

2019 EphMRA Code of Conduct – at a glance updated sections

New References Included:	Relationship with other Codes of Practice EphMRA's Code of Conduct complements other professional codes of conduct/practice e.g. the ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics Where appropriate readers are referred to complementary/ additional sources of information. Local codes should be observed.	Page 9
Updated Definitions:	Definitions	Page 11
The entire chapter has been updated – both GDPR/EU and other countries:	2. DATA PROTECTION AND PRIVACY	Page 21
New section:	Protection of Personal Data when Transferred	Page 29
New:	Protection of Personal Data when Transferred 2.10 If personal data is to be transferred from one country to another, the data protection requirements of both countries MUST be met. 2.11 The GDPR ⁷ restricts transfers of personal data outside the EEA unless. Any transfer of personal data from an EEA country to a third country, and any onward transfer, shall take place only if the appropriate safeguards foreseen by the GDPR are in place. These are: <ul style="list-style-type: none"> • Countries covered by an 'Adequacy Decision'⁸– in 2019 are Andorra, Argentina, Canada (commercial organisations), Faroe Islands, Guernsey, Israel, Isle of Man, Japan, Jersey, New Zealand, Switzerland, Uruguay and the United States of America (limited to the Privacy Shield framework); • Binding Corporate Rules – these are data protection policies adhered to by companies established in the EU for transfers of personal data outside the EU within a group of undertakings or enterprises, submitted to and approved by the European Commission • Standard Contractual Clauses – these are clauses that the European Commission deems sufficient safeguards on data protection for the data to be transferred internationally. Available here https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en • An EDPB/European Commission approved GDPR Code of conduct together with binding and enforceable commitments of the controller or processor in the third country to apply the appropriate safeguards, including as regards data subjects' rights • An EDPB/European Commission approved certification mechanism together with binding and enforceable commitments of the receiver outside the EEA • Derogations under Article 49 GDPR 	Page 29
New:	Data Protection Impact Assessments	Page 32
New:	Country Exceptions Please refer to Incentives Overview Country Differences and Summaries by Market Published in 2019 and available at www.ephmra.org	Page 49
New:	Protecting Data When it is Transferred 5.35 In transferring personal data agencies must comply with chapter 2	Page 57
New:	Cookies 7.25 In accordance with the European ePrivacy Directive, you must inform your website users that you place cookies on your website and why, as well as provide clear description of the data collected.	Page 87