

ESOMAR

# Who Owns the Data?

{...?..}

# ESOMAR

## About ESOMAR

ESOMAR is the global voice of the data, research and insights community. Founded in 1947, it has 6000 individual members, 600 corporate members and reaches more than 40,000 data, research and insights professional members across 130+ countries. ESOMAR is a not-for-profit organisation that promotes the value of market, opinion and social research and data analytics. It has been providing ethical and professional guidance (including successful industry self-regulation) and advocating on behalf of its global membership community for 70 years.

## About Kadence International

Kadence, the global boutique for insight and data, an international research company with offices in the US, UK, India, Singapore, Indonesia, Vietnam, Philippines, Hong Kong and China, works with some of the world's largest brands, providing global coverage at a local level with local expertise.

Kadence Insight delivers 'Insight Worth Sharing' to clients across a wide range of business sectors, whilst Kadence Global Data Solutions highlights 'The People Behind the Data' to the leading global management consultancies needing to conduct primary research.

COPYRIGHT © ESOMAR 2018.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system of any nature, or transmitted or made available in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of ESOMAR. ESOMAR will pursue copyright infringements.

In spite of careful preparation, this publication may contain errors. ESOMAR does not accept responsibility for the consequences that may arise as a result thereof.

Published by ESOMAR, Amsterdam, The Netherlands

For further information, please contact [info@esomar.org](mailto:info@esomar.org)



# Table of Contents



# 6

Introduction



# 8

The value of data



# 10

Who owns the data?



# 12

Sharing and protection



# 14

What next?

# Who Owns the Data?

## Company

68%

Once your organisation has collected data (from any source), who do you consider to have ownership of the data?



The data subject (e.g. consumer)



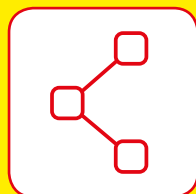
50%

Other companies in our industry are not doing enough to protect their data



79%

Understanding the 'why' behind customer data is more important than collecting large volumes of data



47%

In general, businesses share data too freely with external third parties



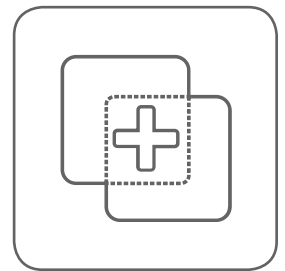
75%

Data is so essential to our business, we need to collect as much of it as possible



86%

There should be a minimum, standard level of data protection in all companies



81%

It is vital for us to combine customer data from multiple sources to draw meaningful conclusions



Our company



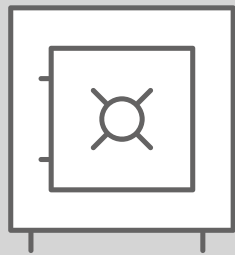
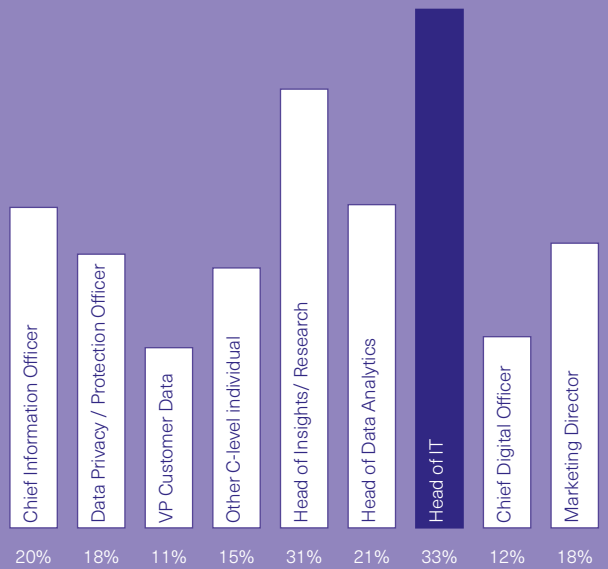
86%

Collecting data is important to the growth of my business

# Head of IT

33%

Who takes responsibility for the data within your organisation?



50%

Data should be more strictly controlled within my organisation



66%

We have so much data now, it is critical that we analyse it as much as possible to gain competitive advantage

# Introduction



For over 70 years, ESOMAR and collaborative national insights and research associations around the world have championed self-regulation through ethical data collection, and with a continued focus on the fact that research participants are human, and not merely a series of data points.

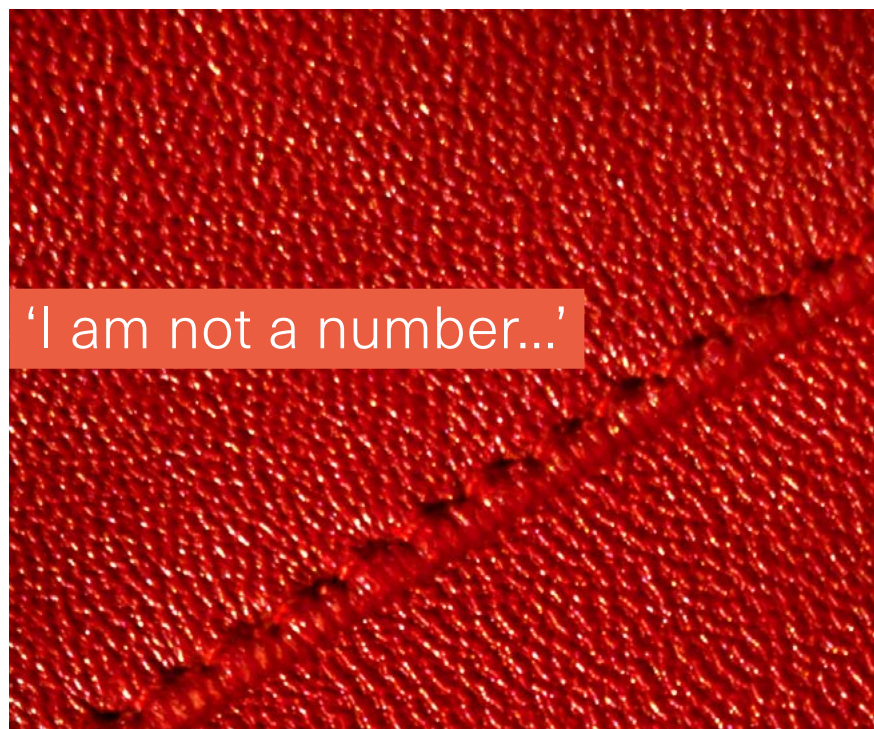
ESOMAR does this through its global Code of Conduct, jointly owned and promoted with the International Chamber of Commerce (ICC), and its guidelines, co-authored with its partner associations around the world. All ESOMAR members adhere to the ICC/ESOMAR International

also lobbies EU legislators as well as other large market legislative bodies and provides national associations with support in lobbying their local legislators. And all this work is done in order to guarantee that the voice of the data and insights industry continues to be clearly heard.

governments with the necessary guidance to better understand the needs and aspirations of the population. All data collection methods adhered to a series of codes and guidelines to ensure data privacy and protection.

But now, technology has evolved so far and so fast that we have entered a new age in data production and collection - one that includes companies outside of the traditional research and insights industry. This is an age where the checks and balances of ethical data collection and self-regulation that grew organically over the last 70 years are now often conveniently "overlooked" in favour of speed and cost-efficiency; BUT the omission of rigour and provenance tests can have dire consequences.

While consumer data may be the "new oil" and a cornerstone in the commercial success of many technology companies, a series of data breaches over the past 12 months - including the high-profile Facebook and Cambridge Analytica scandal - shows we have many lessons to learn in this burgeoning



Code on Market, Opinion and Social Research and Data Analytics to ensure data is being collected with respect, transparency and consent. ESOMAR

A decade ago, the research industry was the primary source of consumer and social data. It was the only industry to provide businesses and



new age of insights and analytics. Although members of the data and insights industry have always practised ethical data collection and respected privacy, in the minds of the lawmakers and many in the media we are now associated with the wrongful data collection methods used by some of the global technology companies who have eschewed the rigour that real data experts have always practised.

In light of this, and as part of our continued commitment to represent the whole scope of the data and

insights world, it is vital for ESOMAR to better understand how data is being used in organisations, how it is being controlled, and who 'owns' that data – both inside and outside of the company. So, shortly after the news broke of the Facebook and Cambridge Analytica scandal, ESOMAR and its research partner Kadence International, undertook a multi-country study of IT, research, marketing and advertising executives in key markets globally to explore the state of the data economy through the people that are most closely involved in it.

The results were heartening on some levels, but on others deeply concerning. They shine a fierce light on the reasons why all industries that use and collect human data need to align better and take collective responsibility for how that data is used and stored, in order to ensure a secure future for all sectors.

# The value of data



Businesses are collecting data in quantities like never before, using new methods and new technologies. The study shows the broad breadth of data collection, particularly the surprisingly large amount collected via the relatively new IoT. This shows how far and how quickly new technology can impact on data collection (and indeed, the production of new data!).

The Who Owns the Data study found that globally 85% of businesses are collecting traditional survey data (whether qual or quant). This doesn't change much based on the size of the business either, which means that small businesses (50 people or less) are taking advantage of the new technologies that have made market research more accessible to businesses of all sizes in the last few years.

What is certainly heartening for ESOMAR and the research industry as a whole is the perception of value that data holds within businesses of all sizes and across multiple markets. A total of 86% of executives generally agree that collecting data is important to the growth of their business, but there are significant regional differences: 77% agree with this in the UK, while in the US this increases to a massive 93%.

1 out of 4 business leaders feel they need to collect as much data as possible, and two thirds believe they need that data to gain a competitive advantage. However, interestingly 8 out of 10 participants agree that understanding the 'why' behind

customer data is more important than collecting large volumes of it, and 81% agree it is vital to combine data from multiple sources in order to draw meaningful conclusions. This serves to clarify that although data is valued, and a huge amount is

available, there is also an appreciation of the need to triangulate and confirm hypotheses to determine what is potentially useful and what is not; perhaps the case for "rigour" is not lost, yet?

**Chart 1**  
Which types of data are collected in your organisation?

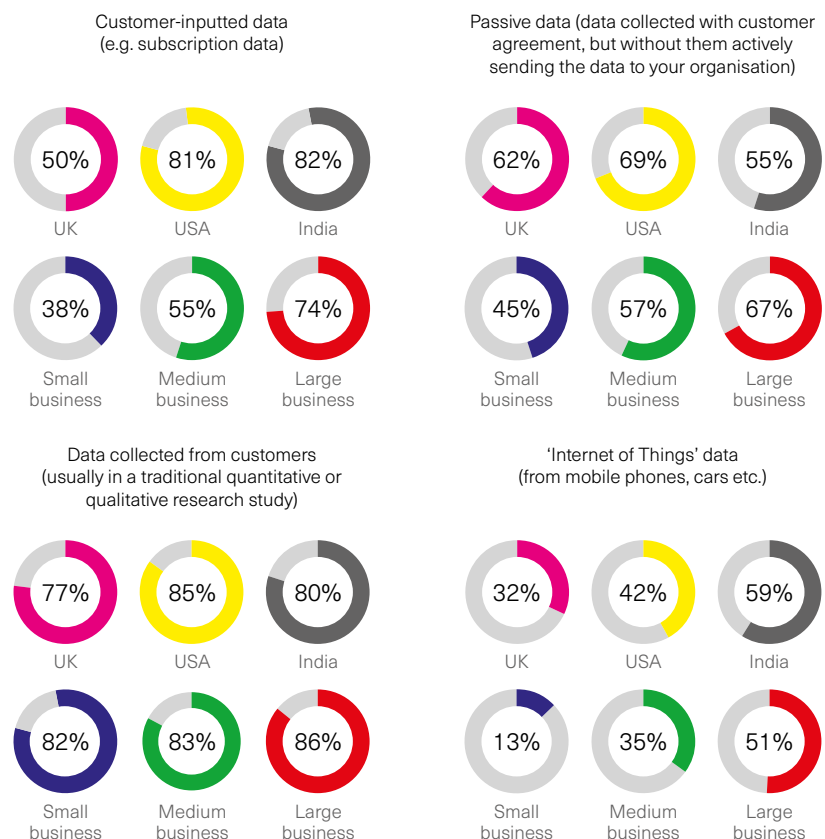
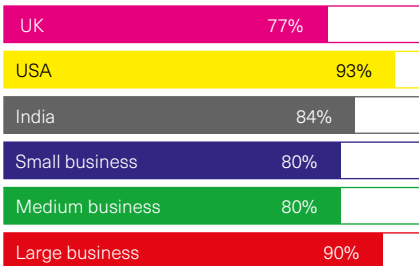




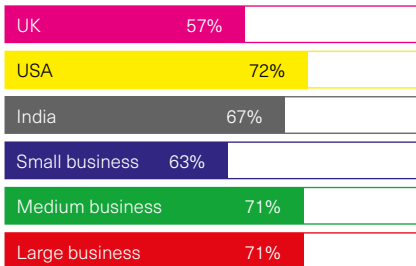


Chart 2  
Value of data

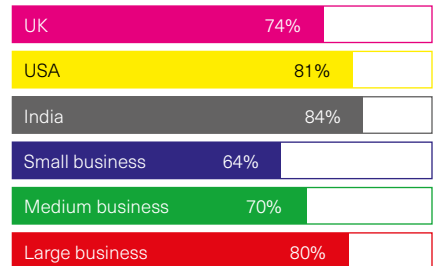
Collecting data is important to the growth of my business



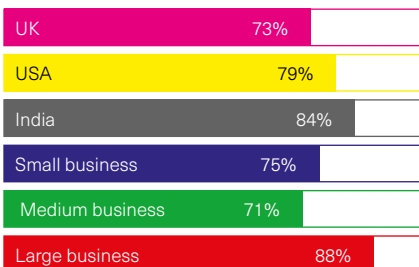
We have so much data now, it is critical that we analyse it as much as possible to gain competitive advantage



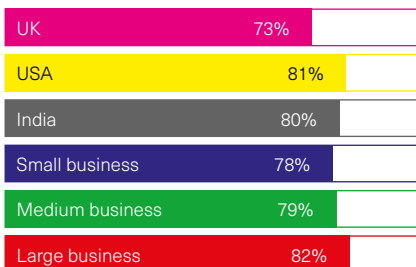
Data is so essential to our business, we need to collect as much of it as possible



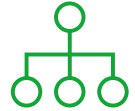
It is vital for us to combine customer data from multiple sources to draw meaningful conclusions



Understanding the 'why' behind customer data is more important than collecting large volumes of data



# Who owns the data?



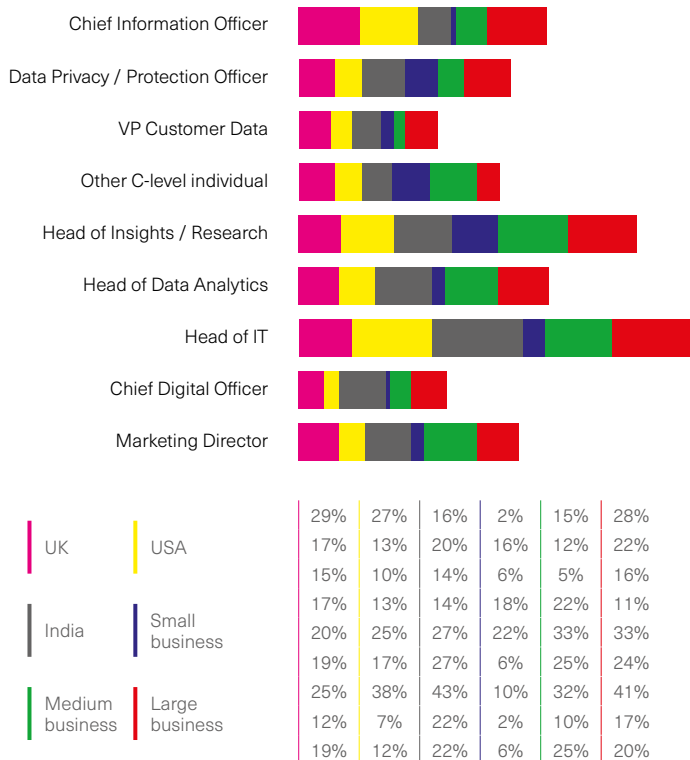
A third of business executives globally stated that the Head of IT was responsible for data in an organisation, and an additional 38% said the Head of IT was also responsible for selecting the technology platforms or systems used to collect data.

For the insights and marketing industries this raises some serious questions. Are Heads of IT aware of – and thus responsible for – their ethical data obligations? How marketing and consumer literate are IT teams? Do IT teams have the research expertise to integrate the voice of consumer in marketing and CX decision-making?

Another shocking figure is that seven in ten (68%) of the business executives we surveyed globally believe that once data is collected, their company owns it. This is one of the most worrying figures from the research, and will provide grounds for concern for data protection officers. The GDPR was created to

provide data subjects (consumers) with the right to access their data, the right to be forgotten and the right to data portability. In all senses the law states the individual remains the owner of the data, but only a third of the managers and directors who took part in this survey had any appreciation of this.

**Chart 3**  
Who takes responsibility for the data within your organisation?



**Chart 4**  
Who is responsible for selecting the technology platforms or systems which are used to collect data?

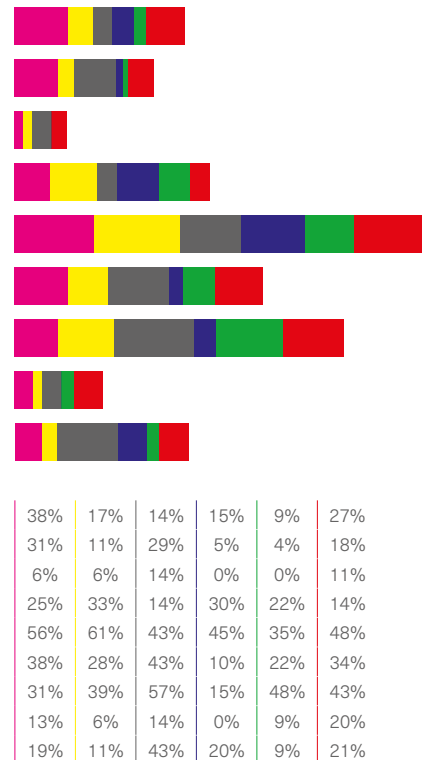
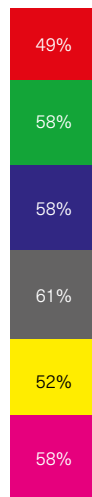




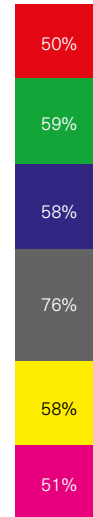
Chart 5

To what extent do you agree or disagree with the following statements?

I prefer one individual to have overall responsibility for data in my organisation



Responsibility for data is handled in the most efficient way within my organisation



My organisation has so much data it is impossible for one person to have responsibility for it all

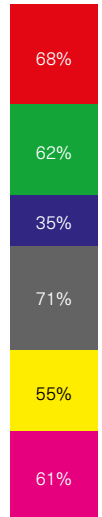
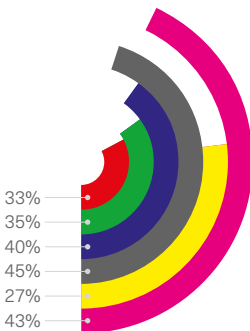


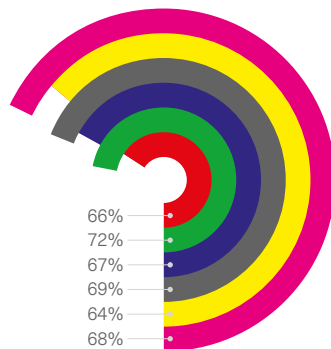
Chart 6

Once your organisation has collected data (from any source), who do you consider to have ownership of the data?

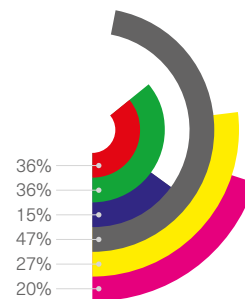
The data subject (e.g. consumer)



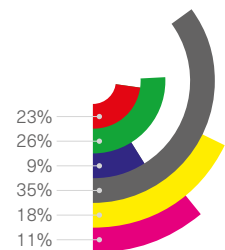
Our company



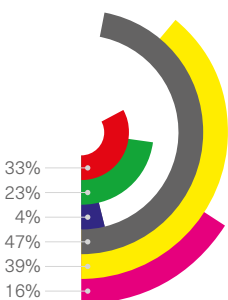
The research/ insight department



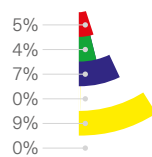
The marketing department



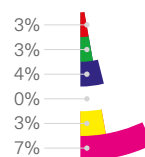
The IT department



Other (please specify)



Don't know



# Sharing and protection



The study found that half of those surveyed in the UK and US, and a significantly larger proportion in India (61%), state that businesses share data too freely internally. As a result, 45% of managers in the UK, 49% in the US, and 82% in India believe data should be more strictly controlled within their organisation – a promising platform for data protection officers.

Of even greater concern, and especially considering the survey was conducted both during and after the Facebook and Cambridge Analytica Scandal, over half of managers in the UK and two-thirds in the US agree that businesses share data too freely externally as well. This significantly reinforces the relevance of, and the need for a wider adherence to, the current codes of conduct in the data, research, insights and analytics space.

As data has often been referred to as the new “oil” and is highly valued by businesses, the study asked managers to compare their company’s protection of consumer data to it’s protection of other company assets including cash/treasury, trademarks/patents, HR information, IT/hardware and company buildings/transport according to how well protected they were.

Despite the value attributed to data, 60% overall feel that cash/treasury is better protected than their data and 52% felt that trademarks and patents are better protected. Data is said to be protected better than the remaining assets, but only slightly. A total of

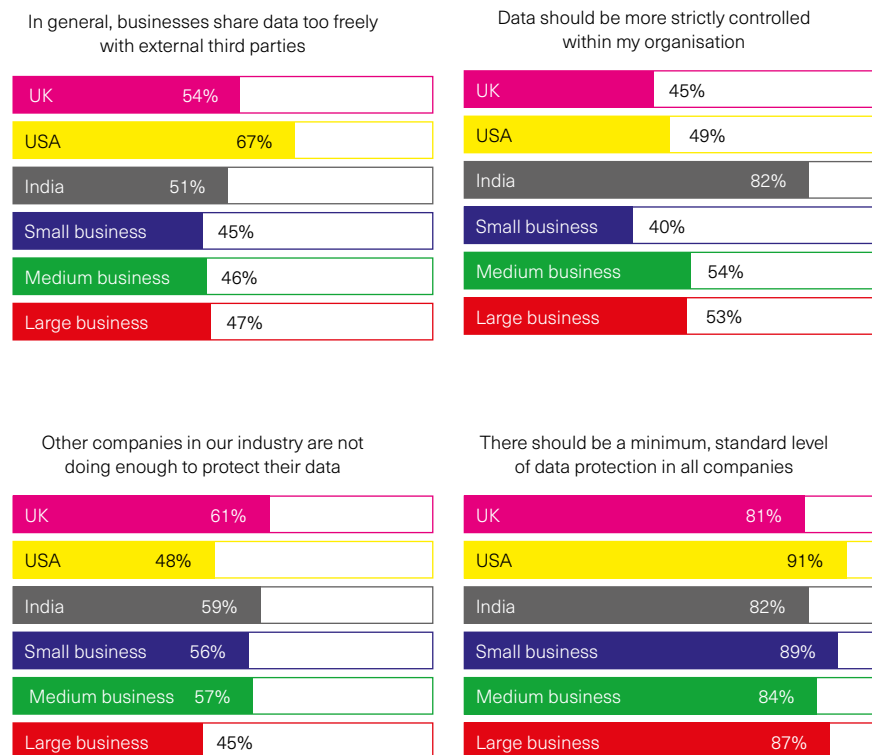
49% feel that HR information is better protected than data, 46% feel that IT/hardware is better protected, and 37% feel buildings and transport are better protected than consumer data. The irony here is that no matter how well treasury is protected, if a company does incur a GDPR-related fine for a data breach, they will need to pay out

a lot of that cash!! (maximum fine = 4% of global turnover!)

In all cases however, the study suggests that companies in the UK protect their data better than the US and India, with India lagging behind in most cases.

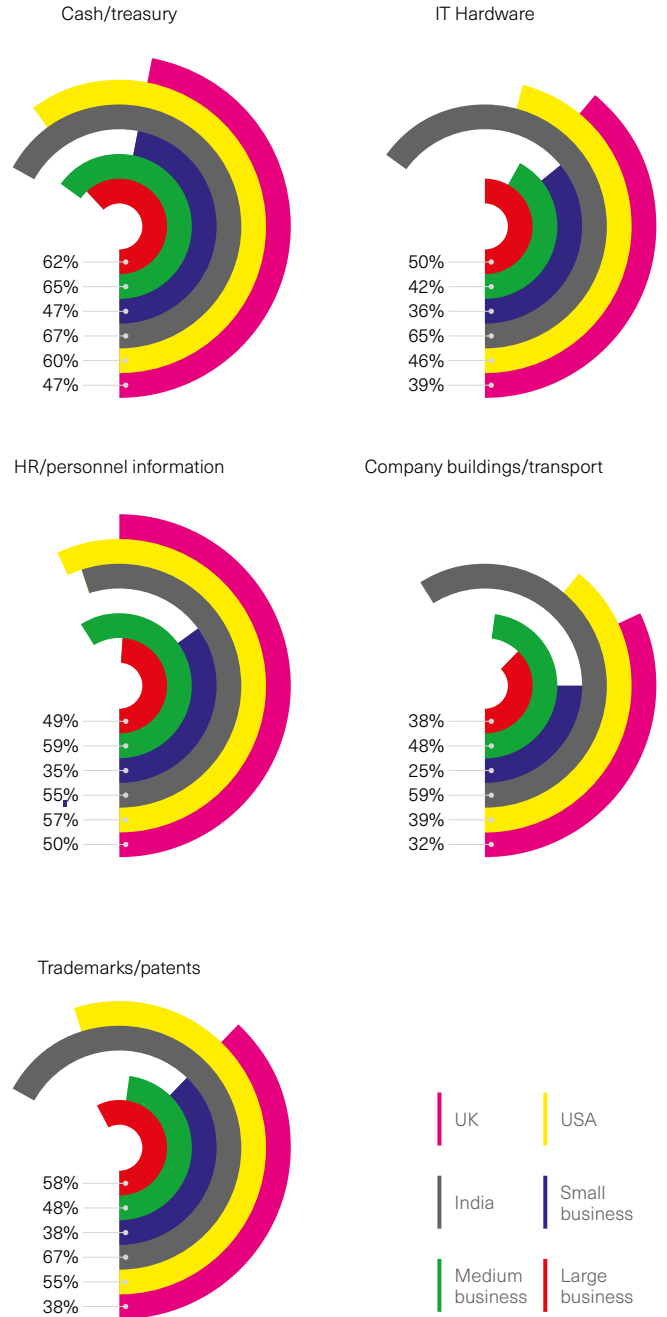
Chart 7

To what extent do you agree or disagree with the following statements?





**Chart 8**  
Which assets in your organisation would you consider better or worse protected than your data



# What next?



**This landmark study into attitudes towards data protection and ethical practises from ESOMAR and Kadence shows that the value of data is recognised across the board, regardless of company size or market.**

However, the impact of technology and the growth of big data means that the ethical obligations associated with that data are unclear to most, and that individual and team responsibility for data within many organisations is increasingly held outside of the insight or marketing function – and more commonly by IT. This raises important questions as to whether companies can both protect, and get full value from their data, when it is being acquired and managed by teams without a full appreciation of how consumer understanding and insight could and should be used to drive business decisions.

Worryingly, especially considering the introduction of GDPR, the study raises some key concerns regarding data protection and privacy, suggesting that there are still fundamental gaps and misunderstandings as to who owns the data once it's collected, how it is shared inside and outside of an organisation, and how it should be protected. The level of concern does however have its differences across markets. The study found data practises in the UK, a region adherent-to GDPR legislation,

are more in line with both ethical and legal best practises than they are in US and India. Companies in the US lag slightly behind the UK in terms of awareness and practice. Whereas in India, the significant number of business executives who feel their company needs stricter data controls shows that while awareness of data protection might be there, security is certainly not. This should raise some key concerns with European and US companies that outsource data collection, analysis and storage to India.

ESOMAR continues to work with legislators and local associations around the world to ensure that the voice of the data and insights industries are represented when laws such as the GDPR are created. The EU is a bellwether region for such laws and we can already see the impact with new legislations in California and potential changes to privacy laws in Japan and South Korea, to bring their laws in line with the GDPR. It is vitally import to the future of a self-regulating industry that we continue to stress that the

need for transparency and consent is effectively communicated to a broader business audience. ESOMAR is committed to such outreach and we work continuously to communicate the value of data and the need for robust protection.

The ESOMAR/ICC Code of Conduct was developed jointly with the International Chamber of Commerce and is the cornerstone of ESOMAR's commitment to ethical and transparent data collection. It sets out global standards for self-regulation for researchers and data analysts and is undersigned by all ESOMAR members. If you are a supplier of data, being an ESOMAR member and signing up to follow the code provides your clients with an additional guarantee that their data is being collected in an ethical manner. As a buyer of data, look out for the ESOMAR membership mark or ask your supplier whether they are an ESOMAR member; confirmation of this means that you can rest assured that your data is being collected and treated using the highest ethical standards.



# ESOMAR

ESOMAR is the global voice of the data, research and insights community. With more than 6,000 Individual Members and 600+ Corporate Members from 130+ countries, ESOMAR represents the interests of 45,000 professionals, all of whom agree to uphold the ICC/ESOMAR International Code.

ESOMAR promotes the value of market, opinion and social research and data analytics, and has been providing ethical and professional guidance to its global membership community for more than 70 years.