



Privacy Shield Annual Report

Insights Association Privacy Shield Program 4/15/2017-7/31/2017
(CASRO Privacy Shield Program 8/1/2016-4/15/2017)

The Insights Association represents companies, corporate research and analytics departments, and individuals working in marketing research and data analytics. The Insights Association was founded in 2017 with the merger of CASRO, the US trade association founded in 1975, and MRA, the US professional society founded in 1957.

The Insights Association is committed to supporting member companies' self-certification to the EU-US and Swiss-US Privacy Shield Frameworks. The Association offers this support through the Insights Association Privacy Shield Program which launched in April 2017. Details about our program can be found on our website <http://www.insightsassociation.org/get-support/privacy-shield-program>.

The Recourse, Enforcement and Liability Principle of the Privacy Shield Framework requires self-certifying organizations to provide an independent recourse mechanism (IRM) available to investigate unresolved complaints at no cost to the individual. Through the Insights Association Privacy Shield Program, member companies engage IRM services provided by the International Centre for Dispute resolution (ICDR). These IRM services are available at no cost to individuals. For a detailed annual report, as it relates to the Insights Association Privacy Shield Program from April 15, 2017 – July 31, 2017, containing information about the total number of Privacy Shield-related complaints received; the types of complaints received; dispute resolution quality measures; and the outcomes of the complaints received, including the number and types of remedies or sanctions imposed, please see the ICDR annual report published on its website <http://go.adr.org/privacyshield.html>.

From August 1, 2016 through April 14, 2017 the Insights Association's predecessor, CASRO, operated the CASRO Privacy Shield Program. The CASRO Privacy Shield Program supported member companies in achieving self-certification to the EU-US Privacy Shield. In fulfillment of the Recourse, Enforcement and Liability Principle of the Privacy Shield Framework participants in the CASRO Privacy Shield Program engaged IRM services operated by the Better Business Bureau (BBB). These IRM services were available at no cost to individuals. For a detailed annual report, as it relates to the CASRO Privacy Shield Program from August 1, 2016 – April 14, 2017, containing information about the total number of Privacy Shield-related complaints received; the types of complaints received; dispute resolution quality measures; and the outcomes of the complaints received, including the number and types of remedies or sanctions imposed, please see the BBB annual report published on its website <https://www.bbb.org/EU-privacy-shield/>.