



Smarty Pants Commitment to Research Integrity

Smarty Pants is committed to providing the highest quality market research and strategic consulting services to its corporate and non-profit clients. The company is also committed to preserving the integrity of the market research industry and protecting the privacy and well-being of research participants.

As Smarty Pants fulfills these commitments, the company will:

- Adhere to the Insights Association Code of Standards and Ethics
- Comply with all guidelines and best practices for conducting human research
- Adhere to all consumer protection laws, including those established at the local, state, federal and international levels
- Design research, with client consultation, to determine the participant information and data needs and usage desires
- Gain informed, active consent for research participation and use of research learnings
- Obtain participant consent to share personal data with clients, based on the client's needs set forth at the commencement of research
- Conduct research in service of insights gathering and business consultation only, limiting data collection to what is necessary to serve the purpose of the research
- Provide research participants with easy access to Smarty Pants' privacy policy
- Implement appropriate security measures to protect participant data from unauthorized access, use, modification, destruction or disclosure
- Anonymize all learnings and personal data provided to clients in all documents and deliverables, unless personal data is actively requested by the client and participants consent to its collection, sharing and use
- Gain consent from research participants to be re-contacted by Smarty Pants, if needed or desired
- Allow research participants to withdraw their project participation and/or data collection, storage or sharing consent at any time for any purpose
- Upon client request, contact research participants to request consent for clients to contact them directly for needs that extend beyond the project scope

Further, as Smarty Pants fulfills its commitments, the company will not:

- Conduct research in an effort to promote or market brands, products or services
- Conduct research to gather participant data to be used outside of the commissioned project
- Provide research participants' personal data or contact information without their expressed consent
- Maintain participant data or contact information beyond one year or the duration established at the commencement of research and agreed to by participants
 - Participant agreement may not violate consumer privacy protection laws