

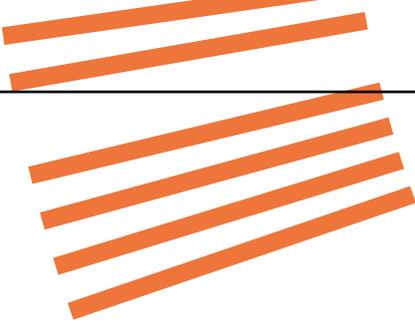
MRS Policy and Standards Review

Protecting and promoting
the research sector

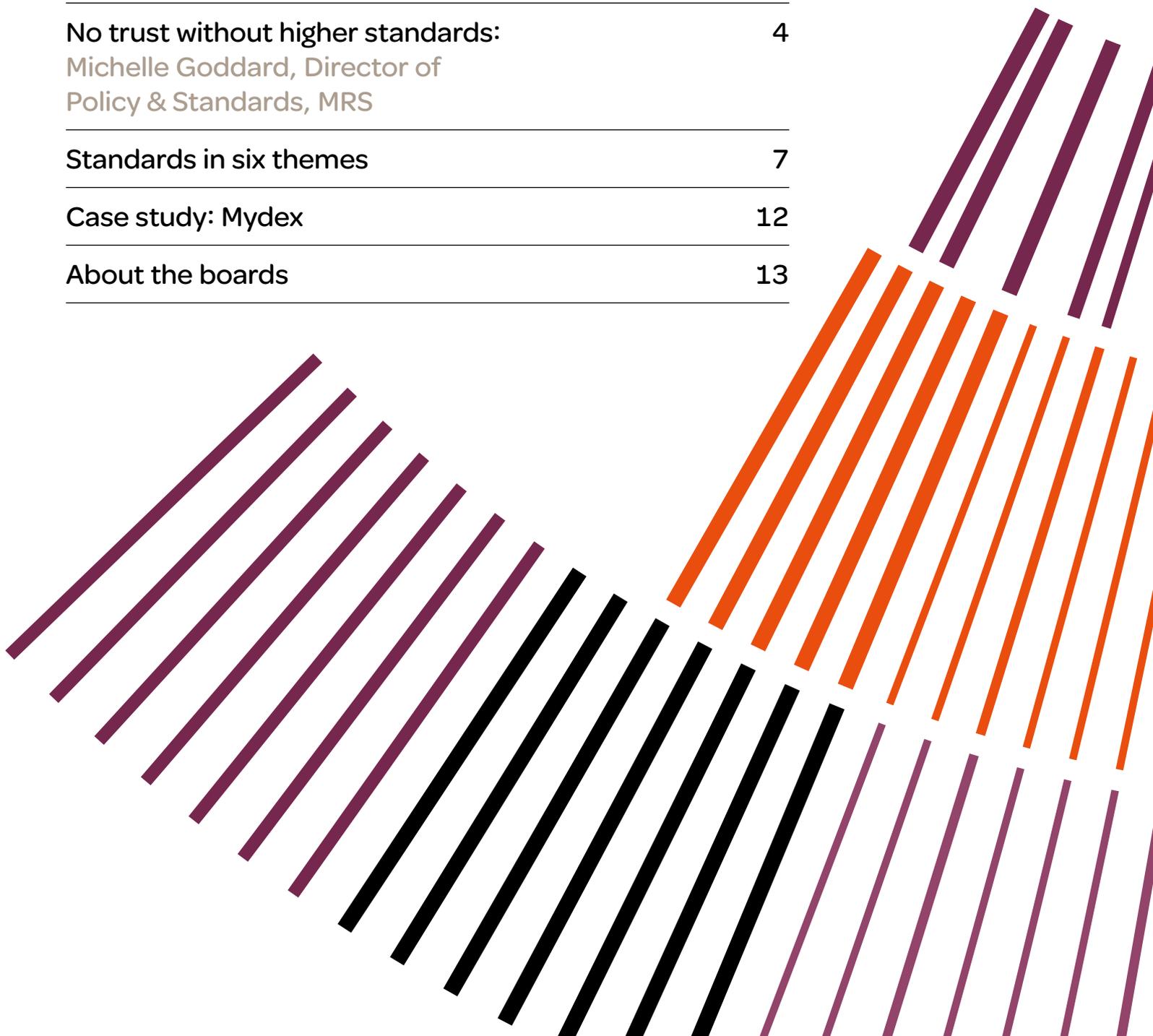
2017/18



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Welcome to the first MRS Policy and Standards Review

Today, issues relating to standards and quality are impacting the research sector more than ever before. This report outlines what MRS is doing on behalf of our Company Partners and members to protect their ability to operate, and to promote the professionalism of this sector.



Standards have been at the core of our purpose since MRS was founded seventy-two years ago. You may ask why is this the first report of this kind. Simply put, protecting and promoting research standards has never been more important.

Firstly, we need to protect the sector's freedom to operate – this can only be done if legislators trust us. Secondly, we want to support our members – individual practitioners, agencies and clients – to ensure they retain their participants and customers. Thirdly, this sector is built on the willingness of participants to share their data – whether explicitly via surveys and face-to-face or passively via social media and the Internet of Things. It is our duty of care to our participants to protect their data every step of the way.

Negative everyday experiences like nuisance calls chip away at the integrity and reputation of research, however indirectly. MRS has submitted a list of our Company Partners to Ofcom, the Telephone Preference Service, Trading Standards, and BT so that they are flagged as bona fide research suppliers, and will not face any barriers to making contact with the public.

This report demonstrates the breadth of our standards work from the data this sector creates and processes, to the research and insight we deliver, right through to the people it employs and hopefully enables. In 2017 our new President Jan Gooding set us the goal to measure and report on the sector's progress in diversity and inclusion. MRS reporting on gender pay and diversity within the research industry, and new MRS staff policies to tackle sexual harassment have been welcome developments. It has become my mantra that the only thing that should hold a person back from realising their potential is their own willingness and ability.

I was delighted this year to announce the new alliance between MRS and EphMRA which is an important step towards international standardisation (see page 11). The next year holds considerable challenges, especially in terms of how Brexit will affect progress on all these fronts. That's why this report is forward looking and will act as a stimulant to anyone working to deliver growth for their business.

Standards are not box checking exercises – they are driving the future of business.

Regards,

A handwritten signature in black ink that reads "Jane Frost". The signature is written in a cursive, flowing style and is positioned above a thin horizontal line.

Jane Frost, CBE

CEO, Market Research Society

The value of accreditation and professional recognition

MRS works on your behalf to ensure that this sector stays relevant and able to deliver high quality insight. The MRS Code of Conduct holds members to the highest account, and continued self-regulation of the sector means researchers face less barriers than many other industries. **Company Partner Accreditation – and professional recognition at an individual membership level – ensures the following:**



Recognition as a quality supplier and reduced barriers to operate

For example, MRS has provided names and CLI details of Company Partners to BT, Trading Standards, the Telephone Preference Service (TPS), TPS Protect and Ofcom to ensure research calls from Company Partners are recognised as genuine research and are not restricted from contacting the public.



Consultation and representation on business issues of national importance

For example, MRS has written to the UK Prime Minister Theresa May to raise awareness of the value of the research and data sector and the need for negotiation on its behalf as the UK leaves the EU, including the need to urgently seek GDPR adequacy recognition for the UK's data protection regime.



Continued protection of self-regulation to ensure more freedom and less barriers than many other industries experience

For example, the representations made by MRS to the House of Lords Select Committee on Political Polling and Digital Media including shaping the recommendations in the subsequent 'The Politics of Polling Report'.



International standards for professionalism through our qualifications and standards schemes that inspire trust and win business

For example, the global adoption of the Fair Data trustmark by a growing list of countries which includes Singapore, Australia and the Netherlands.



Representation and lobbying of government procurement services to ensure a fair and competitive marketplace

For example, leading discussions within government and the Crown Commercial Service regarding the pan-government research procurement arrangements, including the implementation of the Research Marketplace Dynamic Purchasing System introduced in early 2018.

Meet the MRS Policy & Standards Team



Debrah Harding
Managing Director



Dr. Michelle Goddard
Director of Policy & Standards



Julie Corney
Standards & Compliance Manager



Camilla Ravazzolo
EU Policy Manager
Joined August 2018

Contact the team
codeline@mrs.org.uk

Supporting the sector: the year in numbers



225
GDPR webinar attendees 

4,692
MRS members 

357
Codeline total*

- 190 Data Protection
- 45 Incentives
- 34 Researching children
- 18 Non-Research
- 14 Questionnaire design
- 11 Record retention
- 7 Re-contact
- 5 Product test
- 4 Observation
- 1 Participant confidentiality
- 1 Mystery shopping
- 1 Unreasonable client requests
- 26 All other

*Email queries only 

28
Complaints resolved by the standards department*

- 8 Incentives
- 3 Panels
- 6 Interviewer behaviour
- 2 Questionnaire design
- 2 Participant being misled
- 2 Do not call request
- 2 Contractual issue
- 1 Data protection
- 1 Recruitment
- 1 Member behaviour

*Of the above, 23 Company Partner cases and 5 individual cases. 

100
GDPR Masterclass attendees 

532
Accredited Company Partners 

102
GDPR training delegates, 5 courses 

46
Fair Data companies 

3 
Specialist GDPR guides

3,504
MRS Freephone calls 



No trust without higher standards

By Michelle Goddard, Director of Policy & Standards, MRS

When MRS created its first Code of Conduct in 1954, most of our members would have known each other personally. Since 1954, the Society had a set of standards on how researchers used the data they discovered, but five years later all 566 members in this emerging profession agreed to be bound by a voluntary set of principles in how they behaved. “People were quite devoted and quite evangelical about getting proper market research done to proper standards,” recalls John Downham, who was president of MRS at the time.



The research sector has changed radically, its membership has multiplied many times over, and the scope and power of research has expanded. But the principles enshrined in 1954 still apply today.

The current MRS Code of Conduct covers research from inception to design and from execution to use, codifying it in 10 principles covering topics such as informed consent, honesty, transparency, respect and integrity, and backing it up with detailed guidance on topics from how to represent sex and gender, to how to interpret opinion polls.

All MRS members must adhere to the MRS Code, supporting regulations and the associated disciplinary procedures. But this is not a minimum standard. In an era in which regulation is seen by some as a roadmap to what you can get away with, our “proper standards” continue to fulfil a different role. If the legislation that researchers have to follow – notably the General Data Protection Regulation (GDPR) – is a foundation for how we act, then we can think of the MRS Code and the guidance around it as the ethical scaffolding on which our profession is built.

Our Code is a contract between our members, the organisations for which they work, their clients, and the members of the public without whom research wouldn't exist. We can justifiably say that we hold ourselves to a higher standard, and that just because we can do something doesn't mean we should do it.

What does this mean in practice? In 2018, the introduction of GDPR has made many organisations and practitioners to think more carefully about the way in which they collect, store, process and use customer data. While no regulation is perfect, GDPR's principles-based approach aligns with our standards. As a result many organisations are rethinking how they value data. Organisations could be fined up to 4% of their global turnover for breaching the Regulation.

The public's reaction to data breaches, and misuse of data shows not only a heightened awareness among the public that their data has value, but a willingness to challenge those organisations that misuse it, or do not treat it with an appropriate standard of care.

In 2018, one case study shows both the ethical and the practical dangers of misusing data in the name of research. In 2015, Dr. Aleksandr Kogan, an academic researcher, developed an app to harvest data from 270,000 Facebook users. Without realising it, these users granted access to information including their name, location, email – and at that time, Facebook also allowed developers to collect data from the extended friend networks of people who used Facebook Login. That data ultimately allowed Cambridge Analytica to collect personal details of 80 million Facebook users.

The MRS Code of Conduct and the guidance around it is the ethical scaffolding on which our profession is built.



On one hand, some of these activities were legitimate. Some such practices were documented in Facebook's terms of service, although this has since been updated so that this is no longer possible. But Facebook's users have held the company to a higher standard. When Facebook released its results in July 2018, it showed that millions of users in Europe had closed their accounts, and prompted the largest one-day decline in market capital in history: Facebook lost 19% of its value, more than \$100 billion, in a single day.

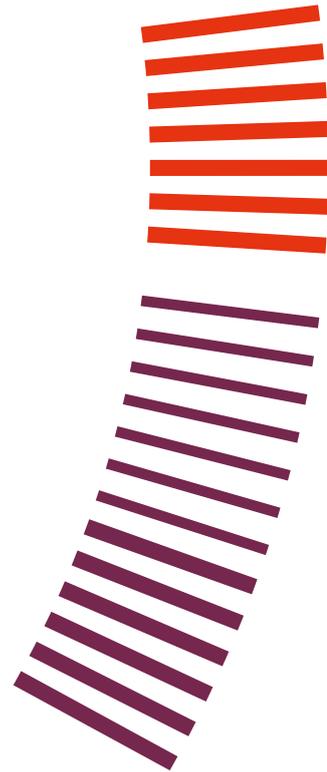


>\$100 billion

Facebook lost 19% of its value, more than \$100 billion, in a single day

This short-term collapse in value grabs headlines. We argue that there is a higher long-term price that organisations like Facebook might have to pay. If we do not hold ourselves to the highest ethical standards, we do not deserve to be trusted with the public's data. And if this happens, then valuable research will not happen. This has a commercial cost, because innovation and product development that would benefit a client may not happen. But it has a far higher social cost, because ultimately, whether research is conducted in the public or private sector, it can produce services and products that improve all of our lives.

This is why we will continue to promote standards on behalf of our members. The MRS Code was drawn up by researchers for researchers, and it continues to safeguard standards, promote confidence and champion your professionalism.



Standards in six themes



Data privacy

What is the value of our personal data? Consumers and citizens have become aware of the value of the information they are giving to researchers, and that's a good thing.

MRS believes we are at the beginning of a process to rebalance the social contract with participants, in which the public will be clearly recognised and valued for the information they give. They will regain control of their personal data and grant access to it as they see fit.

This value exchange will take time to create. For any market to function well, there needs to be a basis of trust that is built on knowledge of what is being exchanged, and what the value of the exchange really is.



This is why informed consent is a fundamental part of the MRS Code of Conduct. While much of what can be considered informed consent today is covered by GDPR – for example, telling a participant clearly what data is being collected, and what it is to be used for – the spirit of the MRS Code encourages higher levels of transparency. Many of our members choose to involve participants more closely in the value-creation process, for example, by showing them the impacts of research and insight in product or service improvements.

Did you know?

MRS launched its Fair Data accreditation in 2013 to show which organisations handle their customers' personal data fairly. To meet the [10 Fair Data principles](#), organisations must show they are worthy of trust, for example by ensuring that the vulnerable and under-age are properly protected by the processes used for data collection. To achieve accreditation, organisations must meet the requirements of a second or third party assessment and/or audit.



Representation of vulnerable people

While we can all define categories of vulnerable people, this is not the end of the story. The [MRS Best Practice Guide on Research Participant Vulnerability](#) points out that participant vulnerability is a complex, dynamic state that can affect anyone at any time, for many different reasons.

But finding out about the most vulnerable in society, their needs, challenges, and opportunities is a vital element of research. If governments and organisations are to be truly inclusive, we need to know more about vulnerability, in all its forms.

Permanent vulnerabilities may include people who have learning disabilities or other permanent or long-term disabilities, those on a low income, people with low literacy levels, or communities which have cultural barriers to participation.

But there are also fluctuating vulnerabilities include mental health issues, health problems, or an inability to speak English. Loss of employment or income, bereavement, and relationship breakdown can create temporary vulnerabilities.

Measures such as informed consent, confidentiality, and the right to decline to respond, not only respects the dignity of participants, but ensures that research conducted into vulnerable groups delivers quality insight.

One potential aspect of vulnerability is sex and gender identity: it is no longer sufficient to ask whether people we research are male or female. MRS is one of the few associations around the world that has any [guidance on gender identity](#) and how that is represented.

Did you know?

At Impact 2017 (the MRS annual conference), the best presentation award went to research agency The Big Window. It had conducted a piece of research on living with dementia, which included an interview with sufferer Wendy Mitchell, who also attended the conference. [Watch a video interview between Wendy and researcher Lisa Edgar.](#)

MRS Inclusion

MRS has pledged to support the [timeTo](#) initiative spearheaded by the Advertising Association, NABS and WACL to tackle sexual harassment in the advertising and marketing communications sector. We will be incorporating their recommendations into our own corporate governance to safeguard our own staff.

Peter Lally, Chair, MRS Disciplinary Authority and former Chief Superintendent, Metropolitan Police.

What is the MRS Disciplinary Authority's principal role – to penalize, protect or prevent?

I have always taken the view that the MRS Disciplinary Authority (DA)'s role is to provide a tribunal that is completely independent and would be seen to be so by both complainants and members complained of. I have never had any cause to doubt the independence of the MRS Standards Board; but the members are drawn from within the profession which, as with all self-regulation, could cause complainants to believe that MRS was "marking its own homework".

The procedures that we follow entitle the member to a written or an oral hearing and legal representation if they want. It's the opportunity for their "day in court" – a visible demonstration of fairness.

What is the approach of the MRS Disciplinary Authority for investigating the validity of a complaint – what criteria / evidence are they looking for?

The validity will have already been established by the time a complaint reaches the DA. It is open to members to argue that complaints are invalid or ill founded. Arguments to the contrary are the subject of discussion between the members and the DA's legal advisor. Assuming that the complaints are well founded the case is decided using the 'balance of probability' test.

The MRS Code of Conduct and Disciplinary Regulations are the basis of our discussions. We decide which, if any, apply to complaints and find accordingly, having regard to any submissions made directly to us.

As a non-researcher, what skills and experience do you bring to your role as chair of the MRS Disciplinary Authority?

I served with the Metropolitan Police. A high profile organisation whose internal disciplinary procedures are very much in the public eye. Not only was I working in a legal environment but I spent several years in complaints and discipline departments. After leaving the police I became a member of an employment tribunal and have been employed frequently in the arbitration/ conciliation procedures of local charities.

Should experience of research or technical knowledge be required, the DA always has a member who is a Fellow of MRS. The chair and other DA members bring their experience, values and judgement gained in other walks of life which hopefully leads to a different perspective when arriving at decisions. This can only enhance MRS's standing as a high profile regulatory organisation, aware of and accountable to public opinion.

'I have always taken the view that the The Disciplinary Authority role was to provide a tribunal which would be completely independent'



Protecting children and young people

Another extremely valuable source of insight is research that listens to the views and experiences of children. Children are a special example of vulnerable participants, and the MRS Code has binding guidelines for how research is conducted that applies to all children (under-16s) and young people (16 and 17 year olds). This is supplemented with the best practice document [MRS Guidelines for Research with Children and Young People](#).

The binding rules specify that, while a responsible adult may give the researcher permission to ask a child to participate, the child also can refuse. Best practice rules mean that researchers must avoid topics that might frighten or distress a child (although there is greater flexibility with older children, whilst requiring stringent ethical measures to be in place).

The guidelines also cover any incentives offered to children to participate, and strict limits on what children can be asked, how they may be observed, and the subjects for which research is appropriate. For example, children cannot be asked opinions on products or services which it would be illegal for them to buy or use, except to ensure that such products or services are not manufactured or marketed such a way that encourages underage use or consumption. In such cases, research can only be undertaken with explicit and prior approval of the Market Research Standards Board (MRSB).

This is an area in which MRS standards go beyond those in GDPR, which has not specified a simple set of rules for children as subjects of research.

Did you know?

When conducting research, particular care is taken to ensure children feel comfortable, and games are often used. Cultural factors can also influence research methodology. For example in collectivist cultures, for example in Asia, children may be more frightened or upset if they think they might give a “wrong” answer, while in more individualist cultures such as the UK or US, children may be happier to give their opinions with less prompting or support.



Compliance

Few of us with an email inbox can be unaware that, since 25 May 2018, GDPR is now the foundation of our data protection regime. It puts the onus on organisations to identify risks and address them, to demonstrate compliance, and that sufficient training has been put in place to ensure that personal data has been properly collected, and appropriately stored and retained.

Every aspect of research has been affected. For example, GDPR requires, when using consent as a legal basis, unambiguous consent that is freely-given, specific, informed and evidenced by clear affirmative action or statement. Silence, or pre-ticked boxes, are no longer evidence of consent.

While the research sector in general has continued to have the highest standards, GDPR’s breadth has been a challenge for all members, particularly some of our small or self-employed members, especially the requirements relating to accountability and documentation.

GDPR was, and is, a challenge to the processes and approaches of the research sector, and its clients. To ensure that they could continue to meet this challenge, in the run-up to May we ran a series of masterclasses on topics such as how to undertake impact assessments, and how to modify existing data retention policies.



5

Our guide to [GDPR in research](#) covers every aspect of the process, from scoping and setting up, to acquiring, and processing, reporting, and finally to either retaining or disposing of data. We have also published guidance for the public sector and scientific researchers, who must assess whether their research passes a public interest test, in light of individual rights and freedoms.

MRS members and Company Partners also have online access to our [GDPR in Brief Series](#) for interpreting the regulation in the context of research. The series of bite-size chunks, created by MRS' data privacy experts, includes compliance and informed consent checklists, as well as advice for data processors and data protection officers.

Did you know?

Codeline is the MRS's service to provide swift, reliable and free advice to members and Company Partners. When members contact Codeline, they get the best information and advice on the MRS Code, GDPR, and their compliance requirements. So if you are a member of MRS, and have questions about your responsibilities under GDPR, you can email codeline@mrs.org.uk, and one of our team will be able to give you sensible and practical advice.

Government procurement

In March 2012, the UK government closed the Central Office of Information (COI). The COI was home to a centralised group of experts who had the skills and experience to buy research services. Since its closure, the responsibility for research procurement shifted to the Government Procurement Service, which is now known as the Crown Commercial Services.

Does this matter for standards? When procuring research, government is procuring intellectual capital and evidence on which important decisions are based. This matters to all of us because we are taxpayers, and so have a right to expect that the best commercial decisions are being taken on our behalf. As citizens, we expect that policymaking uses the best evidence to create the best possible decisions.

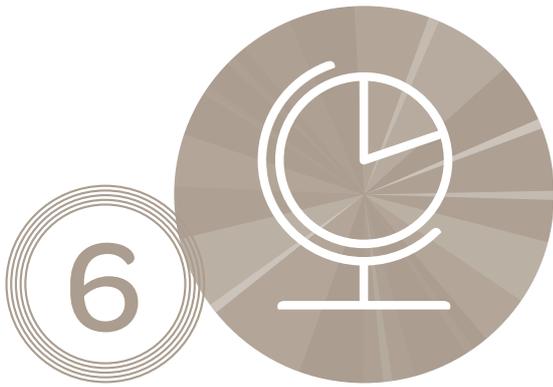
In the last six years, we have worked with the government to improve the quality of its procurement. This has been successful in part at creating a working framework, but MRS still has reservations about how this is developing, and will continue to work with the UK government to improve the quality of its research procurement.

You can read our most recent work on this process in the report [Improving Market and Social Research Procurement and Commissioning within the Public Sector](#). It highlights our areas of concern. For example, we would like the government to improve the way it evaluates research, particularly regarding price. Often we find that it treats research as a commodity rather than intellectual capital, and so may not ultimately be commissioning the best quality, highest-value research. Also, government procurement uses standard terms and conditions, which are unsuitable for smaller research suppliers. This effectively excludes many of them from the procurement process. As MRS has many richly-talented SMEs as members, whose insight would benefit civil society immensely, we are working to refine government's approach.

So we continue to work closely with the government, who listen to and cooperate with our efforts.

Did you know?

In the UK, the public sector is the second-largest procurer of market research services, after the FMCG sector.



International standardisation

The global research business is underpinned by national standards of privacy and data protection regulation. MRS is committed to working internationally with regulators and trade bodies, as well as with global providers of research and their clients, to develop common sets of standards. As a member of both organisations, MRS works closely with the European Federation of Associations of Market Research Organisations (EFAMRO), and the Global Research Business Network (GRBN).

One of the most important challenges is that after Brexit the UK will become a “third country” for the purposes of EU law. That means that the European Commission will have to make a decision on the “adequacy” of the UK’s data protection legislation, so that data can continue to flow frictionlessly across borders.

On one hand, this would appear to be straightforward, because the UK’s data protection regime, based on GDPR, will not change after Brexit. The Information Commissioner in the UK is well-resourced, and has been a fierce champion of data protection law in the courts, with the full support of MRS in cases which have affected our sector. However, the adequacy decision is not automatic, and some member states dislike the powers afforded to state security agencies through the The Regulation of Investigatory Powers Act.

Therefore we have already been lobbying, and will continue to lobby, to make sure that the UK is judged to be adequate by the EU. This will be vital if our members are going to continue to do their work without interruption, and invest in their long-term relationships with international clients.

Did you know?

GDPR is not the end of European data protection regulation that affects research. The ePrivacy regulation is a separate regulation designed to ensure individual privacy in electronic communications. It was not completed in time to go into effect at the same time as GDPR, but is likely to be finalised after Brexit. It will create standards of privacy for communications like WhatsApp or Facebook Messenger and IoT devices, as well as the use of metadata. It will extend and clarify the existing ePrivacy Regulation, known to many as the “cookie law” or “PECR”, because it increased the power of individuals to control how data is collected via digital tools without being informed.

Clearly this has implications for the quality of online passive research. While the MRS Code respects the rights of people not to take part in research we are working with regulatory authorities to ensure that the rights and responsibilities of researchers and their subjects are clear and workable.

Karsten Trautmann,
President, EphMRA, and
Director, Global Data &
Knowledge Management,
Merck KGaA.

What benefits does the new partnership with MRS bring to your members?

The alliance with MRS further strengthens the position of EphMRA as the centre of excellence for healthcare market research and business intelligence. In addition, MRS will help to progress the ambition to have insights into country compliance beyond core markets and also beyond the above mentioned scope of the GDPR.

What are the principal challenges in terms of compliance for your members?

The pharmaceutical industry is highly regulated to ensure safety of patients and objectivity of physicians, when treating patients. Compliance in our work can be challenging as we face different regulations by country as well as differences in interpretation among compliance stakeholders.

What predictions can you make about changes to the personal data landscape for healthcare?

GDPR has an impact on how market research is conducted. The impact is now higher as interpretations of the new legislation as well as the resulting actions and processes still require further discussion and alignment. Once we have settled these questions and have clear feedback and guidance developed on how for example market research with physicians will be conducted optimally, the impact of GDPR will be lower and through harmonization may allow more efficient research management.

Mydex



David Alexander is CEO of Mydex and sits on the Fair Data Accreditation Board.



Why did you decide Mydex should attain Fair Data accreditation?

As a community interest company running a ground breaking and disruptive trust platform managing personal data, we knew recognition of our trustworthiness and commitment to the highest standards of security and protection of personal data was key.

We had already attained ISO27001 certification as a company for information security management systems. We saw Fair Data as a trust mark that would mean something to the organisations who subscribe to our platform, and to the individual's we serve.

Where does Fair Data fit in the broader context of personal and open data?

Fair Data is relevant across the spectrum of personal data and the use cases for its storage, processing and distribution.

Open data is increasingly being derived from personal data in aggregate form. Pseudo anonymisation and anonymisation pose different challenges for organisations and the users of this open data.

For open data to deliver its true potential, personal data provides the context for insight and understanding. Any Fair Data accredited organisation understands these challenges and if they practice what they preach they are in a better position to help than most.

In the aftermath of GDPR, what predictions can you make about changes to the personal data landscape in the next year?

We think 2018 and beyond is about seizing the opportunities that GDPR opens up for individuals and organisations: new services, better services, improved experience, reduced friction and effort, and new forms of insight and engagement that were simply not possible when organisations treated data like an asset and locked it away.

Mydex was conceived to provide the neutral personal data infrastructure layer that enables individuals to be the point of integration; to collect and receive data about themselves and use it and share it where and when they want for any reason that makes sense to them. We made this possible in a safe, frictionless and secure manner.

Will we look back and see the introduction of GDPR as a major transition in how individuals and organisations value and protect personal data?

Yes, we will but it is only the beginning. There is a new digital economy coming, one in which personal data is independent and under the control of the individuals.

The experience layer is currently controlled by organisations.

Products, services and content will be in the middle, drawing from data held by individuals and processed by them and delivered into the individual's own experience layer.

GDPR has made that architecture possible; it is logical and inevitable, but may take another 20 years to get there.

Is enough being done to standardise and enforce international regulation to protect everyone's data rights globally?

Not really but this is about evolution, interoperability and ensuring that individuals can take control of how, where and when their data is used and to be able to do so in a safe and easy manner. Cultural differences exist across the globe; social norms vary as does trust in the state and brands.

At Mydex we believe that those organisations who proactively embrace transparency, data portability and informed consent and, more ideally, a desire to respond to an individual's preferences and policies, will be the ones that thrive because they will be delivering differentiated value.

The digital economy is global and has no real boundaries, so expectations will only grow around trust and transparency. Fair Data can be a symbol of that need for trust and confidence.

'To truly deliver a resilient personalised and scalable digital economy an independent experience and personal data layer are fundamental.'

About the boards

Market Research Standards Board

The MRS Market Research Standards Board (MRSB) recommends to the MRS Main Board the adoption of regulations to support the professional standards for research. These take the form of the MRS Code of Conduct, best practice guidelines, and disciplinary regulations and procedures.

Kate Barber, CMRS
Dr Susan Blackall, FMRS
Sue Burden, CMRS
Caroline Callahan, CMRS
Geoff Gosling, CMRS (Chair)
Richard Howard, CMRS
Stephen Palmer, CMRS
Jackie Megahey, CMRS
Laura Mclarty, CMRS
Peter Mouncey, FMRS
Nick North, CMRS
Giles Pavey, CMRS
Adrian Sanger, CMRS
Helen Turner, CMRS
Ian Wright, CMRS

MRS Disciplinary Authority

The Disciplinary Authority's role is to conduct tribunals for all cases where members contest the initial disciplinary findings by MRSB. In addition to MRS Fellows, the Authority comprises individuals who are independent of both the Society and the research profession. It is a robust and fair mechanism to enforce the MRS Code of Conduct in the interests of all participants in the process.

Simon Armson MSc, MACAT,
UKCP Reg, Dip NLP, CCMI, FRSA
Peter Lally (Chair)
Diana King OBE MBA BA (Law)

Market Research Quality Standards Advisory Board

MRQSAB's role is to develop and maintain minimum quality and process standards for market, social and opinion research, data collection and data processing, and is responsible for representing the UK in the development of international research standards including ISO 20252, ISO 26362 and ISO 19731.

Alison Gallagher
Debrah Harding (Chair)
Piera Johnson, BSI rep
Jackie Megahey, FMRS
Penny Steele, FMRS

Fair Data Accreditation Board

Fair Data is an accreditation launched in January 2013 to show which companies handle their customers' personal data fairly. A Fair Data company must meet the [10 Fair Data principles](#). Fair Data has an 'audit board', the Fair Data Accreditation Board which approves audit for organisations going through the Fair Data process.

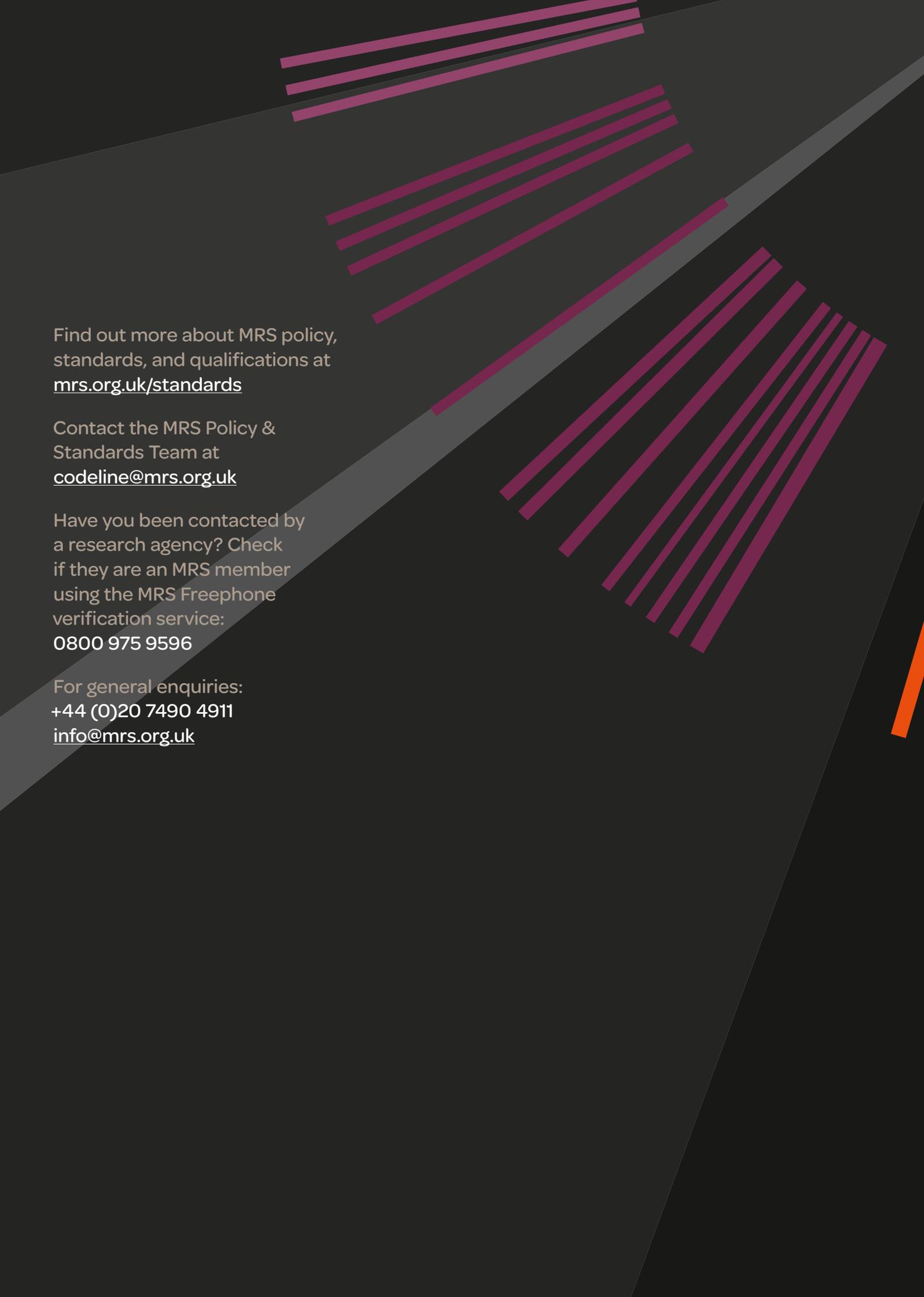
Visit fairdata.org.uk

David Alexander
Greg Berry
Susan Blackall, FMRS (Chair)
Nigel Clarkson, MMRS
Rowland Lloyd, FMRS
Alice Milner, ABC rep
Michael Simmonds, MMRS
Spencer Wood

MRS Inclusion Group

The MRS Inclusion Group advises and supports MRS in its ambition to help deliver a sector in which everyone has the opportunity to achieve according to ability, representing the diversity of the UK.

Elinor Bateman
Babita Earle
Rob Ellis, CMRS
Shazia Ginai, MMRS
Becky Harris
Vanella Jackson, FMRS (Chair)
Nicola James
Sinead Jeffries, CMRS
Vikki Leach
Aditi Mitra
Annette Muller, MMRS
Alex Owens
Rupesh Patel
Sara Picazo, MMRS
Mandy Rico
Jessica Salmon, MMRS



Find out more about MRS policy, standards, and qualifications at mrs.org.uk/standards

Contact the MRS Policy & Standards Team at codeline@mrs.org.uk

Have you been contacted by a research agency? Check if they are an MRS member using the MRS Freephone verification service:
0800 975 9596

For general enquiries:
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info@mrs.org.uk