

Singapore: Enhancing Panel Authenticity with Verification via Singpass

In our pursuit of providing high-quality service and reliability, we are proud to announce the integration of Singpass into our proprietary panel in Singapore. The integration allows new and existing members to verify their Rakuten Insight accounts via Singpass, therefore giving clients access to a substantial pool of authenticated members. This further strengthens the accuracy and reliability of our data.

What is Singpass?

Singpass is every Singapore citizen's and resident's trusted digital identity for convenient and secure access to thousands of government and private sector digital services.

How the integration works?

All existing and new members are encouraged to verify their accounts via Singpass. Upon their consent, the Rakuten Insight account will be cross-verified with their Myinfo profile (personal data retrieved across participating government agencies). When these details align, their account will be successfully verified.

Rakuten Insight will only retrieve the necessary data required to verify an individual's identity, and all data sent between Rakuten Insight and Singpass is encrypted.

Unique benefits

- ✓ Clients can be more confident of the **reliability and accuracy of the data and insights collected**.
- ✓ By verifying our panel via Singpass, we demonstrate our **commitment to credibility and transparency** in data collection.
- ✓ Access to a **substantial pool of verified and authentic members**.

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Singpass
4,200,000+
users on Singpass app

2,700+
services integrated

41,000,000+ transactions
per month