



Guidelines for Research with Children and  
Young People

August 2010

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## Introduction

These Guidelines interpret the MRS Code of Conduct (revised 2010) and provide additional best practice advice. Unless otherwise stated, Guidelines are not binding. Rules B27 to B33 of the MRS Code of Conduct contain specific mandatory provisions relating to research with children.

Under the Code, children are defined as those aged under 16 years. These Guidelines also provide additional best practice for research with young people aged 16 and 17 years. There is no recommended minimum age for research among children but it is expected that researchers will involve very young children directly in research only when this is necessary and appropriate to the particular project.

The intention of the provisions regarding age is to protect potentially vulnerable members of society, whatever the source of their vulnerability, and to strengthen the principle of public trust. These guidelines cover any research directly involving people under the age of 18 whether carried out independently or in conjunction with a parent, guardian, carer or other responsible adult.

Their main aims are:

- To protect the rights of children and young people physically, mentally, ethically and emotionally and to ensure they are not exploited
- To reassure parents and others concerned with their welfare and safety that research conducted under these guidelines is designed to protect the interests of children and young people
- To ensure good quality research
- To promote the professionalism and value of research - among children, young people and the wider public
- To protect the researcher and client from accusations of improper behaviour by publishing the necessary good practice required to meet their legal and ethical responsibilities

Rules from the Code of Conduct applicable in each section of this document are stated in the shaded boxes. These rules are binding on MRS members and breaches may result in disciplinary action. The guidance that follows the rules provides interpretation and additional best practice.

Members are reminded that this document is designed to compliment the MRS Code of Conduct and should not be consulted in isolation.

As specified in the Code, it is the responsibility of the researcher to keep abreast of any legislation which could affect research among children and young people and to ensure that all those involved in a project are aware of and agree to abide by the MRS Code of Conduct.

This material is provided for information only. It is not legal advice and should not be relied upon as such. Specific legal advice should be taken in relation to specific issues.

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## The Principles of the MRS Code of Conduct

These are the principles of the MRS Code of Conduct:

1. Researchers shall ensure that participation in their activities is based on voluntary informed consent.
2. Researchers shall be straightforward and honest in all their professional and business relationships.
3. Researchers shall be transparent as to the subject and purpose of data collection.
4. Researchers shall respect the confidentiality of information collected in their professional activities.
5. Researchers shall respect the rights and well being of all individuals.
6. Researchers shall ensure that respondents are not harmed or adversely affected by their professional activities.
7. Researchers shall balance the needs of individuals, clients, and their professional activities.
8. Researchers shall exercise independent professional judgement in the design, conduct and reporting of their professional activities.
9. Researchers shall ensure that their professional activities are conducted by persons with appropriate training, qualifications and experience.
10. Researchers shall protect the reputation and integrity of the profession.

## **Definitions**

### Children and young people:

The MRS Code of Conduct defines children as those aged under 16 years. Where the term young people is used in these guidelines it refers to those aged 16 and 17 years. Where the term adult is used, it refers to someone aged 18 or over.

### Consent:

This is the permission given by the responsible adult to the interviewer which allows the interviewer to invite the child/young person to participate in a project. It is not permission to interview the child/young person, as the child/young person must have their own opportunity to choose to take part in the research.

*Clearly there may be circumstances in which it's necessary for an interviewer to approach a child or young person in order to establish age before going through the appropriate consent procedure. These approaches should only be made where an interviewer has good reason to believe that the child or young person is old enough to be interviewed without consent, ie aged 16 or over. In all cases, the appropriate consent procedure must be followed before the child or young person can be taken through the interview itself.*

### Data Collection Process:

A data collection process is any process used to obtain information from or about Respondents. It includes, but is not limited to, interviews, questionnaires, discussion guides, and stimulus materials.

### Interviewer:

Person involved in the collection of data.

### Responsible adult:

This is an adult with personal responsibility for the child/young person's safety and welfare at the time of the research. In a protected environment, like a school, the responsible adult will be the person in authority or overseeing the location who has responsibility for the protection of the child/young person. In any other environment - like the street or in home - a responsible adult will be a parent, guardian or other person on whom a parent or guardian has conferred responsibility

for the child/young person (e.g. a relative, child-minder, au pair or neighbour). It is not an individual who has a limited or specific responsibility such as a lifeguard, instructor or employer.

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## Guidelines

### 1: Consent

#### A: Where consent is required

##### **The Rules**

**Comment:** *The intention of the following provisions regarding the age of respondents is to protect children who are potentially vulnerable members of society and to strengthen the principle of public trust .*

B27            Consent of a parent or responsible adult (acting in loco parentis) must be obtained before interviewing a child under 16.

**Comment:** *A responsible adult (acting in loco parentis) is an individual who has a personal accountability for the well-being of a child, for example, a guardian, teacher, nanny or grandparent. It is not an individual who has a limited who has a limited or specific responsibility such as a lifeguard, instructor or employer.*

*Under special circumstances, permission to waive parental consent may be obtained, but only with the prior approval of the MRS Market Research Standards Board*

##### **Guidance**

1. Where research is being conducted in schools with the consent of teachers, headteachers or governors (as responsible adults acting in loco parentis), researchers should suggest to the school that consent is also sought from parents or guardians for in school interviews. Where consent is sought for some interviews in a school, it should normally be sought for all interviews, including those with young people.
2. Further to the comment on B27, there may be occasions when obtaining consent for research into sensitive subjects would, for example, cause potential harm to the child or young person (e.g. researching the use of confidential helplines). In these cases – and in

social research where there may be valid reasons to conduct interviews without consent – the requirement for consent may be waived but only with the explicit prior approval of the MRS Market Research Standards Board.

3. Researchers seeking to waive the requirements for parental consent must make a written application to the MRS Market Research Standards Board containing:
  - a. A written statement outlining the ethical reasons why a waiver is required (e.g. why this research need to be done, what harm or adverse consequences could be caused by asking for consent, etc.)
  - b. A copy of the questionnaire, discussion guide or other data collection instrument to be used.
  - c. Any stimulus material, show cards, etc that form part of the data collection process.
4. The MRS Market Research Standards Board may:
  - a. refuse to grant a waiver
  - b. Grant an unconditional waiver
  - c. Grant a waiver subject to amendment of the methodology of materials.
5. Repeat or tracker projects must obtain a new waiver on each occasion they are run.

B: Obtaining consent and providing the necessary information

***The Rules***

B28 Where the consent of a parent or responsible adult is required Members must ensure that the adult is given sufficient information about the nature of the project to enable them to provide informed consent.

B29 Members must ensure that the parent or responsible adult giving consent is recorded (by name, relationship or role).

B30 For self-completion postal/paper data collection, Members must ensure that:

- ❖ when it is known, (or ought reasonably to be known) that all or a majority of Respondents are likely to be under 16, these are addressed to the parent or responsible adult; and
- ❖ when it is known, (or ought reasonably to be known) that all or a majority of Respondents are likely to be under 16, that all questionnaires carry a note or notice explaining that consent is required for all children to participate.

B31 For projects administered using an electronic communications network or service, where it is known (or ought reasonably be known that) some Respondents are likely to be under the age of 16, Members must ensure that Respondents are asked to give their age before any other personal information is requested. Further, if the age given is under 16, the child must be excluded from giving further personal information until the appropriate consent from a parent or responsible adult has been obtained and verified

B32 In all cases, Members must ensure that a child has an opportunity to decline to take part, even though a parent or a responsible adult has given consent on their behalf. This remains the case if the project takes place in school.

## **Guidance**

1. Consent must be obtained in a form that is verifiable. Traditionally, researchers have accepted verbal consent in telephone and face to face contexts and the signature of parents for postal and self completion questionnaire. Email communications on their own are considered insecure and must not be accepted as a verifiable form of consent in isolation and so may have to be supplemented by a telephone call or a letter. Where researchers have a pre-existing relationship with parents (e.g. they are current panel members) it may be possible to verify consent electronically thorough the use of passwords, exchange of tokens, etc.
2. Responsible adults should also be fully informed about any products or stimulus material which the child may be asked to try or use.
3. If there is a research reason for the subject matter to be disguised, where possible a list of subjects, including that for the research, should be shown to the responsible adult in advance so that they receive a further opportunity to opt out.
4. In accordance with rule B32, the opportunity to opt out of the research must be made clear to the child and to the responsible adult. It is important that both fully understand that they are not obliged to take part and this includes their right to withhold answering a specific question or element.
5. In addition, when research takes place in schools or in other contexts where participation in activities is mandatory (e.g. scout or guide groups) the right of individual children/young people to opt out must be emphasised by the interviewer.
6. The possibility of back-checking with the child for quality validation and whether a re-contact question will be asked of the child must be confirmed with the parent or responsible adult at the time consent is sought.

## 2: Subject Matter

Care must be taken if the subject is contentious, disturbing or in any way in advance of what the child/young person may be expected to know or understand. It is imperative to avoid certain subjects when interviewing younger children (e.g. a topic that might frighten or distress the child), though the same subject might quite safely be covered with an older child/young person. This is a question of good research practice as much as ethics.

### **The Rules**

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|-----|---|
| A8  | Members must not act in a way which might bring discredit on the profession, MRS or its Members.  |
| A10 | Members must take all reasonable precautions to ensure that Respondents are not harmed or adversely affected as a result of participating in a research project.            |
| B8  | The anonymity of Respondents must be preserved unless they have given their informed consent for their details to be revealed or for attributable comments to be passed on. |

### **Guidance**

1. Special care is needed when interviewing children and young people about:
  - issues which could upset or worry the child (e.g. his or her relationships with other children)
  - issues which risk creating tension between the child and its parents
  - issues relating to potentially sensitive family situations (e.g. parental relationships, income, use of alcohol or drugs within the household, family illness)
  - issues relating to racial, religious and similar socially or politically sensitive matters
  - issues concerned with sexual activities

- Those relating to illegal or otherwise socially unacceptable activities
2. If there is a valid or important reason for covering any of these sensitive subjects in a research project, it is essential both that a full explanation is given to the responsible adult and their consent obtained; and also that steps are taken to ensure that the child/young person is not worried, confused or misled by the questioning. (See Consent A2 for exceptions).
  3. Social, economic or demographic information based on Chief Income Earner or Head of Household should be obtained from the responsible adult at the time consent is obtained.
  4. In accordance with Rules A8, A10 and B8, sensitive subject matter is unsuitable for the conduct of research in public places where confidentiality cannot be assured. This means that research and stimulus material, and a respondent's responses must not be overheard or seen by third parties.
  5. Examples of research prohibited by Rule A10 are:

- Research carried out on behalf of manufacturers or providers of products or services, or for promoters or lobbyists for products or services, which are illegal for the age group involved in the research (e.g. buying alcohol for under 18s or gambling for under 16s).

The only exception to this is when research needs to be conducted to ensure products or services are not manufactured or marketed in such a way that encourages under age use or consumption. In each case research may only be conducted with children with the explicit and prior approval of the MRS Market Research Standards Board.

- Research which encourages, or appears to encourage, illegal behaviour such as under age drinking or gambling.
6. Where the research involves the testing of any products, special care should be taken to check that:
    - These are safe to consume (e.g. foods, confectionery) or to handle (e.g. toys). The researcher must confirm this with the supplier even though the latter may be legally liable for any adverse effects caused by the product

- The child or young person does not suffer from any relevant allergy (e.g. to products containing nuts or certain e numbers) and that parents are advised of allergens contained in the product. 14 allergens are required by law to be specified on food packaging, if present.
- There are no ethnic, religious or cultural barriers to the child or young person consuming or handling the product
- The child or young person is not asked to test a product which is illegal for the age group

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### 3: Interviewing

#### A: The data collection process

##### **The Rules**

- B14 Members must take reasonable steps to ensure all of the following:
- ❖ that the data collection process is fit for purpose and Clients have been advised accordingly
  - ❖ that the design and content of the data collection process or instrument is appropriate for the audience being researched;
  - ❖ that Respondents are able to provide information in a way that reflects the view they want to express, including don't know/ prefer not to say where appropriate;
  - ❖ that Respondents are not led towards a particular point of view;
  - ❖ that responses are capable of being interpreted in an unambiguous way;
  - ❖ that personal data collected are relevant and not excessive.
- B33 Personal information relating to other people must not be collected from children unless for the purposes of gaining consent from a parent or a responsible adult.

##### **Guidance**

1. In accordance with rule B33, the data collection must avoid classification questions that are unnecessarily intrusive or are difficult for the child or young person to answer. Where consent is being sought, it may be preferable for some classification questions to be asked of the parent or responsible adult, rather than the child or young person.

2. The content and language of the project should be sensitive to the language, needs and feelings of the age group to be interviewed and their capabilities. The language of the project should be kept as simple as possible and not be patronising.
3. The research should avoid questions which might result in a child or young person making unreasonable demands on a parent or guardian.

## B. The interview

### **The Rules**

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| A10 | Members must take all reasonable precautions to ensure that Respondents are not harmed or adversely affected as a result of participating in a research project. |
| B18 | A Respondent's right to withdraw from a research project at any stage must be respected.   |

### **Guidance**

1. It is not normally necessary for the responsible adult to be present during the interview. Where their presence would be undesirable for technical reasons - e.g. if it could introduce bias - this should be explained and consent sought to interview the child alone.
2. Further to rule B18, the child/young person must be reminded of their right to withhold answers to particular questions.
3. In accordance with A10, any disclosure of a confidential nature which may be potentially harmful to the child or young person must be dealt with in a sensitive and responsible manner.
4. Where a child discloses that they have been harmed or that they are at risk of abuse, or the interviewer suspects this is the case, the interviewer in the first instance should report this to their supervisor or a member or members of the research team designated for this purpose. If they are satisfied that there is genuine harm or risk of harm, researchers may:
  - a. offer the child information on where to obtain assistance or help

- b. contact police or social services in cases where the child is unable, through lack of capacity or duress of circumstances, to seek help,
- 5. Further to rule A10, care must be taken to avoid any physical contact with the child/young person.
- 6. It is recommended that an explanatory leaflet be provided to all respondents under the age of 18, providing information about the following:
  - a. The subject and purpose the project,
  - b. The identity of the interviewer
  - c. the research organisation responsible
  - d. who to contact for further information, and
  - e. an assurance that the interview was conducted in accordance with the MRS Code of Conduct

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## C: Research venues

### ***The Rules***

A10 Members must take all reasonable precautions to ensure that Respondents are not harmed or adversely affected as a result of participating in a research project.

### ***Guidance***

1. Research must only be conducted in safe and appropriate environments.
2. If the research is conducted in the client's domain, the client must take responsibility for providing a safe and appropriate venue.
3. It is advisable for research carried out in the home of the child/young person, either in person or by telephone, or online, that an adult remains on the premises - though not necessarily in the same room - throughout the interview. Interviewers should advise parents or responsible adults of this at the time they seek consent for the interview to take place.

## D. Incentives and rewards

### **The Rules**

- A8 Members must not act in a way which might bring discredit on the profession, MRS or its Members.
- A10 Members must take all reasonable precautions to ensure that Respondents are not harmed or adversely affected as a result of participating in a research project.
- B26 Client goods or services, or vouchers to purchase client goods or services, must not be used as incentives in a research project.

*Comment: Incentives need not be of a monetary nature to be acceptable to a Respondent as a token of appreciation.*

*With the Client's permission, an offer to supply the Respondent with a brief summary report of the project's findings can sometimes prove a better alternative encouragement to participate in a research project. Other alternatives are for example:*

- ❖ *Charity donations*
- ❖ *Non-monetary gifts*
- ❖ *Prize draws (for Prize draws the rules, as detailed in MRS Regulations on Administering Incentives and Free Prize Draws, must be adhered to.)*

- B28 Where the consent of a parent or responsible adult is required Members must ensure that the adult is given sufficient information about the nature of the research to enable them to provide informed consent.

## **Guidance**

1. In accordance with B28, parents or responsible adults must be informed of the nature and value of incentives at the time consent is being sought.
2. Any incentives provided by the client or researcher should follow the same rules as those for products to be tested (see Subject matter 4 above) - i.e. they should be safe, legal and acceptable to responsible adults.
3. Any refreshments provided should be suitable and legal for the age group and care should be taken to avoid any products that are known to cause allergic problems.
4. Where incentives are used they should be suitable and acceptable for the age of the child/young person and fitting for the task required. Sweets or other high fat, salt and sugar content food stuffs should be avoided.
5. Researchers should take reasonable precautions to ensure that vouchers are not used to buy age inappropriate products, although final responsibility rests with the vendor. This can be done by restricting the voucher to a particular store.

## 4: Qualitative research

### **The Rules**

A10 Members must take all reasonable precautions to ensure that Respondents are not harmed or adversely affected by their professional activities .

B15 If there is to be any recording, monitoring or observation during an interview, Respondents must be informed about this both at recruitment and at the beginning of the interview.

**Comment:** *This does not include monitoring (listening to but not recording) telephone interviews for the purpose of quality control where interviewers have been informed that such monitoring takes place.*

B21 Members must ensure that all of the following are clearly communicated to the Respondent:

- the name of the interviewer (an Interviewer's Identity Card must be shown if face- to- face);
- an assurance that the interview will be carried out according to the MRS Code of Conduct;
- the general subject of the interview;
- the purpose of the interview;
- if asked, the likely length of the interview;
- any costs likely to be incurred by the Respondent.

B34 At the time of recruitment (or before the exercise takes place if details change after recruitment), Members must ensure that Respondents are told all relevant information as per rule B21 and:

- the location of the exercise and if it is to take place in a viewing facility; and
- whether observers are likely to be present; and

- when and how the exercise is to be recorded; and
- the likely length of the exercise including the start and finish time; and
- the Member, moderator and/or Agency that will be conducting the research.

## **Guidance**

1. Once consent has been given, the child or young person can be asked the recruitment screening questions. With young children or where recruitment questions may be difficult for the child or young person to answer, it is recommended that the recruitment screening process is conducted with the responsible adult, rather than the child.
2. The researcher should take responsibility for ensuring that a child has arrangements to get home or be collected by a responsible adult. Researchers or other appropriate persons should remain at a venue until all children have been collected/have left.
3. The researcher should ensure that the responsible adult has full details of the research venue, name of moderator, finishing time, etc.
4. Any observation should be kept to a minimum and handled appropriately.
5. In accordance with rule A10, stimulus material must be safe and appropriate for the age of children/young people involved.

## **5: Online research**

### ***The Rules***

- A10 Members must take all reasonable precautions to ensure that Respondents are not harmed or adversely affected by their professional activities .
- B31 For projects administered using an electronic communications network or service , when it is known (or ought reasonably be known) that some Respondents are likely to be under the age of 16, Members must ensure that Respondents are asked to give their age before any other personal information is requested. Further, if the age given is under 16, the child must be excluded from giving further personal information until the appropriate consent from a parent or responsible adult has been obtained and verified
- B33 Personal information relating to other people must not be collected from children unless for the purposes of gaining consent from a parent or a responsible adult.

### ***Guidance***

1. Recognising the particular difficulties of ensuring consent in online research, further to B31 researchers must have a method of independently verifying parental consent. Given that children may have unrestricted access to their parents email accounts, if consent is gained via email researchers must follow it up with a phone call or letter.
2. Further to rule A10, researchers must provide advice of any costs likely to be incurred by participation. This may be a particular problem in the case of research using mobile phones where children may not have unlimited data plans or where significant charges may be incurred if data roaming is used overseas.
3. Further to B28, a notice to a parent or responsible adult, seeking their consent for their child to be asked to participate in the research, must be posted on the website or emailed to a parent. This notice should include:
  - A heading explaining that this is a notice for parents/responsible adults

- Name and contact details of the researcher/organisation conducting the research.
- The nature of the data to be collected from the child.
- An explanation of how the data will be used.
- An explanation of the reasons the child has been asked to participate and the likely benefits.
- A description of the procedure for giving and verifying consent.
- A request for a parent's or responsible adult's contact address or phone number for verification of consent.

4. Where personal information collected from children will only be used for research purposes and no personal data will be fed back for any other purpose a return email from a parent or responsible adult giving their consent is acceptable, as long as additional steps are taken to ensure that the consent actually came from a parent or responsible adult – for example, following up with a letter or phone call. It is permissible under Data Protection Act 1998 and B33 to ask children to provide contact details for their parents in order for consent to be sought as long as this purpose is made clear in the request for information.

5. Prior parental consent will not be required to:

1. Collect a child or parent/responsible adult's address or email address solely to provide notice of data collection and request consent.
2. Collect a child's age for screening and exclusion purposes.

6. In accordance with the principle of voluntary informed participation, information identifying children must not be collected from forums, social networking sites, blogs, etc without their consent and without obtaining the consent of a parent or responsible adult.

7. Where a researcher joins a social network or forum, they must declare their presence, their role as a researcher, the identity of the organization they work for, what information they intend to collect, what it will be used for and who will have access to it. It is not acceptable for a researcher to pose as a child, to lurk on networks or forums, or to passively collect data without prior consent.

8. Where researchers are responsible for the design and administration of sites or forums used by child respondents, they should incorporate the “Click CEOP” Internet Advice button to allow children to obtain advice from, and report bullying or inappropriate behaviour to, the Child Exploitation and Online Protection Centre.
9. Researchers should exercise particular care when they use apparently anonymous verbatim quotes obtained online in reported results or in presentations to clients or third parties. Verbatim quotes may be attributed to identifiable respondents through the use of search engines to reveal their original source. Researchers should take steps to check that quotes used in reports, etc., cannot be identified in this way.

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## 6. Postal and self-completion research

### ***The Rules***

- B30 For self-completion postal/paper data collection , Members must ensure that:
- when it is known (or ought reasonably to be known) that all or a majority of Respondents are likely to be under 16, these are addressed to the parent or responsible adult; and
  - when it is known, (or ought reasonably to be known) that all or a majority of Respondents are likely to be under 16, that all questionnaires carry a note or notice explaining that consent is required for all children to participate.

### ***Guidance***

1. Where the age of the respondent is not known but it is known that some are likely to be under 16, all questionnaires should carry a notice explaining that consent is required for completion by children and include an explanation of the subject matter and nature of the research and details of the researcher undertaking it, with contact information.
2. There should be space on the questionnaire for the responsible adult to sign that they have given their consent for the child to complete the questionnaire. Where self completion questionnaires are administered to a large number of children at the same time, for example in a classroom environment, the responsible adult may sign a consent form rather than each individual questionnaire.
3. Postal packages should not contain sharp or potentially harmful objects.

## 7. Criminal Record Checks

### **The Rules**

- A8 Members must not act in a way which might bring discredit on the profession, MRS or its Members.
- A10 Members must take all reasonable precautions to ensure that Respondents are not harmed or adversely affected by their professional activities.

### **Guidance**

***[Note this section will be subject to further changes when the Coalition Government completes its review of the Vetting and Barring Scheme. The current design of the scheme is set out in the guidance below]***

1. Interviewers who will have contact with children may be required to register with the Independent Safeguarding Authority or submit to Criminal Records Bureau (CRB) Check.
2. Anyone may obtain a copy of their own Basic CRB Check, which lists unspent criminal convictions, at any time via Disclosure Scotland.
3. Until 2009 Standard and Enhanced CRB checks were routinely asked and granted where researchers worked with children. A change in the law at the end of 2009 restricted the availability of Standards and Enhanced Checks to very limited set of circumstances. A list of disclosure categories is available from the CRB website.
4. Registration with the ISA is required (and Standard and Enhanced CRB checks are available) in the following circumstances:
  - a. The job is of a specified nature such as teaching, instructing, supervising, caring for or providing children/vulnerable adults with guidance or treatment

**OR**

- b. The job takes place in a specified location such as:

- schools (educational institutions exclusively or mainly for the provision of full-time education to under-18s)
- children's homes
- childcare premises (including nurseries)
- pupil referral units
- children's hospitals (hospitals exclusively or mainly for the reception and treatment of children)
- institutions exclusively or mainly for the detention of children
- children's centres in England, and
- adult care homes in England and Wales and residential care or nursing homes in Northern Ireland

**AND**

- c. it occurs frequently (once a week or more) intensively (four times a month or more ) or overnight (2am to 6am) with the same children or in the same location.

5. Full details of the ISA scheme and the CRB disclosure categories are available from:  
[http://www.isa-gov.org.uk/PDF/VBS\\_guidance\\_ed1\\_2010.pdf](http://www.isa-gov.org.uk/PDF/VBS_guidance_ed1_2010.pdf)

## 8 Non-research projects

### The Rules:

B.48 Members must adhere to the rules in the separate *MRS Regulations for Using Research Techniques for Non-Research Purposes* when conducting exercises which are for purposes in addition to, or other than, research.

### Guidance

1. Members and MRS Company Partner employees must be honest with and not mislead Respondents when they are being asked to participate in a non-research project. The technique used to collect the data and purpose for which the data will be used must be clearly differentiated in any description of a non-research project (“e.g. This questionnaire will gather information to be used to tell you about our products and services”).
2. Members/Company Partners should pay particular attention to the following:
  - a. The wording of fair processing notices used to collect information for client databases to be used as sample
  - b. Preambles describing the exercise (e.g. questionnaire introductions) clearly state all purposes for which the data are to be used.
  - c. When familiar research brands are being used that the material reinforces that the exercise is not a research exercise.
  - d. The content of materials used during data collection e.g. stimulus materials
  - e. Any resulting outputs from the exercise (e.g. press releases) must clearly define the purpose(s) for which data were collected
  - f. Opt outs from contact that have previously been offered to prospective respondents or applicable exclusion lists such as the Telephone Preference Service.
  - g. The consequences of the exercise e.g. if agreeing to receive promotional materials that their details will be passed to the client, etc.
3. Examples of non-research exercises include:
  - a. **Using co-creation to generate video footage for an advertising campaign**  
A charity asks as a researcher to help it develop a new ad campaign targeting

potential donors aged 16-24. The researcher engages with a group of video bloggers to generate insights and **to produce videos to be used in a marketing campaign**. The participants/respondents would have to be clearly informed of this use at the time of the project. Additional releases for reasons of copyright would also be required.

b. **Brand Ambassadors**

An agency recruits children **to talk about and demonstrate client products** with their friends. Participants would have to be clearly informed that this was a promotional exercise.

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