



Privacy Shield Annual Report

Insights Association Privacy Shield Program 7/31/2017 – 7/31/2018

Executive Summary

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>.

From August 1, 2016 through April 14, 2017 the Insights Association's predecessor, CASRO, operated the CASRO Privacy Shield Program. The Insights Association has been providing the program to its company members since April 14, 2017 and covers the period of August 1, 2017 through July 31, 2018 for the purposes of this annual report.

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.

Program Requirements and related compliance activities

The Insights Association Privacy Shield Program is a benefit of organizational membership and requires an Annual Participant Agreement. In the last year since the 2017 Annual Report, the program attracted many new inquiries and participants in the week leading up to and immediately after (June 2018) GDPR went into effect on May 25, 2018. As of the date of this report, the Insights Association has 35 market research companies as approved participants, with an additional 9 in process, utilizing the dispute resolution service offered as a component of the program. The Insights Association offers Privacy Shield-related online guidance for businesses and consumers to their membership, no matter their participation in the Privacy Shield Program.

Filing a Complaint

To file a complaint with the registered IRM, Insights Association, the complaint must concern a company that is a participating business in the Insights Association Privacy Shield Program. For the complaint to be accepted, the individual must already have made a good faith attempt to resolve the complaint directly with the participating business and the complaint must allege that the participating business has violated the Privacy Shield Principles with respect to an individual's personal data or the personal data of a child under 13 of whom the individual is the parent or guardian.

All eligible complaints will be reviewed, and assistance will be provided to help the complainant individual and the participating business reach a resolution.

A participating business must comply with the final determination of any dispute submitted to the Insights Association Privacy Shield Program. However, participating in our dispute resolution process will not affect the legal rights of a consumer.

Complaints against participants in the Insights Association Privacy Shield Program are handled by the International Centre for Dispute Resolution/American Arbitration Association (ICDR/AAA) and the administrative procedures described here.

If the complainant has failed to resolve the eligible complaint by working directly with the participating company, s/he may initiate the dispute resolution process by completing [this form](#) and submitting it by e-mail or regular mail according to the instructions listed on the form.

Program statistics: Eligible complaints

For a detailed annual report, as it relates to the Insights Association Privacy Shield Program from July 31, 2017 – July 31, 2018, 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>.

The Insights Association Privacy Shield Program supported member companies in achieving self-certification to the EU-US Privacy Shield. In fulfilment of the Recourse, Enforcement and Liability Principle of the Privacy Shield Framework participants in the Insights Association 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 Insights Association Privacy Shield Program from July 31, 2017 – July 31, 2018, 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/>.