



## **FAQs: What it is and how it works**

### **What is Fair Data?**

Fair Data is a quality process standard developed by the Market Research Society (MRS) in UK which is awarded to organisations that meet the Fair Data principles. In January 2014, MRS and MRS (Singapore) agreed to work together to enable the MRS's Fair Data Scheme to be exported and used by MRS (Singapore).

The Fair Data mark may only be used by signatories to the Fair Data principles in Singapore, and only with the permission of MRSS.

### **What is the Fair Data mark?**

The Fair Data mark is a consumer facing mark which appears on corporate materials as a guarantee that an organisation meets the Fair Data principles.

### **What are the Fair Data principles?**

The Fair Data principles are based upon the concept of **T.R.U.S.T.** You can **Trust** that Fair Data organisations will manage and treat customer data with **Respect**; that they will use it in an **Unbiased** and **Secure** way and will always be **Transparent** about what they collect about customers and how they use customer data.

Respecting these principles ensures that an organisation's use of personal data is fully compliant with current regulations and codes - and reflects public opinion. The principles support and complement the Data Protection Act in UK, and other standards schemes such as ISOs, the US 'Safe Harbor' Framework and the Data Seal initiative as well as Singapore's Personal Data Protection Act 2012.

### **What does it mean if an organisation has the Fair Data mark?**

All applicants for the Fair Data scheme receive advice from MRS regarding the Fair Data requirements. MRSS Corporate and Individual Members of organisations that have already signed up corporately to the MRSS Code of Conduct (and are therefore committed to the Fair Data principles) are obliged to adhere to these principles and automatically become accredited as a Fair Data organisation.



### **Where can I find Fair Data accredited organisations?**

All Corporate Members and Individual Members of MRSS are listed on the MRSS website: [mrssingapore.org.sg](http://mrssingapore.org.sg)

### **What do I get by engaging with a Fair Data organisation?**

By engaging with organisations that carry the Fair Data mark, customers can be assured that their personal data will be treated with respect, only used for purposes which customers agree to and will be collected and retained in a transparent, legal and ethical manner.

### **Why don't all organisations have the Fair Data mark?**

Fair Data is a compulsory accreditation scheme that has been established by MRSS to ensure researchers who belong to MRSS follow best practice in the collection, use and retention of customer and personal data.

Some research organisations may claim that they meet all consumer and personal data requirements, but only those organisations that have achieved the Fair Data accreditation can provide consumers and clients verification that they meet their legal and ethical requirements.

### **How do I get my organisation Fair Data accredited?**

Email [psc@mrssingapore.org.sg](mailto:psc@mrssingapore.org.sg) or visit the MRSS website [www.mrssingapore.org.sg](http://www.mrssingapore.org.sg) for more information about how your organisation can get accredited by joining MRSS.