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CONFIDENTIALITY POLICY

QRS Market Research Ltd is committed at every level and in all aspects of the service it offers to providing a confidential service to all clients and employees.

Information will be treated in the utmost confidence and will not be divulged to anyone outside the company except where extenuating circumstances exist (see below).

No conversation about a client or project(s) should take place with anyone who does not work for QRS.

No personal information about a client or employee will be given to any third party even if the person is a member of their family.

Information will only be passed to another agency with the consent of the client or employee. In certain circumstances QRS reserves the right to break confidentiality should this be deemed necessary. These circumstances include:

- If we receive information which indicates that a crime has been committed
- If we receive information which indicates a possible terrorist threat.
- If we receive information which indicates a breach of the MRS Code of Conduct, data protection, confidentiality or a offence of similar standing.

Data Protection

QRS are registered "Data Protection"

Use of client information for training purposes:

Examples of questionnaires, instructions, data tables etc... may be used for training purposes, but any information which may contain results or enable identification will be changed.

Evaluation and Monitoring:

In order to adhere to our quality standard ISO 20252, all QRS interviewers will be monitored / validated in accordance with the minimum requirements.

Record keeping, statistics, evaluation and monitoring

Client Records

- Any written client records will be kept securely.
- Any names, addresses and phone numbers will not be kept unless we have express permission from the client.
- Unless otherwise requested, any materials relating to a project will be destroyed after 1-2 years ie. Completed questionnaires are destroyed after a period of 1 year and project files are destroyed after a period of 2 years.

Letters or online messages

- Any letters or printed online messages will be kept securely.
- Any correspondence relating to a project will be destroyed after 2 years. However, if a letter or online message is received which gives thanks or encouragement then it may be kept provided that permission is sought from the writer. (See below)
- If a letter or online message is received which we would like to use in publicity, we will seek the permission of the writer to ensure that they are happy for us to do this. Information about a client will never be used for publicity purposes unless consent has been obtained (see above).
- Any e-mails containing data, sample or personal information of any kind are to be password protected. The password must not be contained within the same e-mail.

Key procedures

- QRS will only ever transfer data to our key clients (as specified by your line manager / a Director) using our/their ftp site.
- Auto complete e-mail addresses have been removed and are not to be used by data staff.
- "Bland" file names and passwords must be used and must not be related to the client or the subject matter.
- A new password is to be created for every project for each client

Making the Confidentiality policy known

- All staff will be provided access to all QRS policies.
- We will ensure that all staff are informed about our policies and are able to give information about the Confidentiality Policy if asked.
- All staff are required to read and sign the QRS Confidentiality Agreement prior to starting work / starting the first assignment (copy attached).

This policy applies to all staff, agency workers, contractors, members of the public, suppliers etc.....

Any breach of this policy will be dealt with under the QRS Disciplinary Procedure.

The policy will be reviewed annually.

These policies supplement your terms of employment but are not of contractual effect. Their purpose is to explain the Company's current policies and procedures but they may be subject to change without notice if changes are considered appropriate by the Company or if there are changes in relevant legislation.