

NON-MEMBER DECLARATION

Please print out this form, complete and sign it and return it by fax to Britta van Arman, ESOMAR on +31 20 664 2922.

I/We declare that I/we have read and understand the ICC/ESOMAR International Code of Marketing and Social Research Practice* and affirm for and on behalf of the Company of which I/we am/are the Authorised Signatory/ies** that this company undertakes to apply the provisions contained therein to each and every marketing or social research contract which it may undertake.

In particular, I/we affirm that we agree to apply Rule 15 of the ICC/ESOMAR Code and confirm that when acting in the capacity as researchers, this company will not undertake any non-research activities, for example database marketing involving data about individuals which will be used for direct marketing and promotional activities. I/We agree that this company will always clearly differentiate any such non-research activities from marketing research activities, in the way they are organised and carried out.

Signed for and on behalf of

Name of company:

Authorised signatory 1:

Signature:

Position in company:

Authorised signatory 2:

Signature:

Position in company:

Date:

* A copy of the ICC/ESOMAR International Code of Marketing and Social Research Practice is available on the ESOMAR website.

** "Authorised signatory/ies" refers to the person or persons authorised to sign on behalf of the company in accordance with its statutes. For instance, in the U.K. and the Republic of Ireland, the signatures of two Directors will be required.