



# Has a fieldworker contacted you from Verian (formerly Kantar Public)?

## Why did a fieldworker contact me?

We have contacted you to give you the opportunity to participate in a survey. Participation is your choice. There is no sales or marketing involved and your personal details and responses remain confidential and are aggregated with other unless you have agreed otherwise.

Surveys are conducted door to door, in street, in store and in hall by our network of fieldworkers all over the country, managed by Verian.

## How do I find out more about the survey/ Verian?

The interviewer should have left you with an information / thank you leaflet which explains more about our company, the purpose of market research, and why you were chosen to participate.

If you have any further questions that have not been answered on this leaflet, or you would like to speak to someone about any aspect of the interview, please contact us:

**By telephone:** 0800 151 2336

**By email:** [FieldDepartment@veriangroup.com](mailto:FieldDepartment@veriangroup.com)

To enable us to trace the interview, please provide us with your name, address, date of interview, the interviewer's name and ID number from the leaflet in addition to your query. All contact will be used purely to deal with your query/request and will not be shared or used further without your express permission.

If you are still unhappy and you wish to escalate your complaint, please email [UK-Compliance@veriangroup.com](mailto:UK-Compliance@veriangroup.com) or write to

Compliance Officer  
Verian  
4 Millbank  
Westminster  
London  
SW1P 3JA

## **I live within a No Cold Calling area. Does this apply?**

In general, No Cold Calling zones are aimed at salespeople who are cold selling at the doorstep; as a market research company, we are not attempting to sell anything to members of the public, only gathering opinions on a variety of different topics. Sometimes the surveys we undertake can directly affect the services provided in your area, and it is therefore very important to gain the views of the residents themselves.

## **I/my parent is elderly or vulnerable. Why would they be contacted?**

The opinions of all age groups are extremely important to us, and we would not automatically preclude elderly people from participating in our surveys. We do, however, train our interviewers to take great care and use their best judgement when approaching elderly or vulnerable members of the public. In sheltered accommodation, where a warden is on duty, interviewers are instructed to contact the warden before approaching any of the residents within the block. We also require our interviewers to register at the local police station before commencing their assignment of work.

If you have any concerns regarding this, please contact us for further information.

## **Why did the interviewer ask for my personal contact details?**

Personal contact details are requested from everyone who takes part in our survey to allow us to conduct quality checks on our interviewers' work. The quality checks are extremely important to the accuracy of our data and are conducted on a sample of all work conducted. You may therefore be contacted, either by telephone or post, to check that the interview was conducted to our required standards.

If personal contact details are collected for any other purpose, this will be described to you at the point of collection, and you can decide if you give these. We do not share your personal details to any third party, so you would not receive junk mail or sales calls as a result of taking part in any of our surveys unless you have agreed otherwise.

## **How is the personal information I provided protected?**

We adhere to data protection legislation, the guidelines of ESOMAR and the Market Research Society and with an International Information Security Standard (ISO 27001). The personal information that we have gathered from you is separated from the answers you have given on the main questionnaire, so the opinions you have given will not be linked to you as an individual, unless you have agreed otherwise.

## **Are you allowed to interview children?**

Yes, with appropriate permission. The Market Research Society requires that signed parental permission is obtained before we interview any child aged 15 or under. The MRS classes 16- and 17-year-olds as 'young people' and 18-year-olds as 'adults'. We ask our interviewers to take extra care when interviewing young people and children, and to adhere to our strict guidelines provided at their interviewer training. If you have any concerns regarding this subject, please contact us.

## **Why wasn't I informed in advance that the interviewer would be calling?**

Most of our surveys require our interviewers to choose which homes they call at within a specified area. Our turnaround times are usually very fast and therefore makes it unfeasible to write to each potential respondent beforehand; where time permits, we may do this.

## **The interview lasted longer than expected.**

An estimated length of time is given at the start of the survey; however, a survey can vary in length depending on the answers given, and the opinions you provide