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and insights community

ESOMAR brings together the research **community** to promote the value of research, share **knowledge** and safeguard the **future** of the industry, based on common principles of **ethical** practice and **professional development**



What has changed

- Fundamental principles do not change
- Analytics comes in under definition of research
- New guidance on the use of secondary data
- The concept of consent starts to evolve
- Bright red line remains: data protection

Articles were ordered in new categories:



Responsibilities
to data subjects



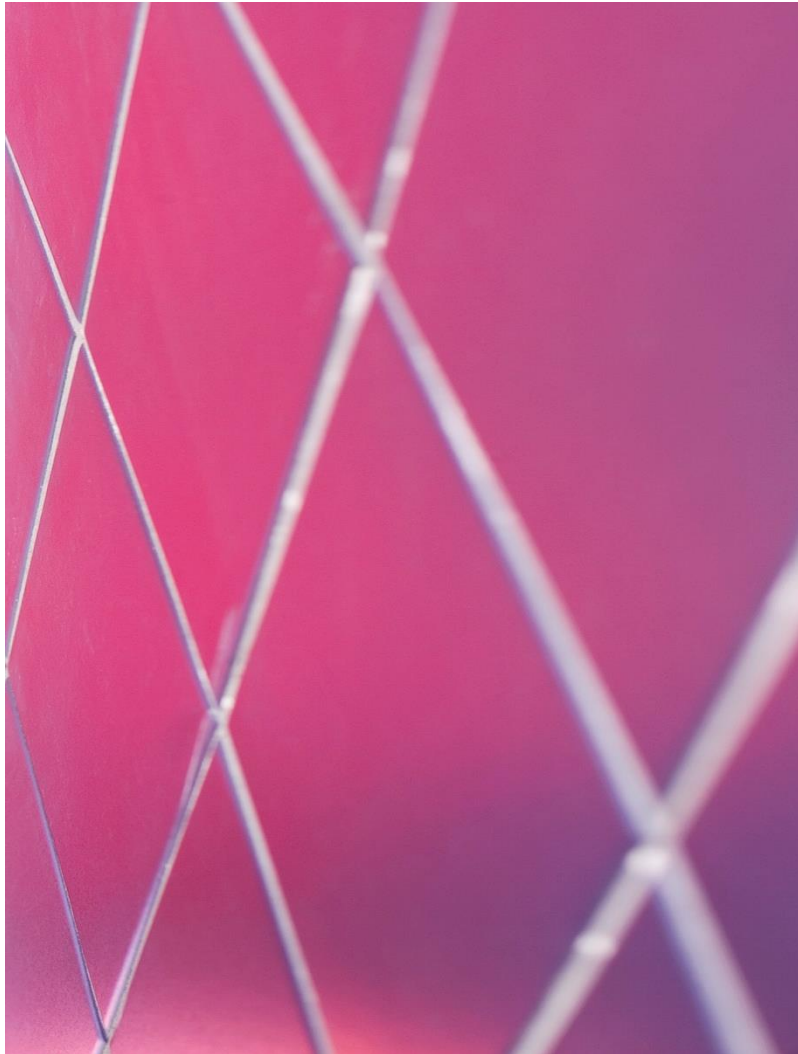
Responsibilities
to clients



Responsibilities
to the general
public



Responsibilities
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