

DATA PRIVACY

FOR MARKET RESEARCHERS

DATA PRIVACY For Everyone

1

Provide virtual private network (VPN) access for employees to use when working remotely

2

Encrypt laptop hard drives

3

Document and enforce password best practices

4

Define your data retention policy (state how long customer data is retained)

5

Establish a named Data Protection Officer (a GDPR compliance requirement for certain types of firms)

6

Document a process for notifying key parties in the event of a data breach and share this plan with clients

7

Monitor data privacy compliance

8

Consider GDPR or other data privacy training for employees to prevent unintended security risks

9

Subscribe to/follow qualified data privacy legal experts, such as [this one](#)

SPECIAL CONSIDERATIONS For Market Research

1

Discuss market research data security definitions and procedures with your legal and IT teams

2

Update research-specific privacy policies to align with CCPA, GDPR and other regulations

3

Use a File Transfer Protocol (FTP) server for transferring all research-related data files

4

Use a one-time unique identifier instead of a customer number when providing lists to research service providers

5

Use FTP to provide or share any data, such as data to be appended or merged

6

Ask sample providers how they ensure panelist anonymity and attain panelist consent

7

Offer clear and visible means for allowing respondents to opt-out of the survey process

8

Have a data processing agreement (DPA) if you use sample providers to re-direct users to your survey

9

Translate GDPR privacy and compliance statements into English, French, and German if collecting data in EU countries.