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**Global Data Quality Initiative Welcomes
EPHMRA and Japan Marketing Research Association**

*New partners broaden the coalition's healthcare expertise and
international reach.*

The **Global Data Quality Initiative (GDQ)** has welcomed two new partners to its growing coalition: **EPHMRA** and the **Japan Marketing Research Association (JMRA)**. Their participation strengthens the collaborative effort to tackle data quality challenges and build confidence in market research, consumer insights, and analytics worldwide.

EPHMRA adds the perspective of a healthcare market research and analytics community focused on developing and sharing best practice, strengthening professional competencies, and providing expert guidance on standards and ethics. Its work helps researchers become trusted business partners whose insights inform decisions and improve business performance.

JMRA, established in 1975, supports the development of the marketing research industry in Japan and internationally. The association advances ethical research practices, provides professional training, promotes research quality standards, and encourages cooperation among research organizations in Japan and around the world.

The two organizations bring valuable sector expertise and regional perspectives to GDQ's shared mission. Their involvement creates further opportunities for research practitioners, suppliers, research buyers, and

their representative associations to exchange knowledge and support more consistent data quality practices across markets.

As threats to research integrity continue to evolve, collaboration across borders and specialties is essential. GDQ brings organizations together to develop practical guidance, promote transparency, and help the sector address survey fraud, sampling bias, and other risks that undermine confidence in research. The Initiative also emphasizes improving the research participant experience and establishing shared terminology to support clearer conversations about quality.

About the Global Data Quality Initiative

Founded in 2023, the Global Data Quality initiative is a coordinated international effort to address persistent and emerging risks to data quality across market and social research, consumer insights, and analytics. Its partners collaborate on resources, guidance, standards, and education to strengthen trust in research and the decisions it informs. Learn more at www.globaldataquality.org.

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