

Our Privacy Standards

Innovative Research Group (INNOVATIVE) supports and strictly adheres to the standards and guidelines set out by the Canadian Marketing Research and Intelligence Association of Canada ([MRIA](#)) and the World Association of Research Professionals ([ESOMAR](#)) for Internet and other types of research. They can be reviewed at the websites of these associations. These standards protect the interests and privacy of respondents, and also outline our responsibilities to our clients.

On January 1, 2004, the Canadian government enacted the Personal Information Protection and Electronic Documents Act (PIPEDA), which protects the privacy and rights of the public while recognizing and supporting legitimate market research practices. INNOVATIVE continuously monitors its security and data management practices to ensure it is in full compliance with the Act. You can learn more about PIPEDA legislation [here](#).

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