

MRS MARKET RESEARCH STANDARDS BOARD (MRSB) STATEMENT

In October 2020 MRS received a complaint about Kantar, an MRS Company Partner. The complainant answered a call from Kantar for which his wife was the intended participant. The complainant alleged that the client's identity was revealed to him by the interviewer, but not that of Kantar, leading the complainant to believe that the call had been made by the client.

Having conducted its investigation, MRSB considers that the MRS Company Partner has acted in breach of the MRS Quality Commitment, in respect to the client's identity being revealed to someone other than the intended participant and in respect to the interviewer script for this project not covering privacy concerns regarding revealing the identity of the client.

Accordingly, MRSB found that Kantar did not ensure that there are measures in place to guard against potential harm, in breach of rule 9 of the MRS Code of Conduct. Further, MRSB found that Kantar did not take reasonable action to ensure that the data collection processes are fit for purpose, in breach of rule 28 (a) of the MRS Code of Conduct.

In reaching this conclusion, MRSB notes that Kantar fully co-operated with the MRSB investigation.

MRSB concluded that it was appropriate that Kantar was formally advised of the breach in accordance with paragraph 32 (b) of the MRS Company Partner Complaints Procedure with a recommendation to take corrective action with regard to the processes that resulted in the breach in this case.