pick it up or at least move it, the meter will turn off after about 30 minutes. First, it begins flashing red to let you know it needs attention. Then, if you don't pick up your meter or at least move it, the light turns off and, if you are at home, the meter will periodically beep. If this happens, you aren't earning points and getting credit for wearing your meter. Your meter light will begin to flash green again and the beeping will stop when you pick it up and wear it. **Remember, you're only earning points when your meter's green light is blinking.**

# Charging Your Meter

**Place your meter on its charger right before you go to sleep each day.** If the battery in your meter gets too low, the display will say “Please Charge” and, if you are at home, the meter will also beep. These are reminders to place your meter on the charger before you go to bed that day.

When you place your meter on the charger, the meter will beep and display a series of messages. (See page 13 for more information on the meter messages.) These messages will tell you how many points you have earned for the day and for the week. If your meter does not beep or does not go through a series of messages, make sure that:

- Your meter is correctly seated on the charger.
- The power cord is plugged all the way into the charger.
- The charger is plugged in to a working electrical outlet. (Always keep it plugged in.)
- Your meter's battery is not completely drained.

If your meter battery is completely drained, the meter won't beep when placed on the charger. After about a minute, the meter will display a series of messages.

We ask that you charge your meter each day when you go to bed. This will help you maintain a routine of keeping your meter battery charged. A charged battery also provides more time to find your meter if it's ever misplaced.

# Understanding Your Meter Messages

Your meter is equipped with a message display to inform you about your points, bonus opportunities and information about the status of the meter. When you're wearing your meter, the display will remain dark until you press the sensor to view your messages. The first screen will show your name and the time. Each time you press the sensor, another message will show until all of the messages have been displayed. When you charge your meter, the display will show a series of messages once.



**Example message says:**

**It means:**

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**Hello (your name)**

The meter recognizes that it's being charged.

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**(\*) Points Today**  
**(\*) Points This Week**

This is the total number of points you've earned so far today<sup>1</sup> and the total number of points you've earned so far this week<sup>2</sup>.

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**(\*) Points Last Week**

This is the total number of points you earned last week<sup>2</sup>.



The battery icon shows how much charge is left on your meter.

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**Please Charge**

The meter's battery needs to be charged when you go to bed that day. (If you're at home, your meter will beep once per hour until it's placed on the charger.)

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<sup>1</sup> For calculating daily points, the day begins at 4 a.m. local time and ends at 3:59 a.m. local time the following day.

<sup>2</sup> For calculating weekly points, the week begins at 4 a.m. local time on Monday and ends the following Monday at 3:59 a.m. local time.

# Troubleshooting Your Meter

If this happens:

Try this:

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**The green blinking light on your meter starts flashing red or goes out.**

1. Pick up the meter and start wearing it.
2. If picking up the meter and moving it does not work, the battery is probably low. Please charge your meter.

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**No messages appear on the display when the sensor is pressed.**

The battery is probably low. Please charge your meter.

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**No messages appear on the meter when placed on the charger.**

1. Make sure the power cord is plugged securely into the wall outlet and the back of the charger.
2. Make sure that the meter is properly seated on the charger.
3. Make sure the charger is not plugged into an outlet connected to a light switch.

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**You misplace your meter.**

Call us right away, or tap *Find a Meter* on the Companion app menu. See the next page for details.

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# Help Finding Your Meter

If you misplace your meter, we may be able to help you find it. As long as you have a general idea of where your meter may be, a signal can be sent to it to make it beep. Your meter can only receive this signal while the battery still has life, so it's important that you schedule the signal as soon as you notice your meter is missing.

Follow these simple steps:

1. **Make note of where you think your meter was lost.** You need to have a general idea of where the meter was lost for the signal to be useful.
2. **Schedule your meter to beep.**  
Tap *Find a Meter* on the Companion app menu. You will be given step-by-step instructions to help locate your meter.  
*or*  
Log in to [mymeterandme.com](http://mymeterandme.com) and click the "Need Help Finding Your Meter?" button on the homepage. You will be given step-by-step instructions to help locate your meter.  
*or*  
Call us at 1-800-277-9139. Schedule a time for Nielsen to send the signal to your meter to make it beep.
3. **At the scheduled time, return to where you believe the meter was lost to listen for the beep.** Once you locate your meter, pick it up to stop the beep.

If you do not find your meter, we'll replace it for free. Please contact Panel Relations at 1-800-277-9139 for further assistance.

# Earning Points Toward Cash Gifts and Bonuses

Wearing = Points = Cash

**You get one point for every 10 minutes you wear your meter and keep the green light on. That's 6 points each hour.** The more you wear your meter, the more points you'll get—and that means extra cash for you each month.

## The money adds up fast.

There are many ways that you can earn more money:

- Welcome gift
- Bonuses for wearing the meter
- 90-day anniversary gift
- Entry into weekly sweepstakes

The enclosed *How to Participate* brochure shows you how rewarding being in the ratings can be.

*If we send you \$600 or more in a calendar year, we are required to report this to you and to the government for tax purposes. All the money you receive from Nielsen during the year will be included on a 1099-MISC form, and we will need your Social Security number to report the earnings.*

Nielsen is committed to protecting the confidentiality and security of your Social Security number. We'll only provide this information to the government for tax purposes or as otherwise required by law.

*Note: The only way to earn points is by wearing your meter. The longer you wear your meter each day, the more points you earn toward bonuses. Bonuses are NOT based on how much or how little you listen to radio, watch TV or enjoy other types of media.*

## How do I earn the weekly bonus?

The points you earn for wearing your meter are added up each week.\*

If you earn 400 or more points (averaging about 9 to 10 hours per day), you'll receive extra money for that week in your monthly check. School-aged children and teens (17 years old and younger) get bonuses by earning 300 or more points (averaging about 7 hours per day) in a week.

If you don't earn the bonus one week, you still have the opportunity to earn a bonus the next week and the week after that. Panel Relations will be happy to talk with you about this program.

*\*For calculating weekly points, the week begins at 4 a.m. local time on Monday and ends the following Monday at 3:59 a.m. local time.*

## How do I get entered in the three weekly sweepstakes drawings?

Wearing your meter and earning additional points may also qualify you for the Saturday Sweepstakes, the Sunday Sweepstakes, and the Monday–Sunday Sweepstakes. See the enclosed sweepstakes rules for information on the points you need each week to be included in the three weekly drawings. Panel Relations will review the rules, eligibility and prizes with you. Contact Panel Relations at 1-800-277-9139 or email [panelrelations@nielsen.com](mailto:panelrelations@nielsen.com).

## 90-day anniversary gift

When your household has completed its first 90 days, a thank-you gift is sent to each ratings member in your household.

## One-year anniversary gift

When your household has been in the ratings for a full year, a thank-you gift is sent to each ratings member in your household.

## When will I receive the money I earn?

Once a month, you will receive a check for the money you earn.

**Generally, you will receive your money for each month by the end of the next month.**

Each ratings member in your household gets a check. The amount of the check depends on the number of weekly bonuses that you earned for the month. You'll also receive a Nielsen ratings newsletter (*Panel Pages*) each month with your check. The newsletter is full of helpful tips and great information about participating in the Nielsen radio and TV ratings.

# Earn Points Even When You Are Traveling

If you're traveling for less than two weeks, take your meter with you. Install the **Meter Companion app** on your phone so you'll be able to send your data and see your points hourly like you normally do.

Away from home:	What to do:
<b>1 or 2 nights</b>	<ul style="list-style-type: none"><li>• Take and wear your meter.</li><li>• Bring your charger and power cord to charge your meter while you're away.</li><li>• Plug your charger back into an outlet in your bedroom as soon as you return home.</li></ul>
<b>More than 2 nights, but less than 2 weeks</b>	<ul style="list-style-type: none"><li>• Let us know you'll be away.</li><li>• Take and wear your meter.</li><li>• Bring your charger and power cord to charge your meter while you're away.</li><li>• Plug your charger back into an outlet in your bedroom as soon as you return home.</li></ul>
<b>2 weeks or more</b>	<ul style="list-style-type: none"><li>• Let us know you'll be away, so we'll know not to expect data from you.</li><li>• Leave your meter at home in the charger.</li><li>• Upon return, start wearing your meter right away to begin earning points again.</li></ul>

**It's important to let Nielsen know when you plan to be away from home.** That way, we know not to try to reach you and, if you're gone for more than two weeks, not to expect your media choice information.

To let us know when you'll be away from home:

- Email Panel Relations at [panelrelations@nielsen.com](mailto:panelrelations@nielsen.com)
- Call us at **1-800-277-9139**
- Tap *Travel plans? Let us know.* in the Meter Companion app menu and follow the prompts to enter travel dates.
- Log in to [mymeterandme.com](http://mymeterandme.com)  
Go to the "Contact Nielsen" page and use the travel calendar to enter the dates you plan to be away.

# An Important Message to Parents of School-Aged Children

Some school systems may not allow unfamiliar devices to be worn during school hours. **If your school administration has concerns about the meter, we would be happy to provide you and your child with a letter** regarding the daily use of the meter in the radio and TV ratings. This letter could be given to the administration at your child's school to explain his or her participation and ask for permission to wear the meter during school hours.

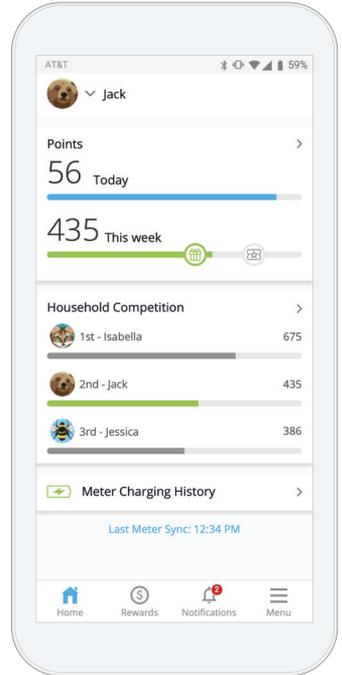
If you would like us to send you a letter or if you have any questions, please call Panel Relations at 1-800-277-9139.

# The Nielsen Meter Companion App

## The most complete source of information

The Meter Companion app is the easiest way to see information about your meter-wearing and your rewards. It's the perfect tool to help you be your best in the ratings.

- **Track your points.** Get points updates and see how close you are to earning rewards.
- **View payment information.** See the amount of your upcoming and past checks.
- **Get important messages,** including opportunities to earn more money.
- **Earn bragging rights!** Friendly competition at home can be fun. See the points of everyone in your household, including who's the best at wearing the meter.
- **Tell us when you'll be away.** Post any travel dates as soon as you know them. We'll make sure your media choices count and won't try to reach you while you're gone.
- **Get help finding a lost meter.** If you misplace your meter, select "Find a Meter" from the main menu to begin to locate your meter.



## The best way to send your data to Nielsen\*

The Meter Companion app transmits your data to and from Nielsen. Since your phone is with you most of the time, the app is available to send and receive data anywhere you go.

Your meter tries to connect to Nielsen once each hour. When you're at home, your meter can use the hub or the app to send your meter data to Nielsen. But remember, **keeping the app installed on your phone is the only way for your media choice data to get to Nielsen when you're away from home.**

\*Your cellphone provider's message and data usage rates may apply.

## What you should know

### Installing the app

The Nielsen Meter Companion app is for ratings members 13 and older. Visit the App Store® (for iPhones®) or Google Play™ store (for Android™ phones) to download and install the app.

### Seeing your data

You will not see data in the app until you start wearing your meter. Let us know if you don't see data within 48 hours.

### Viewing others' information

If you are the parent or legal guardian of a ratings member 12 or younger, you can view his or her information by adding their profile to your app. You can view information for other household members 13 and older by getting permission from them to add their profile to your app. From the top of the Home screen, tap the arrow beside your name. Select *Add Profile* and follow the prompts.

### Feedback welcome but no reviews, please.

Your participation in the Nielsen Ratings is confidential so please DO NOT post reviews of the Nielsen Meter Companion app in the app stores. However, we welcome your comments through the *Contact Us* link in the app menu.

For more information about app features, visit [nielsen.com/meterapp](http://nielsen.com/meterapp).

## How to log in to the Nielsen Meter Companion app

The first time you open the app, you'll need to **set up your profile**. To do this, you'll need your panelist ID and meter serial number.

Your panelist ID is on the Welcome Envelope sticker.

Your meter serial number is located on the inside of your equipment box and on the back of your meter.



# Stay Connected With Us

We want to make it easy for you to get the important information that you need while you are participating in the ratings. We share information with you through the Meter Companion app, telephone calls, pre-recorded telephone messages, text messages\* and emails. Using various ways to communicate helps us to reach you in the way that works best for you.

## Ways to reach us

- **Call: 1-800-277-9139**

If you need to speak to someone, you can call our toll-free number. If no one is available to take your call, please leave a message, and a Nielsen panel relations specialist will contact you as soon as possible.

- **Email: [panelrelations@nielsen.com](mailto:panelrelations@nielsen.com)**

- **Meter Companion app:** Use the smartphone app to call or send us a message. Please note, due to the Children's Online Privacy Protection Act (COPPA), **the Meter Companion app is only available for ratings members 13 years of age and older.**

- **Website: [mymeterandme.com](http://mymeterandme.com)**

Use the "Contact Nielsen" page or use our online chat service.

The My Meter & Me website is password protected and personalized just for you. The website provides tips for carrying the meter, answers to frequently asked questions and much more! You can check your points and see how you and others in your household are doing toward earning bonuses and sweepstakes entries. You can also see your total monthly check amounts and what went into each month's check.

Please note, due to the Children's Online Privacy Protection Act (COPPA), **the My Meter & Me website is only available for ratings members 13 years of age and older.**

*\* Your cellphone provider's message and data usage rates may apply.*

# Common Questions

## 1. How often do I need to charge my meter and for how long?

When you are not traveling away from home, we ask that you charge your meter each day when you go to bed. This will help you maintain a routine of keeping your meter battery charged. That way, you'll continue to receive points toward cash rewards just for wearing your meter.

## 2. What happens if the battery drains and my meter shuts off?

If your meter battery drains and your meter shuts off, please place it in the charger. Due to the low battery, you won't hear a beep. After about a minute, the meter will display a series of messages.

## 3. What happens if I wear someone else's meter?

That person gets credit for the time you wore the meter and the radio and TV ratings won't be as accurate. Please exchange meters as soon as you discover the error, and notify Panel Relations at 1-800-277-9139.

## 4. What should I tell people who ask about my meter?

To protect the quality of the ratings, it's important that you do not discuss your participation with anyone outside of your household. If a friend or acquaintance asks you about your meter, please only say that your meter monitors your activity as part of a study. If they ask for more detail, please say that you can't tell them more or it may cause problems with the study's results. If someone you don't know asks about your meter, please only tell them that you cannot discuss it. See page 4 for more information.

## 5. Will this equipment interfere with my radio or TV reception?

No. The equipment does not interfere with reception.

## 6. Will the meter still pick up the signal if my TV is on mute?

No. The sound must be on for the signal to be picked up by the meter. Remember to watch or listen to TV as you normally do.

## 7. I must go through an X-ray machine at work (or at the airport). Will this harm the meter?

No. It won't harm your meter.

## Common Questions *(continued)*

### 8. Does listening to more radio or watching more TV increase my points?

No. Points are related to the amount of time you wear the meter. It doesn't matter how much or how little you listen to radio, watch TV or use other media. The only way you earn points is by wearing your meter.

### 9. What if I have to go away from home for a day or two?

If you're going to be away from home for two nights or less, please continue to wear your meter. Remember to take your charger with you, so you can charge your meter while you're gone. See page 18 for more information. If you have travel questions, please call Panel Relations at 1-800-277-9139.

### 10. If my entire family is in our car for a day's outing, can we take only one of the meters with us?

Each participating person should take his or her own meter to pick up individual listening and viewing choices. We aren't able to include each person's media choices in the ratings if there is only one meter.

### 11. Do I have to pay taxes on the gifts and bonuses I receive from Nielsen?

You may have to pay taxes on the money you receive from Nielsen.

If we send you \$600 or more in a calendar year, we're required to report this to you and to the government for tax purposes using a 1099-MISC form. We will need to collect your Social Security number for this reporting. All money you received from Nielsen during the year (for example: monthly bonuses, anniversary gifts, sweepstakes winnings, etc.) is included on the 1099-MISC. Please visit the Internal Revenue Service (IRS) website at [www.irs.gov](http://www.irs.gov), or consult with a tax professional if you have specific questions about your taxes.

### 12. How do I return my meter equipment when my household is no longer in the ratings?

If you have not been notified about your meter equipment, please contact the Equipment Recovery Team to schedule a pickup.

Call: **1-866-767-7208** (Monday to Friday from 9 a.m. until 9 p.m. ET)

Email: [PPMERT@nielsen.com](mailto:PPMERT@nielsen.com)

**More common questions and answers are available at [mymeterandme.com](http://mymeterandme.com). Please contact Panel Relations at 1-800-277-9139 to learn how to get access to the website.**

# Privacy Notice

Effective date: October 2020

The Nielsen Company (US), LLC and its affiliated companies and subsidiaries (“Nielsen,” “we,” or “us”) takes your privacy very seriously. We have created this Privacy Notice to help answer questions you may have about how we use, share, and protect the information that we collect from and about you in connection with your household’s participation in the Nielsen TV and Radio Ratings Panel (the “Panel”).

**Please be sure each member of your household reads this Privacy Notice carefully.**

## A. OUR PRIVACY COMMITMENT

As a privacy-conscious organization, we protect the identities of all of our panelists and handle their information in compliance with applicable privacy laws. We collect and use **personal information**—information that alone or in combination with other information identifies you as an individual or can be reasonably linked to your identity—only as described in this Privacy Notice.

We will NOT use your personal information to advertise, promote, market, or sell third-party goods or services directly to you or other members of your household; we do not allow our clients to do so either.

## B. INFORMATION COLLECTION

As a potential or current participant in the Panel, we collect or otherwise obtain information relating to you in a variety of ways. The majority of the information that we collect from and about you can be grouped into three broad categories:

- *Demographic data* is statistical data about you and the other members of your household, such as your gender, age, occupation, and region or city of residence.
- *Behavior data* is data about when or how you do certain activities (e.g., when and/or how you listen to the radio or watch TV and whether you do so “in home” or “out of home”).
- *Preference data* is data about the content that you prefer (e.g., the stations and programs that you typically listen to or watch).

Additional details about the information that we may collect or obtain from or about you and the sources of such information can be found below.

### Information provided or made available by you (or another member of your household)

During the recruitment and registration process, we gather information about you and the other members of your household through the voluntary completion of a recruitment questionnaire and other panel registration activities. The information requested and collected by us is used to help determine your household’s eligibility for participation in the Panel and may include you:

- name;
- telephone number;
- demographic data (as described above).
- home address;
- email address; and

Once your household has joined the Panel, we may, from time to time, ask you to participate in surveys, studies, or questionnaires and provide us with additional information (mainly behavior data and preference data) in order to help us better understand consumer behaviors and trends.

Some of the information that we request and collect, including in connection with certain surveys or studies, may be considered “special” or “sensitive” personal information (i.e., information relating to your racial or ethnic origin, political opinions, religious or other similar beliefs, philosophical beliefs, health or medical conditions, or sexual orientation). Where we collect such information, we will use it in the ways described in this Privacy Notice or as described in a separate notice provided at the point where such information is requested from you as well as in accordance with applicable law.

### Information collected via the Meter and the Equipment

Once your household has joined the Panel, we will receive information from the personal meter (the “Meter”) and other equipment provided by us (collectively, the “Equipment”).

Information about your exposure to content, including what the content is, when you listen to or are otherwise exposed to it, and whether you are exposed to the content in your home or away from your home may be gathered by the Meter.

We may also use other technologies, such as beacons, in connection with the Meter. Beacons transmit a silent signal detectable by the Meter when it is near a beacon. We may receive the dates and times the Meter detects a beacon or an encoded audio signal and associate it with other information that we receive from the Meter, as described above. Beacons may be located in various locations and establishments that participate in our research, including stores, sports arenas, movie theaters, amusement parks, airports, hotels, universities, and restaurants.

## *(Privacy Notice continued)*

### **Information collected in connection with your use of the Website**

As is true of most websites, when you visit and interact with any Nielsen website where this Privacy Notice is posted or linked (collectively, the “**Website**”), we may automatically collect certain information, including log usage data (e.g., when you view or click on content) and information from your device and network, such as your device’s Internet Protocol (IP) address, device identifier and features, browser operating system and version, access date and time, and referring website address.

For information about cookies and other similar technologies that may be used in connection with your use of and interaction with the Website, please review the “Cookies and Other Similar Technologies” section below.

Note that if you send or direct a message to an individual on the Website or voluntarily post or upload information on certain, public-facing sections of the Website that are accessible to other visitors/users, those individuals will be able to access, read, and/or use such information, and we generally have no control over how they use such information. Please keep this in mind when sharing any information (especially “special” or “sensitive” personal information) on the public-facing sections of the Website.

“Do Not Track” (“**DNT**”) is a preference that you can set in your web browser to let the websites that you visit know that you do not want them collecting information about you. Please be aware that we do not respond to DNT or similar signals on the Website at this time.

### **Information obtained from other sources**

After your household has joined the Panel, we may collect or obtain additional information about you and your household from various sources. This may include information about what you buy and where or your exposure to advertising content. The sources of this information may include, for example:

- public sources (e.g., public databases, census records, etc.);
- the manufacturers and sellers of the products that you purchase or use;
- companies and retailers that offer “customer loyalty” programs (like those that offer rewards and points);
- organizations that collect online data;
- companies that combine purchase information; and
- other entities that have a legal right to provide information to us.

We may combine information that we collect (as described above) with information from other sources. We will use the information only for the purposes described in this Privacy Notice. By participating in the Panel, you acknowledge that we may obtain information about you from sources such as those listed above and combine it with other information that we hold about you.

### **Information we do NOT collect**

We do not request or collect “private information,” which for purposes of this Privacy Notice, refers to government-issued identification documents (e.g., your driver’s license), financial/bank account or credit card information, and account passwords.

Please note that in connection with your receipt of payments/incentives from us for your household’s participation in the Panel, we may request your Social Security Number, which is used only for tax purposes.

## **C. INFORMATION USE**

Once your household has joined the Panel, we use the information that we collect or otherwise obtain in order to create a variety of research insights for our clients. These insights, in turn, help our clients make informed decisions on various topics, such as where and how to advertise their products and services to consumers. Among other things, our insights have helped our clients:

- understand which TV and radio programs appeal to different demographic groups;
- learn which TV and radio stations attract more viewers or listeners that are registered voters of a particular political party;
- identify the types of electronic products consumers in different demographic groups would be likely to buy;
- determine the audience that would be more likely to respond to a particular advertisement online, on a mobile phone, or on a tablet; and
- determine whether residents in a particular neighborhood would be likely to shop at a specialty store if it were nearby.

When we prepare reports and share insights with our clients, we use tools and methods that are designed to ensure that there is no reasonable possibility of identifying any single participant in the Panel. For example, if you take part in a survey, we will combine your responses with those of other survey respondents in order to produce reports with aggregated data from which you cannot be identified.

We also create reports based upon “modeled information” (i.e., data that we have developed based upon

demographic data and details about consumer behavior, including gender, age, and relevant habits, in order to predict what types of content or products/services would be of interest to people with similar or matching characteristics). This allows advertisers, for instance, to identify the likely audience for a marketing campaign.

We may also use the information that you provide in order to contact you. When we contact you—by phone, email, text message, or postal mail, depending on what contact information you have provided to us—we will usually do so in order to:

- respond to your inquiries and fulfill your requests;
- validate your responses;
- update our records in order to ensure that your information remains current;
- ensure that the Equipment is working properly;
- send you information regarding your participation in the Panel, such as how to redeem your rewards;
- provide you with notice regarding changes to this Privacy Notice and other applicable terms, conditions, and policies; or
- provide you with other information that may be of interest to you, such as opportunities to participate in other Nielsen surveys, studies, or panels.

By providing us with your information and participating in the Panel, you agree that we may contact you for the purposes described above. You also agree that we may call you, and for efficiency and accuracy, use an automatic telephone dialing system or prerecorded voice messages to do so.

In addition to using your information for the purposes described above, we may use your information in order to:

- operate and manage the Panel (including surveys and studies that we administer);
- operate and manage the Website and customize or personalize your user experience and the content that we deliver to you when using the Website;
- operate and manage our IT and security systems, including to monitor such systems and identify and respond to security events;
- conduct audits, data analyses, and other research for various purposes, including quality assurance and software, product, service, and business development/enhancement;
- facilitate our day-to-day operations and financial management and any corporate audits or corporate transactions (e.g., a reorganization, merger, sale, joint venture, assignment, transfer, etc.);
- protect the rights, safety, property, or operations of you, us, or others;
- enforce our agreements; comply with applicable laws and regulations; and establish, exercise, and/or defend the legal rights of one or more entities within the Nielsen group of companies; and
- respond to requests, court orders, or other legal process/requests and communications from law enforcement authorities or other government officials.

If we combine de-identified or anonymized (i.e., non-personal) information with identifying information, we will treat the combined information as personal information for as long as it is combined.

Please note that because we are continually adapting our services to evolving consumer and media consumption patterns, we may use your information in ways that we have not developed yet, in which case, we will provide you with additional information as our practices change.

#### **D. INFORMATION SHARING**

In connection with one or more of the purposes outlined above, we may share your information with:

- other entities within the Nielsen group of companies;
- our third-party service providers, including providers of the following services (among others): website/application hosting, management, or support; data analysis and/or processing; data security and storage; data matching; panelist recruitment; payment/rewards processing or facilitation, and product development (subject to binding contractual obligations of confidentiality and security and restrictions on the use of the information for any purpose other than carrying out the services that they are performing for us);
- other companies, including our clients and third-party strategic partners, for use in connection with their performance of internal analytics (subject to appropriate restrictions on the use or further disclosure of any personal information shared);
- organizations and institutions engaged in historical, academic, or longitudinal research;
- relevant third parties as part of a corporate transaction, such as a reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceeding);

## *(Privacy Notice continued)*

- competent governmental and public authorities, in each case to comply with legal or regulatory obligations or requests or for the purposes of reporting any actual or suspected breach of applicable law; and
- other third parties as we believe to be necessary (e.g., in order to protect the rights, property, operations, health, or safety of you, us, or others) or appropriate for legal purposes (e.g., in connection with claims, disputes, or litigation or in order to enforce our legal rights).

In addition to the categories of parties described above, we may also share your information with other parties that are disclosed to you at the point of collection, such as in a notice delivered to you prior to your participation in a specific survey or study.

We do not and will not sell your personal information to third parties for their own commercial use.

### **E. YOUR CHOICES AND RIGHTS**

Participation in the Panel is always voluntary. If your household would like to end its participation in the Panel, please contact Panel Relations at 1-888-880-7811.

We are also committed to providing you with the ability to review and update your personal information. If your household currently participates in the Panel, you may contact Panel Relations to review, correct, or update your personal information.

Additionally, depending on your U.S. state of residence, under applicable law you may have the right to:

- request access to or copies of the personal information that we hold about you; and
- request that we delete the personal information that we hold about you.

If you are interested in exercising one or more of the rights described above, you should call Panel Relations at 1-888-880-7811 or send an email to [privacy.department@nielsen.com](mailto:privacy.department@nielsen.com). We will not discriminate against you if you choose to exercise any of the above-listed rights available to you under applicable law.

Because we want to avoid taking action regarding your personal information at the direction of someone other than you, only you or an "Authorized Agent" permitted to act on your behalf may submit a request. An "Authorized Agent" refers to a natural person or business entity that you have authorized to act on your behalf by providing your written permission. Please note that we may deny a request from an Authorized Agent if they do not submit proof that they have been authorized by you to act on your behalf.

Your request must:

- provide sufficient information that allows us to reasonably verify you are the person about whom we have collected personal information or the person/entity submitting the request is an Authorized Agent; and
- describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We will not be able to fulfill your request or provide you with personal information if we cannot verify your identity or the submitter's authority to make the request and confirm the personal information relates to you. To verify your identity, we will seek to match any personal information that you provide when you (or an Authorized Agent) submit your request to personal information that we already maintain. If we are unable to verify your identity based on the information that we maintain, we will let you know.

### **F. CHILDREN'S PRIVACY**

For our research, we collect information about every member of the household participating in the Panel, including any children in the household, and we use and disclose all information as described in this Privacy Notice. When we collect information from children, we take special care and parents/legal guardians may withdraw the consent provided for their child's participation in our research at any time.

Please note that the Website is not designed for or intentionally targeted at children under the age of 13, and we do not intend to collect personal information from anyone under the age of 13 via the Website. If we become aware that we have collected personal information from a child under the age of 13 via the Website, we will take reasonable steps to delete it.

### **G. COOKIES AND OTHER SIMILAR TECHNOLOGIES**

Cookies are small files that store certain data on a device. We (or third parties that we engage) may use cookies and other similar technologies (e.g., pixel tags, web beacons, etc.) on certain pages of the Website in order to enable certain features and functionality and collect additional information that helps us improve the Website and our services. In particular, we (or third parties that we engage) may use cookies (both session and persistent cookies) on certain pages of the Website and in HTML-formatted email messages delivered to you in order to, among other things, identify your browser or device, display information more effectively, help facilitate navigation of the Website, serve you with more tailored content, and gather statistical information about the usage of the Website. We (or third parties that we engage) may also use cookies for security purposes and to detect and defend against fraud and other risks in order to protect the Website's visitors.

If you do not wish to have information collected from your device via cookies, most browsers allow you to control and decline the use of cookies through the browser settings. Please note, however, that if you decline the use of cookies or limit the ability of websites (including the Website) to set cookies, some features may not work properly.

By participating in the Panel, you consent to our use of cookies and other similar technologies as described above. We ask that you not request an opt-out cookie or set your browser to reject Nielsen's cookies.

To learn more about cookies, please visit <http://www.allaboutcookies.org/>.

#### **H. THIRD-PARTY WEBSITES**

This Privacy Notice does not address, and we are not responsible for, the privacy, information handling, or other practices of any third parties, including any third party operating any website to which the Website links. The inclusion of a link on the Website does not imply endorsement of the linked website by us or by our affiliates. We recommend that you review the privacy notice of each website that you visit.

#### **I. INFORMATION SECURITY AND TRANSFER**

We use reasonable organizational, technical, and administrative measures that are designed to protect your information while under our control, regardless of where it is kept. While we endeavor to take all reasonable steps to protect your information, please be aware that we cannot guarantee the security of any information disclosed or transmitted online or stored in our systems. If you feel that the security of any information that we hold about you has been compromised, please contact us immediately in accordance with the "Contact Us" section below.

Our use and disclosure of information as described in this Privacy Notice may result in the transfer of your information to other countries or regions, including those where we have facilities or in which we engage service providers. By providing us with your information and participating in the Panel, you acknowledge and agree that your information may be transferred to countries outside of the United States.

#### **J. INFORMATION RETENTION**

We will retain your information in a form that permits identification only for as long as needed for the fulfillment of the purposes described in this Privacy Notice, unless applicable law or professional obligations require us to retain the information for a longer period of time.

#### **K. UPDATES TO THIS PRIVACY NOTICE**

We may make changes to this Privacy Notice from time to time in light of, for example, changing business and information-handling practices, technology, or legal requirements. Please take a look at the "Effective Date" at the beginning of this Privacy Notice to see when it was last revised.

If your household is participating in the Panel and there are plans to make a material change to the way that we use your information (i.e., a change to the way we use your information that might make you reconsider participating in the Panel), we will provide you and your household with notice and a copy of a revised version of this Privacy Notice at least 30 calendar days prior to the implementation of the change(s), thereby giving you and your household time to leave the Panel. Your household's continued participation in the Panel after the effective date of any changes to this Privacy Notice will constitute your acceptance of all of the changes.

#### **L. CONTACT US**

If you have any questions, comments, or concerns about this Privacy Notice or our information-handling practices, please send an email to [privacy.department@nieslen.com](mailto:privacy.department@nieslen.com) or write us at:

Attn: Legal Dept.  
The Nielsen Company  
85 Broad Street  
New York, NY 10004

If you have any general panel-related questions or concerns, please call us at 1-888-880-7811 or write us at:

The Nielsen Company  
7000 Columbia Gateway Drive, Suite 200  
Columbia, MD 21046

***This Privacy Notice replaces any other statement, whether written or oral, made to you about our practices with respect to the collection and use of personal information as part of your participation in the Panel.***

# Important Safety Instructions

Call Nielsen Panel Relations at 1-800-277-9139 to service your meter, charger, hub, beacon or power cord ("equipment") under the following conditions:

- The power cord or plug is damaged.
- The meter or meter equipment does not operate normally or exhibits a distinct change in performance.
- The meter or meter equipment enclosure has been damaged, or the meter display is cracked or broken.
- Your meter or equipment feels warm to the touch.

## Care and cleaning of your personal meter

- While your meter is water-resistant, it is not waterproof.
- Clean your meter by wiping it down with a clean dry cloth.
- Do not insert objects into any of the holes in your meter.

## Care and cleaning of your meter accessories (wristbands, clip, and pendant)

Clean your accessories regularly but please remove your meter before cleaning. While your wristbands, clip, and pendant are waterproof and washable, we recommend that you just use a clean damp cloth to remove any dirt or residue, then make sure they are completely dry before you replace the meter and wear them.

## Avoiding skin irritation

Make sure your wristband is not too tight and allow room for your skin to breathe.

The wristbands included with your Nielsen personal meter are made of silicone, which is generally considered to be biocompatible and hypoallergenic. By following the tips above and keeping your meter, your accessories and your skin clean and dry, you will minimize your chance of developing skin irritation. However, if your skin becomes irritated, switch the accessory in which you wear your meter until your skin has healed (meaning, if you wear the wristband, switch to the pendant or clip). If symptoms persist, stop wearing the meter, and consult a physician or dermatologist.

### **⚠ WARNING**

Your meter and clip accessory contain magnets that can interfere with electronic devices and may damage cards with magnetic strips. The magnets may also interfere with electronic medical devices such as pacemakers or implantable cardioverter defibrillators (ICDs), so do not come close to a person with an electronic medical device. If you are in an area where your device may endanger you or others (such as a hospital, medical facility, or nursing home), you should not wear your meter.

The hub contains cellular technology. If you, or someone in your household, cannot or should not use a cellphone for any reason (including but not limited to conflicting medical devices), you should not install the hub without prior approval from your physician.

The meter may pose a choking risk. Keep the meter out of the reach of small children and pets. It is recommended to keep the meter secured in one of the Nielsen meter accessories at all times.

Use the lanyard with caution. Certain activities may pose a risk of injury, including strangulation, if the lanyard should become wrapped around your neck.

## **⚠ CAUTION**

To avoid the risk of fire, personal injury, or damage to the equipment:

- Do not place meter or meter equipment near heat sources such as stoves, radiators or heat vents. Do not cover equipment.
- Do not overload power outlets or extension cords.
- To avoid the risk of electric shock: Do not expose the hub, beacon or charger to moisture. Do not open or remove the covers of your meter or any of your meter equipment.
- Never attempt to service meter or meter equipment yourself.

**The Nielsen personal meter is for test only.** It is designed to meet the FCC and IC requirements for RF exposure in public or uncontrolled environments and is designed to comply with part 15 of the FCC Rules. FCC certification for the meter is pending.

### **FCC Compliance Statement for the Hub**

This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation.

If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the hub and receiver.
- Connect the hub into an outlet on a circuit different from that to which the receiver is connected.
- Contact Nielsen for help.

### **FCC RF Radiation Exposure Statement for the Hub**

The device has been evaluated to meet the general RF exposure requirement. The device can be used in portable exposure conditions without restriction.

Changes or modifications not expressly approved by Nielsen could void the user's authority to operate the equipment.

*If you have any questions about your meter or meter equipment,  
please contact us at 1-800-277-9139.*

# Electronic Specifications and WEEE Directive Statement

## Personal Meter

- Operating temperature range: 0–40 °C (32–104 °F)
- Input
  - Voltage: 5.0V +-5%
  - Current: 88 mA

 The Personal Meter can only be charged via an appropriate charger (Meter Charger).

Do not attempt to replace your meter's battery. If you think that there is an issue with the battery, please contact us right away and we'll make arrangements to repair or replace your meter.

## Battery Specifications

- Type: LiPo
- Nominal Voltage: 3.7V
- Capacity: 0.165Ah
- Max. Charge Voltage 4.2V

## Meter Charger

- Power to the Meter Charger can only be supplied via a limited power source (LPS) power supply.
- Operating temperature range: 0–40 °C (32–104 °F)
- Input
  - Voltage: 5.0V +-5%
  - Current: 500 mA
- Output
  - Voltage: 5.0V +-5%
  - Current: 500 mA

## Waste Electrical and Electronic Equipment (WEEE)

Some of your Nielsen equipment is subject to the European Union Waste Electrical and Electronic Equipment (WEEE) Directive and its marking requirements.



The “crossed-out wheeled bin” symbol on a product or its packaging indicates that this product is subject to the WEEE Directive and *must not* be disposed of with your other household waste. Instead, it is your responsibility to dispose of waste electronic equipment by arranging to return it to a designated collection and recycling location.

By separating and recycling your waste equipment at the time of disposal, you will help to conserve natural resources and ensure that the equipment is recycled in a manner that protects human health and the environment. For more information about where you can drop off your waste for recycling, please contact your local authority.

**Your Nielsen equipment should always be returned to us.** It's free of charge and we'll recycle or dispose of it responsibly. As always, please feel free to contact us if you have any questions.





### Questions?

Please call Panel Relations at 1-800-277-9139.

**If you misplace your meter, call right away.**

We can make your meter beep to help you find it, or we can replace it.

**Visit us on the web at [mymeterandme.com](http://mymeterandme.com).**

Call for your Panelist ID and password.



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