

DATA ETHICS

Acing the Emerging Data Protection: Research Guidelines

Roundtable Summary

**Learning by discussing: are you aware of the Research Guidelines that are in the making by the regulators around the world? What are the key issues on the guidelines and how do they impact our daily work? Explore how best to answer data protection questions of your next RfPs with your colleagues, clients and competitors.**

Data science and data protection are not always compatible with each other. Whether it is clinical research, a consumer survey or a simple poll, conflicts are present. Personal data collected for generating one insight can at some point in the future used for another analysis. Such a simple and routinely observed practice already goes directly against some of the principles of data protection. Data protection laws require personal data to be used only for specified purposes. If not, consumers (data subjects) need to be informed. The re-use of data that often happens in research is not permitted and goes against the privacy principle, “purpose limitation.” Data protection laws also do not permit data to be kept on file for years, without an expiration date. To carry out trend analysis or some other type of longitudinal study, which is/was unplanned at the outset of the original research, will not be considered data protection compliant. And what if consumers “opt out” from the study (en masse)? In respecting the “right to data deletion” and “data portability” research findings will be skewed and, in some cases, rendered useless.

From South Africa to Canada, from Singapore to the UK, policymakers are aware of the conflicts between some of the principles of data protection with scientific research. GDPR, for instance, contains exceptions that can be applied to scientific research. However, further clarifications are required from all parties.

In our field of marketing and advertising insight, there is a well-established ICC/ESOMAR Research Code of Conduct. In addition, many data protection regulators are working on guidelines for research purposes. This round table starts with a discussion on the relevance of global, European and national research guidelines to determining MMM or calculating the incrementality of a particular advertising channel, followed by an exchange of best practices and tips which can tick both boxes of compliance and robust measurement.

During this session you will:

1. Learn about the general challenges from data protection and market pressures companies are facing, and how they are strategically addressing these issues.
2. Understand expected legal changes are coming for measuring advertising and marketing effectiveness
3. Find out how Research Guidelines can help you answer questions on Request for Proposals and at maintain a robust compliance process

The session will be most beneficial for all those that make use of data insight including: Data scientists, Chief Data Officers, Chief Privacy Officers, of brands and service providers

Roundtable Chairs



**Dr Sachiko Scheuing**  
Chairwomen FEDMA  
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