

## MARKET RESEARCH - RESPECTING THE CONFIDENTIALITY OF RESPONDENTS

### THE FACTS .....

1. The purpose of market research is to **collect and analyse information**.
2. Genuine market research is **never** undertaken directly to create sales nor to influence the opinions of anyone participating in it.
3. The **information supplied** by respondents **will not be used for any purposes other than is stated** by the researcher.
4. All personal data collected during the course of an interview is treated **confidentially** and will not be passed onto any other body without the explicit consent of the respondent and only for the purpose for which the consent was granted.
5. Any voice recording/videoing equipment used during the course of an interview will be **revealed to the respondent at the outset** and will not be used without respondent consent.
6. The market research profession is regulated by The Market Research Society (MRS). All professional market researchers undertake to abide by The MRS' strict **Code of Conduct** (the principles of which are detailed in points 1-3).
7. In conjunction with the MRS' Code of Conduct the MRS has produced a series of guidelines. The MRS guidance on data protection have been agreed by the data protection regulator, the government's **Office of the Information Commissioner** as adhering to the Data Protection Act 1998.
8. Market research interviewers from MRS-recognised organisations carry an **MRS identity card** which they must show to respondents at the start of interviews.
9. The MRS has a dedicated respondent **freephone telephone service** which can verify an organisation or consultancy which has members of the Society. This service provides respondents with an independent means to verify the legitimacy of organisations conducting market research (call The MRS on 020 7490 4911 for more details of this service).
10. Further information about The MRS, its membership and remit is available on its website at **www.mrs.org.uk**.