

Research Ethics

Marketing

Obligations to the people who give you their time and data.

Obligations in practice.

Obligations

Explain purpose and use before consent

Allow withdrawal without penalty

Store personal data securely and briefly

Anonymise before sharing internally

Never sell research as a route to a pitch

Extra care

Children require guardian consent

Vulnerable participants need safeguards

Sensitive topics need a debrief route

Recordings need explicit separate consent

Educational reference. Data protection law and professional research codes apply and vary by jurisdiction.