

Carl Pencil
Department for Constitutional Affairs
Information Rights Division
6.18 Selborne House
54-60 Victoria Street
London SW1E 6QW

15 September 2006

Dear Carl

'Increasing penalties for deliberate and wilful misuse of personal data'

The Market Research Society (MRS) is the Code-holder and regulator for market, social and opinion research. With members in more than 70 countries, MRS is the world's largest professional association representing providers and users of market research and business intelligence.

MRS welcomes the opportunity to respond to the DCA's above titled consultation. Having carefully considered the DCA's proposals, MRS wholeheartedly supports increasing penalties for deliberate and wilful misuse of personal data. Market, social and opinion research depends on the good will and cooperation of the public and a commitment to the highest standards of data protection and security is an integral part of maintaining this relationship.

I note that the Market Research Association, a US based organisation, was included in the list of initial consultees. MRS, rather than MRA, is the appropriate organisation to be consulted in relation to UK matters.

I can confirm that no part of this response is to be treated as confidential.

Yours sincerely

Debrah Harding
Deputy Director-General