



Our policy on... Data Ethics and Integrity

For all Kantar people

Kantar is a data-driven company.

We specialise in gathering it, analysing it and helping our clients to get the most out of it to grow their businesses or steer their organisations.

We are successful because our clients, colleagues, panellists and participants all trust us to not only protect this data, but also to use it in the right way.

Individually and collectively, we all have a responsibility to protect and grow this trust.

Any breach of this policy may result in disciplinary action being taken including, in serious cases, potential dismissal or termination of a contingent worker's engagement.

This policy is not part of your employment contract or contract for services and Kantar can change or update it from time to time.



01

Your role in Ethical Use of Data and Maintaining Data Integrity

By following the guidelines outlined below, you'll be doing your bit to ensure that we maintain and enhance our data integrity. Please ensure that:

- Any new products, processes or techniques are developed in accordance with sound scientific research principles that can be verified and are tested to ensure accuracy of data and deliverables
- Any changes to products, processes or techniques (including technology) are tested to ensure that the impact of the changes is fully understood and accounted for
- All data collection, processing and analysis is completed in line with the appropriate standards and required quality processes and checks, for example the Kantar Global Minimum Quality Standards for Offline Quantitative
- Colleagues holding any role relating to the creation and delivery of data and insights are appropriately trained to enable them to do this to effectively, and in line with all relevant standards and guidelines
- Data or insights are never falsified or adjusted inappropriately for any purpose whatsoever, whether at the request of a Kantar manager or leader, a supplier, a client, or any other third party
- Never providing data or insights to our clients that are not produced in line with our guidelines, quality processes and checks
- Never providing insights to clients that are not supported by the data or are deliberately intended to mislead
- Never allowing our data to be used to mislead, for example clients making incorrect claims to endorse their products/services
- Ensuring our data and insights are only ever used for the purposes intended or permitted as outlined in our clients' contracts
- Ensuring our data and insights never leave Kantar unless specified as part of a client contract or part of an approved communication/marketing campaign. This includes not taking any proprietary data with you when you leave Kantar employment
- Never making false claims about the standards adhered to in the collection, processing and analysis of data, and the creation of insights, including compliance with external standards such as ISO 20252 and ISO 9001
- Adhering to the **Esomar Code of Conduct** at all times

In addition, if a client, government or regulatory body requests copies of or access to any of our data that is not permitted under our standard contractual terms, you must immediately contact dataprotection@kantar.com. You must not provide any data under these circumstances without written permission to do so.

Protecting our:

People

Partners

Integrity

Information

World

Money

02 How Kantar collectively works to use data ethically and maintain data integrity

To ensure we create and deliver data and insights that can be trusted consistently and continuously, we are implementing and investing in:

- Continued skills development and training programmes for all Kantar colleagues
- A comprehensive research and operations methodology and quality-control process from defining initial client requirements through to client reporting
- Continuous improvement in our internal/external facing solutions
- Ongoing monitoring and management of customer relationships
- Ongoing monitoring and management of supplier delivery
- Ensuring new and existing suppliers meet rigorous quality assurance criteria

03 What to do if something goes wrong or you have a concern

If you are asked to act outside of our expected standards of behaviour, the [Esomar Code of Conduct](#) or to do something that simply just doesn't feel right, you must flag this to your manager. You must also do this if you suspect that someone else is not meeting these expectations.

If you are unable to raise the issue with your manager, you can report the issue to businessintegrity@kantar.com. Your concerns will be taken seriously and fully investigated in a timely fashion.

If you would prefer to raise an issue anonymously, you can use our [Right to Speak service](#).

Thank you for doing your bit to help Kantar use data ethically and enhance our data integrity.



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