

Interviewers code of conduct for Survey Research

Introduction

This Code of conduct is designed to promote an ethical culture in the marketing research profession where principles of honesty, professionalism, fairness and

confidentiality combine to support the profession's success. The Code sets standards of ethical conduct for all RDR Interviewers applied against the background of applicable law.

The Code requires that RDR Interviewers – regardless of research type or approach they employ – act to instill confidence in research quality to improve its acceptance, and to encourage participation by respecting the public's rights as respondents. The Code addresses the responsibilities of marketing researchers to each other, the public and anyone benefiting from research and the decisions resulting from it.

The Code is intended to evolve with the profession. It is to be applied in the spirit as well as the letter of its principles.

CODE OF CONDUCT

- ? Interviewers will ensure that survey participation from respondents is based on voluntary informed consent.
- ? Interviewers will be straightforward and honest in all their professional and business relationships.
- ? Interviewers will be transparent as to the subject and purpose of data collection.
- ? Interviewers will respect the confidentiality of all information collected in their professional activities. This includes not passing on any information about respondents to anyone other than for the purpose of collecting data for assigned projects.
- ? Interviewers will respect the rights and well-being of all individuals.
- ? Interviewers will ensure that respondents are not harmed or adversely affected by their professional activities.
- ? Interviewers will ensure that they collect data according to their interviewer training and project instructions
- ? Interviewers will protect the reputation and integrity of the profession.
- ? Interviewers will behave as a positive ambassador of Random Dynamic
- Resources Ltd with the general public, remaining polite and professional at all times.
- ? Interviewers should be suitably dressed for the working environment and to represent the company image.
- ? Interviewers will collect data impartially not influencing respondents.
- ? Interviewers must obtain agreement from a parent or responsible adult when interviewing children (children as defined by local laws/standards) or vulnerable adults.
- ? Interviewers will not share information about projects or data undertaken on behalf of Random Dynamic Resources with anyone outside of the organisation.

INTERVIEWERS CODE OF CONDUCT

- ⓘ Interviewers will take care to protect company property and secure company information and documents.
- ⓘ Interviewers will not disclose to respondents the identity of the end client unless instructed via interviewer instructions or in compliance with data protection rules.
- ⓘ When calling using a mobile phone before proceeding the caller must check;
 - -The respondent is not driving or doing anything that might cause them danger when speaking on the phone.
 - -The respondent is not a child as defined by local rules
 - -The respondent is not overseas.