

Why we chose Fair Data

With a myriad of accreditations, standards and codes that signify compliance to standards or best practice, being able to succinctly communicate this to the public and continue to build trust with consumers has been a challenge.

In the age of big data, the number of organisations collecting personal information around the world is ever increasing; however, the varying user experience has led to a level of scepticism, even cynicism, about the security, motives and practices around the collection and use of personal data. As a business, and custodians of personal information, gaining trust around data privacy and security is central to our brand and corporate reputation.

So why Fair Data?

It is important to recognise that people's willingness to share their needs and preferences or "data" is the raison d'être of the market, opinion and social research industry. The Fair Data initiative is a key advantage for any compliant data business keen to gain trust and empower consumers to distinguish between those that do and do not care about the ethical management and use of their data.

The Fair Data accreditation provides five key advantages:

1. Global Trust Mark

Having a single global recognisable trust mark gives consumers confidence that our business can be trusted with the use of personal data. It

shows that we take our obligations under the Australian Privacy Principles very seriously and are committed to ensuring the security and ethical management of all data.

2. Inclusive accreditation

Regardless of the size of your business, you are able to gain Fair Data accreditation through a cost-effective audit process.

3. Informed research participants

Fair Data's recognisable mark enables participants to make informed choices about their personal data, alleviating any concerns they might have about engaging in and supporting your research.

4. Empower buyers of research

Fair Data signifies that we adhere to the highest standards of data collection, processing and use. While price and product are still very important differentiators, the ability to trust the data source that fuels insights generated gives researchers and buyers complete confidence.

5. Transparency

The ten core principles of Fair Data support and complement other standards such as ISOs and the requirements of data protection legislation in a succinct and simple way. Information is

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provided in an open and transparent manner, assuring safe keeping of their data.

From the GRBN Trust survey in 2016, only 1 in 10 people have a high level of trust in market research companies. Whether you are an agency, data provider or an end client, people's willingness to participate in research is important. By treating data privacy and security not just as a risk management issue, but as a central component of building trust, we can strengthen both the reality and the perception of market research practices.

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