



# DATA QUALITY EXCELLENCE PLEDGE

We pledge to champion and advance the highest standards of data quality across the research, insights, and analytics ecosystem. Our commitment extends beyond our own operations to actively elevate industry practices through our network of stakeholders.

We commit to:

**1. Uphold Rigorous Data Quality Standards in all our Work—Quantitative, Qualitative, and Technology-enabled Research through:**

- a. Documented approach to data quality
- b. Verified participant consent & identify
- c. Ensure robust technology & operational processes are implemented & maintained
- d. Ensure all surveys are secure at entry and exit points

[AVAILABLE GDQ RESOURCES](#)

- [INTERNAL APPROACHES](#)
- [FEEDBACK LOOP](#)

**2. Provide Transparency through:**

- a. Class of sample (e.g.: affiliate, panel, partner, list, etc)
- b. Data quality metrics (e.g.: GDQ Benchmarking Initiative, ESOMAR 37)
- c. Data quality processes (e.g: ISO, internal SoP, etc)
- d. Use of accurate and consistent data quality terminology

- [DATA QUALITY BENCHMARKS](#)
- [DATA QUALITY GLOSSARY](#)
- [DATA CLEANING STANDARD](#)
- [FEEDBACK LOOP](#)
- [ESOMAR 37](#)

**3. Protect and Elevate the Experience & Rights of Participants:**

- a. Follow national and International ethical codes and guidance
- b. Comply with local, national and global privacy regulations like GDPR
- c. Adhere to questionnaire design guidance and best practice

- [INCENTIVE GUIDANCE](#)
- [U.S. BILL OF RIGHTS](#)
- [MEASURING INT'L DEMOGRAPHICS GUIDANCE](#)
- [QUESTIONNAIRE DESIGN GUIDANCE](#)

**4. Enable Education & Collaboration through:**

- a. Ensure standards are maintained and regularly evaluated across our entire value chain, including work conducted by sub-contractors
- b. Actively educate and empower employees and partners about data quality best practices
- c. Contribute to the body of knowledge and best practices that strengthen data quality across the industry
- d. Advocate for the importance of data quality (i.e., among both clients and partners)

- [CANADIAN BUYERS GUIDE](#)
- [INDUSTRY TRAINING COURSES](#)
- [GDQ WEBINARS & ARTICLES](#)

**5. Participate in GDQ Initiatives by:**

- a. Membership in at least one industry association
- b. Support GDQ requests for data and volunteer contributions, as appropriate
- c. Adopt and train to GDQ guidance, as appropriate (e.g., link security, quality training, guidance documents)
- d. Commit to the use of appropriate & consistent language from the GDQ glossary

- [DATA QUALITY GLOSSARY](#)
- [GDQ WEBSITE](#)

On behalf of my organization, I hereby pledge our unwavering commitment to excellence and dedication to fostering a trusted ecosystem where confidence in high-quality data drives better decision-making.

<i>Laura Ablett</i>	<b>17/04/26</b>	<b>Walnut, part of Accenture Song</b>
<b>AUTHORIZED SIGNATORY</b>	<b>DATE</b>	<b>ORGANIZATION</b>

Please check the box of the association(s) your organization is a member is a member of:

**MRS**