



InsightOrbit is fully compliant with ESOMAR guidelines on mutual rights and responsibilities of researchers and clients. We actively adhere to these standards in all our market research projects.

## ESOMAR Guidelines Gist

ESOMAR guidelines outline key principles for researcher-client relationships, including ownership of proposals and results, subcontracting notifications, data quality checks, record-keeping, publishing findings, confidentiality, and transparency. Researchers must ensure projects follow the ICC/ESOMAR International Code, with contracts covering intellectual property, data protection, and quality controls like back-checking interviews. Clients gain rights to technical details, observation of sessions, and safeguards against misuse of findings, while researchers maintain responsibility for ethical execution.

## Insight Orbit's Compliance

InsightOrbit integrates ESOMAR compliance into every project phase, from proposal to reporting, ensuring clear contracts specify ownership, confidentiality, and subcontractor adherence. We maintain records for at least one year post-fieldwork (or as agreed), allow client quality checks, and provide full technical info like sample sizes, response rates, and error margins. Our team upholds transparency by notifying clients of alterations, syndicated work, or delays, preventing conflicts and protecting respondent data.

## Key Commitments

- Ownership and IP transferred in writing only; client briefs kept confidential.
- Subcontractors informed pre-work; they sign onto ICC/ESOMAR Code.
- No misuse of findings; we correct misinterpretations and consult on publications.
- Products/stimuli risks borne by clients; we ensure safe respondent handling.