

2024

EPHMRA

Code of Conduct Proformas

**Pro Forma 1**

|  |
| --- |
| **Recruitment agreement** |
| Project Details |
| Project Title: | Project No: |
| Nature of Project |
| Subject and purpose of market research study: |
| Methodology and Approach: |
| Fieldwork |
| Location: (if online or telephone, please state this) | Duration: |
| Date: | Start time: |
| Incentive |
| Type (e.g. cash): | Amount: |
|  |  |
|  |  |
|  |  |
|  |  |
| Respondent Signature |
| Signature: | Name (please print): |
| Respondent Code Number |
| Code Number: |

**Pro Forma 2**

|  |
| --- |
| **Receipt of Incentive** |
| **Project Details** |
| Project Title: | Project No: |
| Agency: | Agency Contact: |
| **Fieldwork** |
| Date of receipt: | Start Time: |
| Location (If online or telephone, please state this): | Duration: |
| **Incentive** |
| Incentive Type (e.g. cash): | Incentive Amount: |
| **Declaration** |
| * I confirm that the information I have given during the course of this interview/group discussion represents my views on the subject matter.
* I confirm that I have received the incentive detailed above in appreciation for my contribution to the project.
 |
| **Market Research Subject Signature** |
| Signature: | Name (please print): |
| **Market Research Subject Code Number** |
| Code Number: |

**Pro Forma 3**

|  |
| --- |
| **Market Research Subject Consent Allowing Client Access to Market Research Fieldwork** |
| **Project Details** |
| Project Title: | Project No: |
| Agency: | Location of Fieldwork: |
| Date of Fieldwork: | Start Time of Fieldwork: |
| **Declaration** |
| * I understand that the company that commissioned this Market Research study
 |
| (name of recipient organisation(s) may or may not be required will:**DELETE AS APPROPRIATE*** Watch through a one way mirror (watching organisations do not need to be named) but type of organisation(s) should be specified
* Listen to an audio recording at their offices (organisations listening in may or may not need to be named depending on whether audio information is considered personal data or not)
* Watch a video recording at their offices (watching organisation(s) must be named but naming may be delayed until the end of the interview if viewing is not live)
* I understand that the purpose(s) of the company having access is:
 |
| The people in the company who will listen to or view the recordings will be in the following functions/roles: |
| * I understand that all those listening, watching or viewing the recording MUST respect the confidentiality of all information exchanged in Market Research interviews/groups and that no sales approaches will ever be made to me as a consequence of the company having this access.
* I understand that I can withdraw my consent at any stage.

IF APPROPRIATE We would prefer not to reveal the name of the healthcare/pharmaceutical company until the end of the interview, just in case knowing this affects any responses. Is this acceptable to you or not? * YES
* NO
 |
| **Signatures** |
| * I have read, understand and agree to the terms above.
 |
| Market Research Subject Signature: | Name (please print): |
| Agency Signature: | Name (please print): |
| **Market Research Subject Code Number** |
| Code Number: |

**Pro Forma 4**

|  |
| --- |
| **Client Agreement to Safeguard Confidentiality of Recordings of Market Research Fieldwork** |
| **Project Details** |
| Project Title: | Project No: |
| Agency: | Location(s) of Fieldwork: |
| Date(s) of Fieldwork: | Start Time(s) of Fieldwork: |
| Commissioning Client Company: |
| **Declaration** |
| On behalf of **<the commissioning client company>** I can confirm that the recording(s) of Market Research fieldwork from the above study will only be used for the following purpose(s): |
| The only people in the company who will listen to or view the recordings will be in the following functions/roles: |
| And the recording(s) will be in the secure care of: |
| On behalf of the commissioning client I can confirm that: |
| Those listening to or viewing the recording will respect the confidentiality of all information exchanged in Market Research interviews/groups* No sales approaches will ever be made to MR subjects as a consequence of having this access
* No attempt will be made to reverse any anonymization.
* The recordings will be stored securely, kept separate and processed in accordance with applicable data protection/privacy laws and Market Research professional codes.
* The recordings will be destroyed or handed back to the agency as soon as is required.
* If video streaming has been used to allow remote viewing it is possible that the video transmission system used delivered a copy of the recording to the receiving computer. If this is the case any copy of the video stream saved on the observer’s computer MUST be deleted.
 |
| **Signatures** |
| * I have read, understand and agree to the terms above
 |
| Company Signature: | Name (please print): |
| Agency Signature: | Name (please print): |

**Pro Forma 5**

|  |
| --- |
| **Observer Agreement** |
| **Project Details** |
| Project Title: | Project No: |
| Agency: | Agency Contact: |
| Location of Fieldwork: | Date of Fieldwork: |
| Time of Fieldwork: |
| **Declaration** |
| * I understand that I MUST be familiar with and adhere to the EPHMRA’s Observers’ Guidelines.
 |
| **Observer Signature** |
| * I have read, understand and agree to the terms
 |
| Signature: | Name (please print): |