

HELLO FROM KANTAR!

What is Kantar?

Kantar is one of the UK and Ireland's largest data collection providers. We undertake market research interviewing for Kantar's brands, working for a wide range of clients.

Our standards, security and your privacy

Kantar's quantitative research interviewers are professionally trained to the industry standard for market research, ISO 20252 and IQCS (Interviewer Quality Control Scheme) standards and are compliant with ISO 9001, ISO 27001 and the Market Research Society's (MRS) Code of Conduct. The MRS is the professional body for market research and their Code of Conduct regulates our activity to ensure we comply with data protection and human rights legislation. Kantar Public is an MRS Company Partner.

Under the MRS Code of Conduct, you have the right:

- To know the purpose of the interview
- To know who is interviewing you: the MRS interviewer identity card gives the interviewer's name, photograph and organisation
- To end the interview at any point
- To know that any personal information provided will only be used for the purposes for which you have been told

The information collected and provided to our clients is strictly controlled and used only for market research purposes, unless you have agreed otherwise. You can be assured that taking part in our interview will not result in subsequent sales or promotional activities by third parties. We take issues of data security, storage, protection and confidentiality very seriously, and implement controls to minimise the risk to these.

Why is social research important?

- Discover what individuals think about existing services, policies or social conditions
- Develop new policies or the delivery of new services
- Evaluate the impact of new policies or services on people's day-to-day lives
- Look for changing patterns and attitudes in society
- Assess the impact of advertising or information campaigns

Why were you chosen?

We are required to interview a representative cross-section of the population appropriate to the survey so, you may have been asked to take part based on where you live, your age, products you use, or the occupation of the Chief Income Earner. We take all reasonable steps to ensure that all participants can take part in our research to meet disability and equal opportunities legislation.

Why is it necessary to ask personal questions?

We ask a set of personal classification questions (e.g. age, gender, working status, etc.) to allow our clients to group the opinions gathered into usable demographic groups during analysis. We also ask for your contact details during the interview to allow us to validate that the interviews are being conducted properly and that you were satisfied with the way it was carried out. It is therefore possible you may be contacted by phone, letter, email or in person by our validation team. Other than this, you will not be contacted again about this interview, unless you have specifically agreed to be re-contacted for further related research.






We appreciate your help with this survey and hope you found it an enjoyable experience.

This interview was conducted by:

INTERVIEWER NAME	INTERVIEWER ID NO.
SURVEY REFERENCE NO.	INTERVIEW DATE

Want to know more?

To confirm the validity of an interviewer, please contact our Westgate office:

-  **020 8433 4012** (during office hours, Mon-Fri, 9.00am - 5.30pm)
-  **0800 015 1037** (out of office hours, Mon-Fri 5:30pm - 9:00pm and Sat 9:30am - 5:30pm)
-  fielddepartment@kantar.com

For more information about the Market Research Society or to verify our membership, please visit www.mrs.org.uk or call (UK freephone) **+44 (0) 800 975 9596**

For the Crime Survey Privacy Policy, please visit www.crimesurvey.co.uk/inhome/en/surveyprivacypolicy

If you enjoyed this interview and would like details on joining our team as a market research interviewer, please contact the Kantar Interviewer Recruitment Line on **020 8433 4490**; leave your name and contact details, including your postcode. We look forward to hearing from you.

We are a Kantar Group Company.
Our registered name and address is:
UK Companies House number 13663077 – Kantar Public UK Ltd, 6 More London Place, London, England SE1 2QY

