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The Future of Industry Codes & Standards

Quirks– September 2021

2

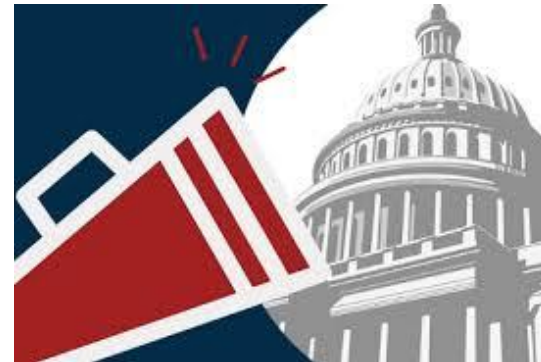PROTECT ♦ CONNECT ♦ INFORM ♦ PROMOTE

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WHY IT MATTERS

Do the right thing

Self Governance

Co-regulation

External Affirmation

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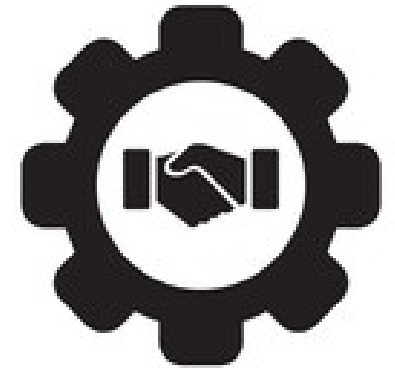
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TOOLS OF THE TRADE

Best Practices

A method or technique that has been presented as superior to alternatives because it produces results that are superior to those achieved by other means or because it has become a standard way of doing things

Industry Standards

A **set of guiding principles intended** to ensure a business and its employees act with honesty and integrity in all facets of its day-to-day operations and to only engage in acts that promote a benefit to the professional society

Industry Codes

A **set of guiding principles intended** to ensure a business and its employees act with honesty and integrity in all facets of its day-to-day operations and to only engage in acts that promote a benefit to society

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IA Code of Standards and Ethics for Marketing Research and Data Analytics

FUNDAMENTAL PRINCIPLES OF THE CODE

01
Respect the research subjects and their rights as specified by law and/or by this Code.

02
Be transparent about the collection of personal data; only collect personal data with consent and ensure the confidentiality and security of such data.
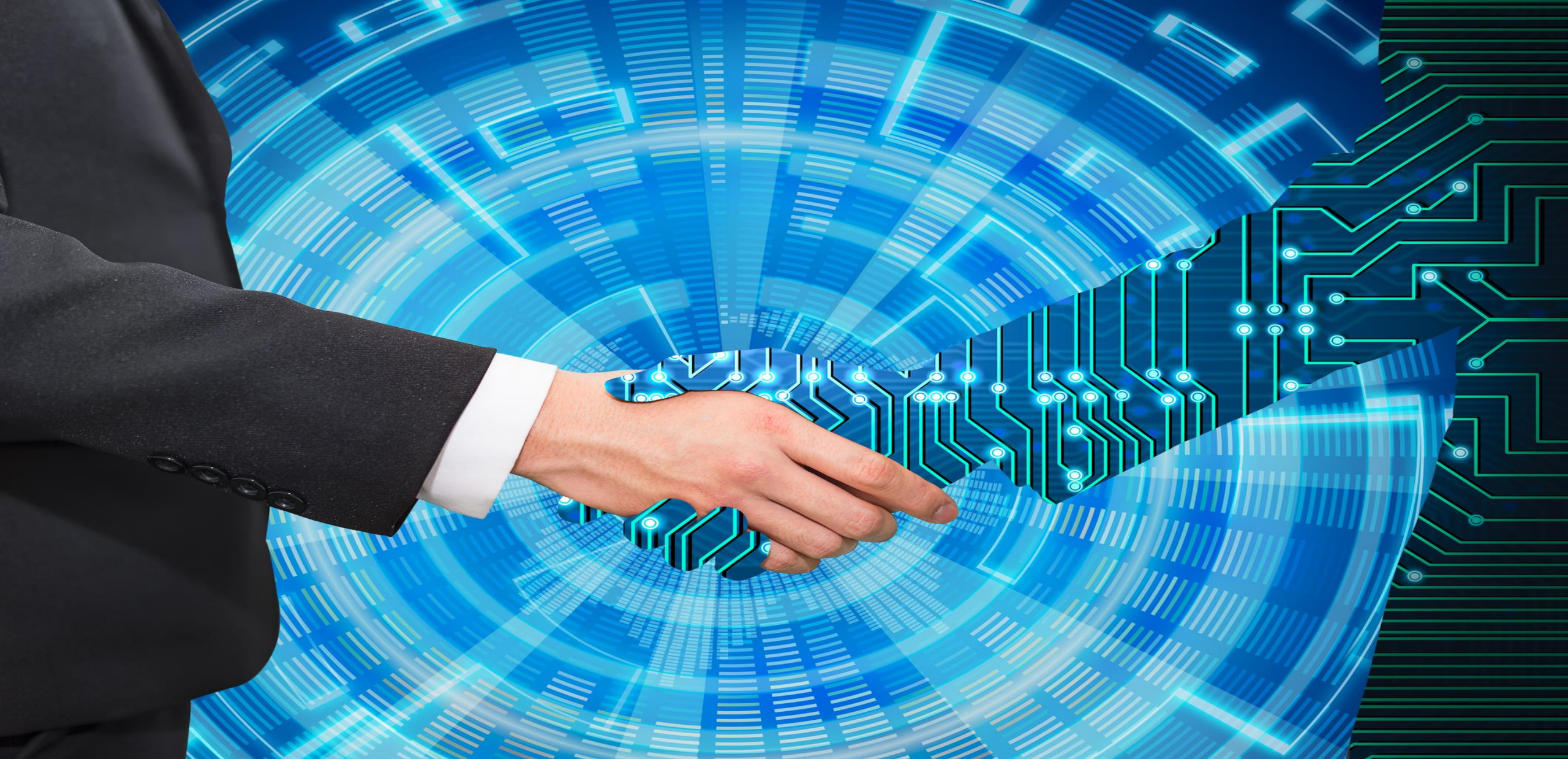
03
Act with high standards of integrity, professionalism, and transparency in all relationships and practices.

04
Comply with all applicable laws and regulations, as well as applicable privacy policies and terms and conditions, that cover the use of research subjects' data.

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Duty of Care

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Primary Data Collection

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Passive Data Collection

P R O T E C T ◆ C O N N E C T ◆ I N F O R M ◆ P R O M O T E

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A S S O C I A T I O N

Use of Secondary Data

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Data Protection & Privacy

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Children & Vulnerable Individuals

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Responsibilities

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Enforcement

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Areas of Greatest Change in the Code

- Marketing vs Marketing Research
- Use of Data
- Privacy and language: From consent as a foundation to Privacy by Design
- Incentives
- Transparency & Competitive Conflict

A GLOBAL COMMUNITY

A GLOBAL FAMILY

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GRBN & ESOMAR Resources

Codes of Ethics

Global Partnerships

Global Frameworks

Global Cooperation & Support

Four Primary Standards

Duty of Care

Online Data Collection

Primary Data Collection

Secondary Data Collection (in design)

ISO Standards

ISO 20252

ISO 20219

ISO 27001

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Build Awareness & Compliance

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