

The MOA Fair Data Hallmark has been awarded to:

## Flycatcher Internet Research

We are a  
Fair Data  
Company 

“We are a Fair Data Company and subscribe to the Fair Data Code of Conduct. As a Fair Data Company, we carry the Fair Data Hallmark that may only to be used by marketing, insights and analytics organisations that are MOA members.”

### The 10 Rules of Consumer Privacy:

- 1 We follow and respect the Fair Data Code of Conduct where your privacy and anonymity are the basic principles.
- 2 We will not collect, store or process personal data if there is any uncertainty as to whether there has been compliance with the Fair Data Code of Conduct.
- 3 We will never be misleading about the purpose of the research or the data analysis for which the personal data is being processed.
- 4 Personal data that has been collected for market research or data analysis will never be processed by us for other purposes.
- 5 We will only process special personal data with your explicit consent.
- 6 We will carefully store and secure your personal data, and will comply with the MOA guidelines for data security.
- 7 We will ensure that our staff is trained and informed about the use of personal data and have signed a non-disclosure agreement.
- 8 Our basic principle is that your personal data derived from market research and data analysis will always be reported anonymously, so this data will not be traceable, linked or deduced.
- 9 We will only include directly identifiable data in market research or data analysis reports with your explicit consent.
- 10 We will demand that any subcontractors we employ for market research and data analysis adhere, respect and follow the Fair Data Code of Conduct in the same manner.