

This Understanding Society interview was conducted by:

Interviewer Name: _____

Interviewer No: _____

Date: _____

TNS is conducting this project as an 'MRS Company Partner', which can be verified by calling the MRS Freephone on 0500

What is the Market Research Society?

The Market Research Society (MRS) is the professional body for market researchers. The MRS Code of Conduct regulates all market research activity in the UK, in compliance with Data Protection and Human Rights legislation.

Under the MRS Code of Conduct, you have the right:

- To know the purpose of the interview
- To know who is interviewing you: Interviewers always carry the MRS personal identification card to identify themselves, this gives the interviewer's name, photograph and organisation
- To end the interview at any point
- To know that any personal information provided will only be used for the purposes about which you have been told

The information that is collected is strictly controlled and used only for research purposes, so you can be assured that taking part in our interview will not result in any subsequent sales or promotional activities by third parties.

For more information on the Market Research Society, contact:

The Standards Manager, Market Research Society, 15 Northburgh Street, London EC1V 0JR Telephone: 020 7490 4911 email: codeline@mrs.org.uk or visit website www.mrs.org.uk

TNS is compliant with the following standards and legislation: The 1998

UK Data Protection Act, The Market Research Society (MRS) Code of Conduct, ISO 20252, ISO 9001 and ISO 27001.