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Privacy Policy



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1. Definitions

Market research: The systematic gathering and interpretation of information about individuals or organizations using statistical and analytical methods and techniques of the applied social sciences to gain insight or support decision making.

Researcher: Any individual or organization carrying out, or acting as a consultant on, a market research project, including those working in client organisations.

Client: Any individual or organisation that requests commissions or subscribes to all or any part of a market research project.

Respondent: Any individual or organisation from which information is collected for the purposes of a market research project, whether they are aware of it or not.

2. Key Fundamentals

As a fully independent research agency based in Singapore, Blackbox Research prides itself on the quality of its market research. Every respondent's right to privacy is strictly protected and any information provided in a study will be handled with absolute care.

In order to serve you better, Blackbox Research adheres strictly to the [ESOMAR International Code on Market and Social Research](#).

Our privacy policy is based on the following fundamentals:

- Market researchers will comply with all relevant national and international laws.
- Market research studies will be carried out ethically.
- Special care will be given for studies that involve young people and children.
- Respondents' participation is strictly voluntary.
- Respondents shall be given adequate and accurate information about the nature and purpose of the study when they agree to participate in said study.
- Respondents' rights shall always be respected and they shall not be harmed or adversely affected due to direct participation in the study.
- All personal information collected during a market research study shall not be used for any other purpose other than market research.
- Market researchers shall ensure that projects and activities are designed, conducted, reported and documented accurately, transparently and objectively.

3. Basic Principles and Philosophy

Every market research study is conducted using appropriate scientific methods and does not consist of non-research activities. Non-research activities include commercial activities such as advertising, sales promotion, direct marketing and direct selling.

Our philosophy comprises the following principles.

3.1. Honesty

Blackbox Research shall treat every respondent with sincerity and not abuse their trust or exploit their lack of experience or knowledge. Any information provided about Blackbox Research and/or skills, experience or activities of its researchers will not be falsified.

3.2. Professional Responsibility

As with all forms of market research, participation in any survey is strictly voluntary and the Respondent will be entitled to exit the study at all times. Blackbox Research will ensure that respondents will not be harmed in any way or adversely affected as a direct result of their participation in the study.

3.2.1. For Children below 16 years old

Prior consent from a parent or responsible adult shall be obtained before participation in a market research study.

3.3. Transparency

Blackbox Research will make certain that all market research studies are carried out accurately, transparently and objectively. Respondents will be informed of the purpose of the research and avenues to contact researchers at Blackbox Research.

4. Data Protection and Privacy

4.1. Collection of Data

All information collected will be adequate, relevant and not excessive in relation to the purpose of the research for which they are collected and/or further processed. Blackbox Research shall ensure that the respondent is aware of the purpose of any data collection and quality control activity involving re-contact.

4.2. Use of Data

Any personal information provided by the respondent will only be used for the specified research purpose/s. After the study is completed, all collected data will be kept by Blackbox Research for 1-7 years before being destroyed depending on the requirements of clients and/or relevant national and/or international laws

Blackbox Research takes the matter of privacy seriously. The Respondent's personal identity will not be revealed to clients. However, any information that might identify the Respondent may be given to clients under the following conditions:

- The Respondent has made an explicit request to Blackbox Research to do so.
- Blackbox Research has received explicit consent from the Respondent to do so.
- There is mutual understanding between Blackbox Research and the Respondent that no commercial activity (as defined in Section 2) will be a direct result of this revealed information.

4.3. Security of Processing

Blackbox Research has sufficient security measures in place to ensure that all information provided will be protected from unauthorized access, manipulation or disclosure. If personal information is transferred to third parties, it shall be recognized that they have put in place a similar level of security measures as well.

4.3.1. Cookies

Cookies and other similar devices are scarcely used. If necessary, Blackbox Research will seek prior approval from respondents before these devices are used in the market research study. In order to ensure that cookies are not used during online studies, respondents can configure their browsers to notify them of their existence. Cookies can also be deleted by adjusting browser settings.

4.4. Rights of the Respondent

Every respondent shall be made aware and be able to exercise the right not to participate in a market research study at any point in time. Respondents have the right to decline any disclosure of personal information and delete or rectify any personal data that is incorrect.

4.5. Trans-border Transactions

Extra care will be given to personal data that is transferred from the country in which it is collected to another country. If data is processed in another country, all reasonable steps will be taken to ensure that unauthorized access, manipulation and disclosure of information will not occur.

5. Contact Us

For any further enquiries, you can reach us at enquiries@blackbox.com.sg or give us a call at (65) 6323 1351.