**Abstract**

A survey study is a collection of information from individuals through their response to question*.* Survey methods may sound simple, easy to execute and quite unchallenging to many. However, it is important to understand that conducting ‘quality’ surveys involves consideration of many aspects. One of these is the ethical conduct of survey research which involves obtaining Institutional Ethics Committee approval and informed consent from the study participants. Survey studies are low risk studies and quite often, the need to obtain ethical review for such studies is debated. However, exempting such studies on the basis of ‘low risk’ may at times compromise the quality of that study. Therefore, the concept of relaxation of norms for ethics committee review and informed consent process needs a rethinking. The present article sheds light on some of the ethical issues involved with survey research which every stake holder of a survey research must note.