The BEST protection you can get in Research

ADIA Trust Mark

The ADIA Trust Mark is the highest level of protection in the Australian research, data and insights industry. The ADIA Trust Mark recognises member organisations who go over and above minimal legislation to ensure they meet the robust quality requirements of a co-regulated compliance framework.

Why the best?

1

PRIVACY

Australia's only Industry APP Privacy Code

ADIA Trust Mark member organisations work exclusively under the Privacy (Market and Social Research) Code. Australia's first and only Industry APP Privacy Code, which helps ensure the highest level of protection for people taking part in research along with the companies and government organisations buying it.

2

QUALITY

International ISO Standard

ADIA Trust Mark members comply with the International Standard for Market, Opinion and Social Research certification (ISO 20252) and undergo an external, annual audit.

3

ETHICS

A unique Australian Industry Code

ADIA Trust Mark members abide with the bespoke Australian Industry Code of Ethics, which is administered by The Research Society, ensuring that research is undertaken with integrity, transparency, and respect for all participants

> As a professional committed to social research quality and integrity, engaging an ADIA Trustmark member gives my clients and I confidence that survey data is collected to the highest ethical, quality, and privacy standards. ISO 20252 certification and annual audits reassure me that Trustmark members take their responsibilities seriously and consistently place the privacy and interests of survey participants at the forefront of their work.
>
> **Helen Bartley,** Principal Consultant, Bartley Consulting and Fellow of The Research Society

The 3 pillars of Trust Mark protection:

This trio of privacy, quality, and ethics creates a robust foundation for research you can rely on. The Trust Mark acts as an assurance that every project is not only compliant but conducted according to the highest standards of responsibility - protecting your data, your organisation, and the people behind every insight.

About ADIA

The Australian Data and Insights Association (ADIA) is the peak industry body for data, insights, and research organisations in Australia. As a $4 billion industry, ADIA represents more than 80 member companies that employ more than 5000 people and 70% of the industry's annual (data collection) turnover.