



# Code of Conduct 2019





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## The Market Research Society (MRS)

The Market Research Society (MRS) is the world's leading research association. It is for everyone with professional equity in market, social and opinion research (whether you use it or provide it) and in business intelligence, market analysis, customer insight and consultancy.

### Evidence matters

Evidence helps to build strategy and reduce risk; it is essential for good commercial and public policy decisions. If you need, use, generate or interpret evidence, MRS can help you. Our members have commissioned and provided evidence that has helped win elections, launch global brands and understand profound trends in society. We support, promote, and aim to enrich the research and business world.

In consultation with its individual members and Company Partners, MRS supports best practice by setting and enforcing industry standards. The commitment to uphold the MRS Code of Conduct is supported by the Codeline advisory service and a wide range of specialist guidelines. Find out more at [www.mrs.org.uk](http://www.mrs.org.uk).

MRS is a member of EFAMRO, the European Research Federation, and the Global Research Business Network.



## The principles of the MRS Code of Conduct:

### MRS Members shall:

- 1.** Ensure that their professional activities can be understood in a transparent manner
- 2.** Be straightforward and honest in all professional and business relationships.
- 3.** Be transparent as to the subject and purpose of data collection.
- 4.** Ensure that their professional activities are not used to unfairly influence views and opinions of participants.
- 5.** Respect the confidentiality of information collected in their professional activities.
- 6.** Respect the rights and well-being of all individuals.
- 7.** Ensure that individuals are not harmed or adversely affected by their professional activities.
- 8.** Balance the needs of individuals, clients, and their professional activities.
- 9.** Exercise independent professional judgement in the design, conduct and reporting of their professional activities.
- 10.** Ensure that their professional activities are conducted by persons with appropriate training, qualifications and experience.
- 11.** Protect the reputation and integrity of the profession.
- 12.** Take responsibility for promoting and reinforcing the principles and rules of the MRS Code of Conduct

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## Introduction

This edition of the Code of Conduct was agreed by MRS to be operative from *\*date following consultation\** and has been revised to adhere to the UK's Data Protection Act 2018 and to include a broader selection of data collection processes. This edition has also been reformatted into four main headings with sub-headings to represent the stages of the data collection process, with links through to MRS Guidance, training and FAQs on each subject.

It is a fully revised version of a self-regulatory Code first adopted on 5 November 1954.

All MRS Members must comply with this Code. It applies to all Members, Company Partners and those retained by them.

MRS Company Partner organisations are required to take action to ensure that all individuals employed or engaged by them (whether MRS members or not) comply with this Code as if they are MRS Members. It applies to all Members irrespective of the sector or methodologies used.

The Code of Conduct was historically created to support all those engaged in research, insight and data analytics in maintaining professional standards. In recognition of the expansion of the activities the MRS Code of Conduct has been expanded to cover all professional activities being undertaken by MRS Members.

The Code is also intended to reassure the general public and other interested parties that activities undertaken by MRS members and MRS Company Partners are carried out in a professional and ethical manner.

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## MRS Regulations

MRS Regulations are binding on Members. At the time this Code was published, the Regulations were:

- MRS Regulations on Administering Incentives and Free Prize Draws
- MRS Regulations on the Use of Predictive Diallers

## MRS Guidelines

A full list of MRS guidance documents, which provide additional best practice guidelines and checklists, appear on the MRS website [www.mrs.org.uk](http://www.mrs.org.uk).

## General

It is the responsibility of Members and Company Partners to keep themselves updated on changes or amendments to any part of this Code which are published from time to time and announced in publications and on the MRS website. If in doubt about the interpretation of the Code, Members may consult the MRS Codeline Service ([codeline@mrs.org.uk](mailto:codeline@mrs.org.uk)) an email advisory service which deals with MRS Code enquiries and advises on best practice.

The MRS Code of Conduct does not take precedence over national law. Members and Company Partners responsible for international projects shall take its provisions as a minimum requirement and fulfil any other responsibilities set down in law or by nationally agreed standards.

## MRS Disciplinary Procedure

Under the MRS Disciplinary Regulations, membership may be withdrawn or other disciplinary action taken, if a Member is deemed guilty of unprofessional conduct. This is defined as a Member:

- being guilty of any act or conduct which, in the opinion of a body appointed by MRS Main Board, might bring discredit on the profession, the professional body or its Members; or
- being found by a body appointed by MRS Main Board to be guilty of any breach of the rules set out in this Code of Conduct; or
- being found by a body appointed by MRS Main Board to be guilty of any breach of the provisions set out in any MRS binding guideline laid down from time-to-time by the MRS Main Board; or
- being found by a body appointed by MRS Main Board to be guilty of any breach of any other regulations laid down from time-to-time by MRS Main Board; or

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- failing without good reason to assist the professional body in the investigation of a complaint; or
  - in the absence of mitigating circumstances having become bankrupt or having made any arrangement or composition with his/her creditors;
  - being found to be in breach, by a competent supervising authority, of the EU General Data Protection Regulation 2016, the Data Protection Act 2018 or other comparable legislation applicable outside the UK.

All rules must be observed and adhered to by all MRS Members with any involvement, or with any responsibility, at any level in a matter. This means that more than one MRS Member might be in breach of a rule in respect of the same matter.

Note that where more than one MRS Member is involved in a matter under investigation, whilst the MRS reserves the right to proceed with an investigation and other relevant processes against all such Members under its Disciplinary Regulations, it will usually apply its discretion to proceed against the most senior MRS Member(s) involved, except in cases where there are multiple Members in different organisations.

## MRS Company Partner Complaints Procedure

MRS Company Partner organisations are also required, in accordance with the terms of the Service, to take action to ensure that the Code of Conduct is adhered to by all individuals employed or engaged by them (whether MRS Members or not). The rules of this service are detailed in the MRS Company Partner Quality Commitment.

Under the MRS Quality Commitment and its associated Complaints Procedure, MRS Company Partners are committed to comply with the principles and rules of the MRS Code of Conduct and associated Regulations and to co-operate with MRS to assist in the early resolution of any complaints.

Note that in instances where MRS Company Partners/s and MRS Member/s are involved in a matter under investigation by both the MRS Disciplinary Regulations and MRS Complaints Procedure will be applied in parallel. This will change if during an investigation it becomes clear that only individual Member/s or MRS Company Partner/s are responsible for the matter at which point the process will revert to the appropriate procedure.

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## Definitions

### Definitions used in the MRS Code of Conduct

**Anonymisation:**

Anonymisation is the process of removing, obscuring, aggregating or altering identifiers to prevent identification, using reasonable means, of the individuals to whom the data originally related.

**Child:**

A child is an individual under the age of 16.

**Client:**

A client includes any individual, organisation, department or division, including any belonging to the same organisation as an MRS Member, which is responsible for commissioning or applying the results from a project.

**Consultant:**

A consultant is any individual or organisation that provides professional services. Consultants can also be a sub-contractor in a professional relationship.

**Data:**

Data is information collected in any nature or format.

**Data Analytics:**

Data Analytics is the process of interrogating data to identify patterns, correlations, trends or other information. This also includes modelling, forecasting and aggregation of data.

**Data Collection Process:**

A data collection process is any process used to obtain information from or about participants. It includes, but is not limited to, analytics tools, algorithms, interviews, as well as passive data collection.

**Data Protection Impact Assessment (DPIA):**

A Data Protection Impact Assessment (DPIA) is a process to help practitioners and organisations identify and minimise the data protection risks of a project. Certain high risk processing activities require that a DPIA be carried out.

**Direct Marketing:**

Direct marketing is communication by whatever means of advertising or marketing material, directed to particular individuals. This includes material promoting the aims and ideals of not-for-profit organisations.

**Incentive:**

An incentive is any gift, payment or other consideration offered to participants to encourage participation in a project.

**Interview:**

An interview is any form of contact intended to obtain information from or about a participant or group of participants.

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**Member:**

A Member is an individual who has been admitted to Membership of MRS in one of the categories set out the MRS Articles of Association.

For the purposes of applying this Code, an organisation that has signed the MRS Company Partner Service Quality Commitment that applies throughout the organisation/department/team shall be treated as a Member.

**Monitoring**

Monitoring is the examining of activities (such as data collection) to ensure that the activities meet required objectives and performance targets.

**Participant:**

A participant is any individual or organisation from or about whom data is collected.

**Primary Data:**

Primary data is data collected directly from a source and in its original state e.g. in electronic format or hard copy; and includes unedited completed questionnaires, interview transcripts, biometric measurements and other similar items

**Profession:**

The profession is the body of practitioners engaged in (or interested in) market, social and opinion research, insight and data analytics and/or the application of its techniques.

**Publication:**

Publication is the communication of information to the public.

**Quality Control:**

Quality control is any process which is designed to ascertain compliance with regulatory or self-regulatory practices or procedures and/or ascertain or demonstrate adherence to standards which ought to be achieved by persons in the course of their duties.

**Reasonable action:**

Reasonable action by a Member is such actions as a person in their position (in light of experience, role, responsibilities etc.) should be expected to take to adhere with the provisions of the Code.

**Records:**

Records includes anything containing information relating to a project and covers all data which forms evidence of an event, activity or fact including data retention policies, evidence demonstrating consent, data privacy statements etc.

**Research:**

Research is the collection, use, or analysis of information about individuals or organisations intended to establish facts, acquire knowledge or reach conclusions. It uses techniques of the applied social, behavioural and data sciences to generate insights and support decision-making by providers of goods and services, governments, non-profit organisations and the general public.

**Responsible Adult:**

A responsible adult is an individual who has personal accountability for the well-being of a child or a vulnerable adult, for example a parent, guardian, carer, teacher, nanny or

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grandparent. It is not an individual who has a limited or specific responsibility such as a lifeguard, instructor or employer.

**Secondary Data:**

Secondary data is data that has already been collected and are available from another source.

**Sub-contractor:**

A sub-contractor is any individual or organisation that undertakes part of a project under instruction from another organisation or individual.

**Vulnerable people:**

Vulnerable people means individuals whose permanent or temporary personal circumstances and/or characteristics mean that they are less able to protect or represent their interests (see [MRS Best Practice Guide on Research Participant Vulnerability](#))

## Definitions from the General Data Protection Regulation used in the MRS Code of Conduct

**Consent**

Consent means any freely given, specific, informed and unambiguous indication of a participant's wishes by a statement or by a clear affirmative action, which signifies agreement to the processing of their personal data

**Controller**

Controller means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

**Data subject**

Data subjects are identified or identifiable living individuals to whom the personal data that is held relates.

**Processor**

Processor means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

**Personal Data**

Personal data means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

**Processing**

Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use,

disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

**Pseudonymisation**

Pseudonymisation means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data is not attributed to an identified or identifiable natural person.

**Special category data**

Special category data means the processing reveals racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union Membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

**Third party**

Third Party means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.



## The MRS Code of Conduct

### General Rules of Professional Conduct

#### *Awareness and Adherence with Legislation*

1. Members must ensure that their professional activities conform to the national and international legislation relevant to a given project, including in particular the Data Protection Act 2018 in the UK, the EU General Data Protection Regulation 2016, and other applicable domestic and regional legislation outside the UK.
2. Members must ensure that when undertaking direct marketing they adhere to all relevant specific legal and ethical requirements which apply to direct marketing practice.

**Comment:** *The following practices however fall within the scope of direct marketing:*

- a. The offering of client goods or services, or vouchers to purchase client goods or services as an incentive, reward or expression of thanks;
- b. The use of promotional language in describing clients in invitations or introductions to projects;
- c. The offering of materials to participants which promote clients or their products and services. This includes referring participants to a client website at the conclusion of a project.

*Members may provide information about a client's products or services where it is necessary to avoid adversely affecting a participant. For example, where a sensitive subject has been discussed, Members may provide information on relevant help lines operated by a client.*

3. Members must ensure that all of their professional activities, whatever the purpose, are conducted in a transparent manner and that their activities promote compliance with privacy ethics and data protection rules.
4. Members must never undertake any of the following activities:
  - a. Sell or market under the guise of research ('sugging')
  - b. Fund raise under the guise of research ('frugging')
  - c. Lobby for political purposes under the guise of research ('plugging')

#### *Business and Professional Ethics*

5. Members must take reasonable action to avoid conflicts of interest with clients or employers and must make prior voluntary and full disclosure to all parties that might give rise to such conflict.
6. Members must act honestly in their professional activities.
7. Members must take reasonable action to ensure that others do not breach or cause a breach of this Code.

8. Members must not act in a way which might bring discredit on the profession, MRS or its Members.
9. Members must take all reasonable precautions to ensure that participants are not harmed or adversely affected by the Member's professional activities and ensure that there are measures in place to guard against such harm.



## Commissioning and Design

10. Members must not knowingly take advantage, without permission, of unpublished work of other practitioners, which is the property of those other practitioners.
11. Comment: This means, where applicable, that Members must not knowingly carry out or commission work based on proposals prepared by practitioners in another organisation unless permission has been obtained.
12. Members must take reasonable steps to design projects to the specification and/or quality standards agreed with clients.
13. Members must carry out a Data Protection Impact Assessment (DPIA) for the specified types of processing prescribed by data and privacy legislation and for any other processing that is likely to result in a high risk to individuals.
14. Members must ensure that the rights and responsibilities of themselves, clients, and sub-contractors as controllers or processors are governed by a written contract.

**Comment:** Refer to MRS Guidance on Data Controllers and Data Processors for further information.



## Client confidentiality

15. Members must disclose the identity of clients where there is a legal obligation to do so.
16. Where files of identifiable individuals are used e.g., client databases, Members must ensure that the sources of the personal data is revealed at an appropriate point in the data collection.

**Comment:** The identity of the client must be revealed up front if they require personal data from a project.



## Children

17. Members must ensure that permission of a responsible adult is obtained and verified before a child participates in their professional activities.

**Comment:** Under special circumstances, permission to waive the requirement for permission of a responsible adult may be obtained, but only with the prior approval of the MRS Market Research Standards Board.

18. Where the permission of a responsible adult is required, Members must ensure that the responsible adult is given sufficient information about the project to enable them to make an informed decision.
19. Members must ensure that the identity of the responsible adult giving permission to approach a child to take part in their professional activities is recorded by name, and relationship or role.
20. Where it is known (or ought reasonably to be known) that participants may include children, Members must ensure participants are asked to confirm 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 permission from a responsible adult has been obtained and verified.
21. Members must take special care when considering whether to involve children in projects. The questions asked must take into account their age and level of understanding.
22. In all cases, Members must ensure that a child has an opportunity to decline to take part, even though a responsible adult has given permission for their participation. This remains the case if a project takes place in school.
23. Members must ensure that information about other individuals is not collected from a child unless for the purposes of gaining permission from a responsible adult.



### Vulnerable people

24. Members must take reasonable steps to assess, identify and take into account the particular needs of vulnerable people involved in their professional activities.
25. When working with vulnerable people, Members must ensure that such individuals are capable of making informed decisions and are not unfairly pressured to cooperate with a request to participate and that they are given an opportunity to decline to take part.



### Incentives

26. Members must ensure that client goods or services, or vouchers to purchase client good or services, are not used as an incentive for projects conducted for research purposes. Members undertaking projects for other purposes, such as direct marketing, may use client good or services as incentives.
27. Where incentives are offered, for whatever purpose, Members must ensure that Participants are clearly informed:
  - a) who will administer the incentive;
  - b) what the incentive will be;
  - c) when the participant will receive the incentive; and
  - d) whether any conditions are attached e.g. completion of a specific task or

- e) passing of quality control checks.

**Comment:** Incentives that require the participant to spend money to redeem e.g. money-off vouchers are not permitted.

For further information, Members should consult the separate MRS Regulations Administering Incentives and Free Prize Draws.



## Data Collection

- 28. Members must ensure that there is a lawful basis for any collection and processing of personal data undertaken as part of their professional activities.

**Comment:** See lawful bases for processing data from the MRS Data Protection guidance

- 29. Members must take reasonable action when undertaking data collection to ensure

all of the following:

- a) that data collection processes are fit for purpose and clients have been advised accordingly;
- b) that the design and content of data collection processes are appropriate for the audience being analysed;
- c) that participants are able to provide information in a way that reflects the view they want to express, including don't know/ prefer not to say.
- d) that participants are not led towards a particular point of view;
- e) that responses and/or data collected are capable of being interpreted in an unambiguous way;
- f) that any potential use of the personal data is revealed and
- g) that personal data collected and/or processed is limited to what is relevant

- 30. Members must ensure that participants are informed about any recording, monitoring or observation at recruitment and at the beginning of a data collection activity.

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

- 31. Members must ensure that participants are not misled when being asked to participate in a project.
- 32. Members must exercise special care when the nature of a project is sensitive or the circumstances under which the data was collected might cause a participant to become upset or disturbed.
- 33. Members must ensure that a participant's right to withdraw from a project at any stage is respected.

34. Members must ensure that participants are able to check without difficulty the identity and bona fides of any individual and/or their employer conducting a project (including any sub-contractors).
35. Members must take reasonable action to ensure that data collection activities do not take place before 9am Monday to Saturday, 10am Sunday or after 9pm any day, unless by prior agreement. This includes:
  - h) In person visits to private homes
  - i) Calls to household landline numbers
  - j) Calls to mobile telephone numbers
  - k) Messages via SMS or other direct message facilities to mobile telephones

**Comment:** The only exception to this is where local rules and customs differ from UK practice.

36. Members must ensure that participants (including employees in employee data collection projects) are not required or pressured to participate in any projects.
37. Members must ensure that any responses given by participants during data collection are deleted if requested by participants, where possible as the personal data is still being processed.



## Consent

38. Members must ensure that participants give their consent where personal data is collected directly from them.
39. Members must ensure that participants are provided with sufficient information to allow consent to be given, at the point that they consent to participate. This includes:
  - a) the name of the organisation(s) or individual responsible for data collection;
  - b) the general subject of the data collection;
  - c) the purpose of the data collection;
  - d) the type of data collected, particularly special category and/or criminal convictions data;
  - e) the right to withdraw consent at any time
  - f) whether the data collection is to be recorded and/or observed;
  - g) who is likely to have access to live or recorded information;
  - h) the likely length in minutes of the data collection;
  - i) any costs likely to be incurred by a participant;
  - j) an assurance that the activity is being conducted in accordance with the MRS Code of Conduct and the Data Protection Act 2018 and/or local data protection legislation for non-UK activities.



## Observers

- 40.** If Members have agreed with clients that observers are to be present, (either in person or remotely) during a data collection exercise with participants, Members must inform all observers about their legal and ethical responsibilities.
- 41.** Members must clarify with participants the capacity in which observers are present; clients must be presented as such, even if they are also practitioners and/or Members of MRS.
- 42.** There are some situations where observers could adversely affect participants' interests and/or wellbeing, and in such instances, Members must:
- ensure that participants are told at an appropriate stage the identity of any observer who might be present during an exercise.
  - where observers may know participants, ensure that participants are informed before the start of the data collection that they are to be observed, with a warning that the observers may include clients and/or other stakeholders who already know them.
  - where observers know, or are likely to know, participants, ensure that observers are introduced before the data collection begins and participants given a chance to withdraw.

**Comment:** The issue of anonymity and recognition is a particular problem in business-to-business and employee projects where sample universes are smaller and as such greater care should be taken for such projects.



## Use of Data for Secondary Purposes

- 43.** Members must ensure that there is a lawful basis for the further processing of data for a secondary purpose. This may include consideration of:
- Links between the original and proposed new purpose/s.
  - The context in which the data was originally collected (in particular the relationship between participants and the original data collector)
  - The consequences of the proposed secondary processing
  - The existence of safeguards.

**Comment:** Sources of secondary data include social media, transaction data, syndicated data, Internet.



## Re-contacting Participants

- 44.** Members must ensure that follow-up contact with a participant is carried out only if the participant's permission has been obtained during the initial data collection. The only exception to this is re-contact for quality control purposes.

**Comment:** Any re-contact question should be agreed at the design stage with the client to cover any planned or possible consequential projects.

45. Members must ensure that any re-contact matches the assurances given to participants at the time that permission was gained e.g. when re-contact was to occur, the purpose and by whom.



## General Rules of Data Accountability

### *Data Security*

46. Members must take reasonable action to ensure that all records held, transferred and processed securely in accordance with relevant data retention policies and or/contractual obligations.
47. Members must take reasonable action to ensure that all parties involved in a project are aware of their obligations regarding the retention, security, disposal and destruction of data.
48. Members must ensure that the length of time, or criteria, for retaining personal data is clearly communicated to all relevant parties including participants, sub-contractors and clients.
49. Members must take reasonable action to ensure that the destruction of data is adequate for the confidentiality of the data being destroyed. For example, any personal data must be destroyed in a manner which safeguards confidentiality.



### Participant anonymity

50. Members must ensure that the anonymity of participants is preserved unless participants have given their informed consent for their details to be revealed or for attributable comments to be passed on.
51. Members must take reasonable action to ensure that anonymization is effective, with reference to developments in technology and to the data environment into which data is released.

**Comment:** This rule applies to anonymisation undertaken by Members and to anonymisation of data sets undertaken by clients prior to analysis by Members. Members are referred to the ICO's Anonymisation Code of Practice.

52. Members should be particularly careful that they do not inadvertently identify participants. For example this may arise:
- where sample sizes are very small (such as business and employee projects);
  - where data contains sufficient contextual information to permit identification (such as attributes or descriptions of participants);
  - where data can be matched with publicly available information (such as social media profiles); or
  - where data can be matched with other sources (such as transaction histories held by clients).

53. If participants request individual complaints or unresolved issues to be passed back to a client (for example in customer satisfaction projects), Members must comply with that request. The comments/issues to be passed back to clients must be agreed by Members with participants and must not be linked back to any other data or used for any other purpose without the explicit consent of participants.
54. Members must ensure that identifiable participant details are not passed on to a third party without the prior consent of the participant.

**Comment:** Data processors are not third parties. Data controllers may change data processors without the consent of data subjects. For example, the owner of a participant panel may change platform providers without seeking the permission of panel Members.



## Reporting

55. Members must comply with reasonable requests to make available to anyone the information necessary to assess the validity of any published findings from a project.
56. Members must ensure that their names, or those of their employer, are only used in connection with any project as an assurance that the latter has been carried out in conformity with the Code if they are satisfied on reasonable grounds that the project has in all respects met the Code's requirements.
57. Members must allow clients to arrange checks on the quality of the data collection and data preparation provided that clients pay any additional costs involved in this.
58. Members must provide clients with sufficient information to enable clients to assess the validity of results of projects carried out on their behalf.
59. Members must ensure that data include sufficient technical information to enable reasonable assessment of the validity of results.
60. Members must ensure that reports include sufficient information to enable reasonable assessment of the validity of results.
61. Members must ensure that outputs and presentations clearly distinguish between facts, opinion, and interpretation.
62. Members must ensure that findings disseminated by them are clearly and adequately supported by the data.
63. Members must take reasonable action to ensure that findings from a project, circulated and/or published by themselves or in their employer's name, are not incorrectly or misleadingly presented.
64. Members must take reasonable action to check and where necessary amend any client-prepared materials prior to publication to ensure that the published results will not be incorrectly or misleadingly reported.

**Comment:** This means that Members are expected to take reasonable action to ensure that any news releases include either final report details (including question wording for any questions quoted) or details of where the information can be obtained (e.g. via a website link).

- 65.** If members are aware, or ought reasonable to be aware, that findings from a project have been incorrectly or misleadingly reported by a client they must at the earliest opportunity:
- a) refuse permission for the client to use the Member's name further in connection with the incorrect or misleading published findings; and
  - b) publish in an appropriate forum (e.g. their website) the relevant technical details of the project to correct any incorrect or misleading reporting.

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## Appendix

The MRS Code of Conduct applies to all MRS Members and Company Partners regardless of location. However, Members and Company Partners should be aware of other relevant codes that may apply to the activities they undertake. A short selection of codes is listed here for reference. These codes are based on common principles and heritage, but reflect legal and cultural differences between countries.

### **Australia**

AMSRS Code of Professional Behaviour

[www.amsrs.au](http://www.amsrs.au)

### **Germany**

Declaration for the Territory of the Federal Republic of Germany concerning the ICC/ESOMAR International Code on Market and Social Research

[www.adm-ev.de](http://www.adm-ev.de)

### **Italy**

ASSIRM Code of Professional Ethics

[www.assirm.it](http://www.assirm.it)

### **Japan**

JMRA Code of Marketing Research

[www.jmra-net.or.jp](http://www.jmra-net.or.jp)

### **Russia**

OIROM Code of Conduct

[www.oirom.ru](http://www.oirom.ru)

### **United States**

Insight Association Code of Standards & Ethics

[www.insightassociation.org](http://www.insightassociation.org)

### **Global Research Business Network**

Comparison of Codes of Conduct

[www.grbn.org](http://www.grbn.org)

### **ICC and ESOMAR**

ICC/ESOMAR International Code on Market and Social Research and Data Analytics

[www.esomar.org](http://www.esomar.org)

[www.iccwbo.org](http://www.iccwbo.org)