



# IMPLEMENTATION OF DATA PRIVACY

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**2018 PSAI ANNUAL CONFERENCE**

September 21, 2018

# DATA PRIVACY

In the market research and opinion polling industry, data privacy principles have been observed and rights of data subjects upheld long before the enactment of a data privacy law became imperative.

Long tradition of self-regulation in the market research and opinion polling industry where data privacy is concerned

Privacy policies were developed on their own by survey research companies in order to gain the trust of the public (respondents).

# DATA PRIVACY

Pulse Asia adheres to the privacy principles of

## Transparency

We inform would-be survey respondents, FGD participants and key informants (*data subjects*) about the purposes of the study.

## Legitimate purpose

The purposes of our studies are not “*contrary to law, morals, or public policy*”.

# DATA PRIVACY

Pulse Asia adheres to the privacy principles of (cont'd)

## Proportionality

We do not process the information we collect beyond the declared and specified purposes of the study.

Electronic database identifies respondent only by a respondent number (RNO)

No electronic database on respondents' personal information (name, postal address, telephone number).

Personal information appear only on the paper questionnaires, which are shredded, usually one year after the end of the survey period.

# DATA PRIVACY

## Proportionality (cont'd)

We do not use personal information for secondary purposes.

Our processing of personal data is lawful since we obtain the would-be respondent's prior consent to be interviewed. The respondent may even terminate the interview prior to completion.

# SAMPLE INFORMED CONSENT FORM

**Annex B.2**  
**Informed Consent Form and  
Questionnaire Rapid Assessment  
of  
Consumption in the Philippines  
Informed Consent Form for 18 Years Old and  
Over – English (Revised Version – 20 March  
2017)**

I, \_\_\_\_\_, \_\_\_\_\_ years old, **am being invited** to participate in a survey entitled Rapid Assessment  
Consumption in the Philippines to be  
conducted by Ana Maria L. Tabunda, Project Leader of the Study from  
Pulse Asia Research, Inc.

I understand that this research study has the general objective of

I also understand that the specific objectives of this study are:

The study will be conducted in the different regions of the country wherein 1,200 households will be answering interview questions for not more than 60 minutes.

# SAMPLE INFORMED CONSENT FORM

In this study, I will be asked about my consumption of

. All my answers and will be treated as highly confidential and will not be taken against me. I am also entitled to refuse answering questions that I feel I should not respond to.

I understand that there is no risk involved in the study. I also understand that the benefit which I will get from this study is the improvement in government policies on the health of the Filipino people. In addition, our family will receive a token worth P50.00.

I understand that I can withdraw from this study anytime even if the interview has started.

I understand that all my personal information will be kept strictly confidential and will not be revealed in any writing/reports that will come out of the study.

I understand that I am free to contact Ana Maria L. Tabunda at \_\_\_\_\_ or send an email at \_\_\_\_\_ if I have questions. I may also contact \_\_\_\_\_

# SAMPLE INFORMED CONSENT FORM

I have read the foregoing information, or it has been read to me. I have had the opportunity to ask questions about it and any questions that I have asked have been answered to my satisfaction. I consent voluntarily to participate as a participant in this research.

Name of participant : \_\_\_\_\_  
Signature of participant : \_\_\_\_\_  
Date : \_\_\_\_\_

If the respondent is not literate:

I have witnessed the accurate reading of the consent form to the potential participant, and the individual has had the opportunity to ask questions. I confirm that the individual has given consent freely.

Name of witness : \_\_\_\_\_ Thumb print  
Signature of witness : \_\_\_\_\_ of respondent:  
\_\_\_\_\_  
Date : \_\_\_\_\_

Statement by the researcher/person taking consent:

I have accurately read out the information sheet to the potential respondent, and to the best of my ability made sure that the respondent understands fully the content of this informed consent form.



# SAMPLE INFORMED CONSENT FORM

I confirm that the respondent was given an opportunity to ask questions about the survey, and all the questions asked by the respondent have been answered correctly and to the best of my ability.

I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the respondent.

Name of person taking the consent : \_\_\_\_\_  
Signature of person taking the consent : \_\_\_\_\_  
Date : \_\_\_\_\_

# DATA PRIVACY

We also uphold the following privacy principles:

## Security

We take measures to protect personal information from misuse, unauthorized access, and disclosure.

When clients require filled-up hardcopies or scanned copies of questionnaires, we withhold the respondents' names and addresses

Theft Protection / Roller Security  
Stamp



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# DATA PRIVACY

We also uphold the following privacy principles (cont'd):

## Data Integrity

We assure the reliability of personal information for its intended use and ensure the information is accurate and complete.

We replace wrong-gender interviews (discovered upon back-checking or through quality-control procedures) with interviews of respondent of the correct gender

# PRIVACY VS ETHICS

*“Data privacy is the thing you do to keep from getting sued, data ethics is the thing you do to make your relationship with your customers positive.”*

*- James Stodgill, O’Reilly Radar*

We implement data privacy *and* practice data ethics, both with respect to our respondents rather than our clients.

# EXEMPTION

Based on Section 5c of the *Implementing Rules and Regulations of Republic Act No. 10173, known as the “Data Privacy Act of 2012”* , many of our researches are qualified for exemption from certain provisions of the Act.

**Section 5. Special Cases.** The Act and these Rules shall not apply to the following specified information, only to the minimum extent of collection, access, use, disclosure or other processing necessary to the purpose, function, or activity concerned:

.....

c. Personal information that will be processed for research purpose, intended for a public benefit, subject to the requirements of applicable laws, regulations, or ethical standards;

**Thank you.**