

Industry Accreditation

i-Link Research abides by industry standards and guidelines as prescribed by the Australian Market & Social Research Society (AMSRS) and the world association of research professionals (ESOMAR). The i-Link Research management team and project staff are active members of these organisations.

In addition, i-Link holds the following membership and promotes adherence to these guidelines / codes of practice:

- Accredited to ISO 20252, the international standard for social, opinion and market research.
- Adheres to the ESOMAR guidelines on conducting market and opinion research using the internet.
- Is a member of the Australian Market and Social Research Organisation (AMSRO).
- Adheres to AMSRO privacy principles and fully conforms to the Australian national privacy principles as detailed in the Privacy Amendment Act (2000).
- Adheres to the AMSRS code of professional behaviour and guidelines on the confidential handling and delivery of respondent information.
- AMRSO Quality Standards for Online Research (Access panels).
- Adheres to the Australian Anti-spam laws and applies this on a global level.

