

The Netherlands Adopts MRS Fair Data Scheme

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The Centre for Information Based Decision Making & Marketing Research (MOA) – the professional and trade body for market research and data analytics in The Netherlands – has partnered with MRS to introduce the Fair Data accreditation to its members and the wider Dutch market.

Launched in the UK in 2013, MRS's Fair Data trust mark is designed to help the public easily identify those organisations which collect, use and retain personal data properly and ethically. Only those organisations signed up to ten core principles can display the trust mark, and MOA will soon be inviting its members in The Netherlands to sign up to the scheme.

All organisations – both public and private sector – which collect and use personal data are encouraged to become accredited as a way to actively demonstrate their commitment to ethical data practices. The full list of Fair Data principles can be found online here. The Netherlands joins Singapore, another major international research market which has also adopted the scheme.

Jane Frost CBE, CEO of MRS, comments: "Fair Data is about fundamental respect for the people whose data we all rely on for commercial and public purposes. We launched the Fair Data trust mark because it is incredibly important that members of the public are able to instantly identify those organisations which take data privacy seriously. We're delighted that through our partnership with MOA a growing number of consumers in The Netherlands will soon also have that assurance."

Wim van Slooten, director of the MOA, says "For MOA the Fair Data Trustmark is a fantastic initiative, characterising in just two words what MOA and its members stand for: organisations which place data privacy at the centre of their business philosophy."

"We're delighted that Fair Data will help MOA extend its reach and talk to a wider range of businesses about the importance of ethical data practices."