



E-NEWSLETTER

GRBN consults on new Online Sample Guidelines



The Global Research Business Network (GRBN) and ESOMAR have jointly drafted a Guideline on Online Sample Quality, which is now available for consultation and comment from the national associations and their members.

As a member of EFAMRO, your association is a part of the GRBN, too. Consequently, your participation and comments about this draft guideline are very important.

Send your comments to info@efamro.eu by May 10.

[Read more »](#)



Almost a third of UK and US citizens do not trust governments with their personal data

A new report from the GRBN on attitudes to personal and sensitive data has revealed that, on average, almost a third (31%) of UK and US citizens do not trust their domestic government with their personal data. The report, which is based on a survey of over 2000 individuals in the UK and the US, also highlights consumer distrust in internet search engines, social media companies and mobile phone operators.

Although people are reasonably familiar with how personal data is collected and used, there is still a high level of concern with 40% of UK citizens and 45% of people living in the US, saying they are very concerned about how their data is used.

A second wave of the study was carried out in the Canada, Mexico, Brazil and Argentina in March, and EFAMRO will roll out the study in Europe in June 2014. National associations within EFAMRO are currently being asked about their interest in participating in the study.

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EFAMRO members lobby their governments to protect research

EFAMRO is deeply concerned by proposals being discussed in the Council of Ministers, and by the text adopted by the European Parliament on March 12. We believe that, if adopted, these texts will render the use of personal data for essential research unworkable, if not illegal.

Market, opinion and social research is an essential tool for evidence based decision making and policy. It is robustly self-regulated by a family of national and international codes of conduct, ensuring that data collected for research is strictly limited to research only, preventing harm or adverse consequences to individuals.

EFAMRO members have contacted their national Justice and Home Affairs ministers requesting that they adopt the following proposals:

- Amend Recital 126 to explicitly include market, opinion and social research in the application of Article 83 thereby ensuring legal certainty for our sector.
- Agree to retain the Commission's proposed text for Article 83, in order to preserve essential access to personal data for research purposes subject to robust ethical and process safeguards.
- Support the amendments to Article 5 and 6 which were proposed by the Article 29 Working Party in their Opinion on Purpose Limitation.

[Read more about the General Data Protection Regulation >](#)



About this email

As part of EFAMRO and GRBN, your research organisation is part of a community of 3,500 businesses world wide. The EFAMRO e-Newsletter is distributed by its member associations to keep you up to date on our work to promote and advance the business of research.

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Upcoming Events

A Shot in the Dark BIG/MRS Conference

21-23 May 2014
Brighton, UK

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CASRO Technology and Innovation Event

28-29 May 2014
Chicago, USA

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MRIA Annual Conference

8-10 June 2014
Saskatchewan, Canada

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AMSRS Winter School

17-18 July 2014
Sydney, Australia

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