

Research & data security: a guide



Will my details be passed on to a third party?

Occasionally – but only with your consent. Kantar Public will only pass information to a third party if you have been fully informed about the nature of the third party and you have given permission.

Is my information secure?

Kantar Public abide by the following recognised standards:

- The MRS and ESOMAR professional codes of conduct. This means we commit to industry standards which are designed to meet legislation and promote high quality research
- The ISO 20252 market research quality standard which has specific requirements for the handling of personal information
- The ISO 9001 standard for quality management systems which requires that we follow agreed regulatory principles concerning the processing of records
- The ISO 27001 standard for the data security which is the international standard for the management of information security
- Registered with Information Commissioner's Office (ICO)

If you have any data security concerns or queries please contact:

Alison Gallagher
Data Protection Officer

Olympus Avenue
Tachbrook Park
Warwick
CV34 6RJ

Telephone: 01926 826501
Email: alison.gallagher@kantar.com

Want to know more?

Please visit our website: www.tnsglobal.com/uk/have-you-been-contacted-for-research, which has the answers to many frequently asked questions.

For further information you can also go to the Market Research Society website at: www.mrs.org.uk or you can phone them free on 0500 39 69 99.



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Frequently asked questions

How did you get hold of my details?

We randomly select addresses from lists such as the Post Office's address file or from our clients' records. It is important to have a strictly random selection so that the people we interview reflect the views of the population.

Why is my name and telephone number collected?

We collect personal information such as name, address and telephone number because we contact a proportion of respondents on each survey to confirm that the interviewer acted in a professional manner and that people are satisfied with the way the interview was carried out. It is possible therefore that you may be contacted by phone, letter or in person for this reason.

How is my personal information stored?

All personal information collected for the above reason is securely stored by Kantar Public, and the information can only be accessed by a limited number of staff members for conducting necessary processes.

How long is my personal information stored for?

Personal information is stored on live systems for 2 years after the date of the interview and is then deleted. However, we can delete records sooner if requested.

Personal information

Can I be identified from my answers?

No – No individual will be identifiable from the answers they give and the information will only be used for genuine research purposes.

What is personal information?

Personal information may include, but is not limited to:

- Name
- Address
- Telephone number

The provision of personal information during an interview is entirely voluntary.

Any individual taking part in a research project undertaken by Kantar Public will be asked for their consent before we collect any personal information and will be clearly informed as to how their personal information will be processed. Further details are contained within the 'Thank you' leaflet the interviewer will have given you at the end of the interview.

Personal information will not be processed for any other purpose.

Data protection act

In accordance with the UK Data Protection Act (1998) any personal information collected will be:

- Obtained and processed fairly and lawfully and only processed for the purpose(s) specified
- Adequate, relevant and not excessive
- Kept accurate and up-to-date
- Not kept for longer than is necessary
- Processed in accordance with the rights of data subjects
- Processed securely