

**Setting, enforcing,
promoting and improving
professional standards in
market, social and opinion
research**



MRS Market Research
Standards Board



The Market Research Society

The Market Research Society (MRS) is the professional body for market, social and opinion research practitioners and all MRS Members are bound by its *Code of Conduct*. In addition, MRS Company Partners agree to comply with the *Code* throughout their organisation as part of their Quality Commitment.

The MRS Market Research Standards Board (MRSB) comprises up to 15 volunteers who are MRS Full Members representing all sectors of research: suppliers, clients and government. Until April 2005, MRSB was known as the Professional Standards Committee (PSC).

The Chair and Deputy Chair are members of the MRS Council, the MRS governing body. All MRSB members are appointed annually. New members are always welcome to apply. To find out more, visit www.mrs.org.uk/code.htm.

The MRSB:

- Sets and enforces research standards
- Encourages good practice
- Acts as the ethical voice of MRS
- Liaises with other professional bodies
- Monitors and advises on legislative changes

The MRSB enforces standards by:

- Updating the *MRS Code of Conduct*
- Providing the Codeline advisory service
- Providing advice on, and reviewing proposals for, research where special care is required, such as that involving children
- Investigating complaints and imposing sanctions in accordance with the MRS Disciplinary Regulations and the MRS Company Partner Complaints Procedure

The MRSB encourages good practice and acts as the ethical voice of MRS by:

- Issuing best practice guidance to complement the *MRS Code of Conduct*
- Providing training materials
- Speaking at conferences and training courses
- Publishing information on the MRS website
- Publishing articles

The MRSB monitors and advises on changes in legislation by maintaining strong links with all stakeholders:

- The Information Commissioner's Office
- Government departments
- Other professional bodies
- Respondents
- Clients

What do I do if I have a query?

Contact the MRS Standards Department:

**The Market Research Society
Standards Department
15 Northburgh Street
London EC1V 0JR**

email: codeline@mrs.org.uk

tel: +44 (0)20 7490 4911

To find out more, visit the MRS website: **www.mrs.org.uk**.