

Viewing Facility Participants – Our Commitments to You

You are here on a voluntary basis – the future of market and social research depends on you enjoying the experience and recommending it to others and therefore we make these commitments to you.

1. We will, in line with the Data Protection Act, never reveal your identity (e.g. full name, telephone number, email address) to research viewers or anyone else without your permission. Only first names will be used in the research discussion.
2. We will tell you if anyone will be viewing the research session and who they are. You will also be asked if you agree to being viewed.
3. You will be told if you are being audio-recorded / videoed, you must be asked if you agree to being videoed / recorded and can choose not to participate if you do not wish this to happen.
4. We will make certain that, if any of you (participants) are likely to be known to any viewers (for example this may be more likely in a business to business study or employee research), then you will be told the identities of viewers in advance and be allowed to withdraw if you wish.
5. Any video / audio recordings will only be used for the purpose of the research study, for example, to show other project members who could not attend the research.
6. We will honour all commitments made to you, particularly in relation to research timings and payments.

These recommendations are made by the Market Research Society – for a full version of the legal and professional obligations, please see the MRS Code of Conduct:

https://www.mrs.org.uk/standards/code_of_conduct/

Thank you for agreeing to participate in this research session – your co-operation is important and much appreciated



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