

EVENT: Friday 16 November 2012

Research industry calls for more transparency on privacy protection

*Major survey of consumer attitudes on personal data
to be revealed at Conference*

Every day, Australians freely give personal information to retailers, banks, health funds, government agencies and countless other organisations, often via the internet but are they aware of what happens to their information?

A major survey of attitudes towards personal data collection and knowledge of how, when and where it might be used shows a majority of people don't understand what becomes of their information or how organisations use it.

Commissioned by the Association of Market and Social Research Organisation (AMSRO) as part of its privacy code review process the exclusive nationwide poll was conducted by *Newspoll* and surveyed consumer attitudes towards privacy to examine what Australians know and how much they care about data privacy.

The results show that just under ten percent of those questioned claimed they know a lot about how companies and organisations protect their personal information while a quarter claimed they knew nothing about it. Between these extremes, close to two thirds of the population said they knew "a little" about how these organisations protect personal information.

"As researchers, AMSRO members are aware that we hold the privileged position of being allowed into people's lives. We work hard to protect that honour by ensuring that as we collect information, we also protect the confidentiality of participants. As an industry we recognise that the long-term success of research depends on the cooperation of the public."

"This poll demonstrates that while people might be willing to share their information, there is a need for people to be kept informed about how that data is used. Market and social research works hard to protect personal data. To ensure quality research is not lost to business and government, it's important that government and industry continue to work together to ensure the public understands the protective measures market and social research have in place and the difference between research and other marketing practices" said Hugh Amoyal, President AMSRO.

In addition to gauging how much is known about protection of privacy, the poll also tested community response to questions about providing personal information over the internet.

The findings will be released at the '*Data Privacy, Marketing, Research and the Consumer Conference*'. The guest speaker will be the Australian Privacy Commissioner, Timothy Pilgrim. Other guests will include the N.S.W Privacy Commissioner, Dr Elizabeth Coombs.

Event Details

Date Friday 16th November 2012
Time 3.00 PM – 6.30 PM
Venue Forum Restaurant
The Darlington Centre
City Road, The University of Sydney

Contact

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About AMSRO

The Association of Market and Social Research Organisations (AMSRO) is the peak body for Australia's leading market and social research companies. AMSRO has over 95 Australian member companies representing approximately 70% of total employment in the industry with a turn-over of \$794 million in 2011 (exc gst). AMSRO members are committed to quality assured market and social research practices to ensure that the highest quality research data is used to support government and commercial decision-making.

Since their inception in 2003 the Market and Social Research Privacy Principles (M&SRPP's) have provided on-going protection for research participants and give the force of law to the industry's existing ethical code, further protecting the confidentiality and anonymity of research information. The M&SRPP's is the only industry code to have formal recognition under the Commonwealth Privacy Act of 1988 and to be co-regulated by the Australian Privacy Commissioner and the Association. Under the terms of the code, an independent review is required every three years.