



**Stephanie Wheeler Associates Ltd**  
*Research & Knowledge Management  
Consultancy*

## **Research Code of Conduct**

### **Purpose:**

The Code of Conduct governs all research assignments that are undertaken by Stephanie Wheeler Associates Ltd. The Code is also intended to reassure organisations, professional bodies and individuals who contribute to or are recipients of our research that it is carried out in a professional and ethical manner.

### **Core Principles:**

The core principles are as follows:

- Researchers will conform to all relevant national and international laws.
- Researchers will behave ethically at all times and will not compromise the reputation of Stephanie Wheeler Associates Ltd or their Client.
- The rights of respondents as private individuals and members of a private organisation will be respected and they will not be harmed or disadvantaged as the result of cooperating in a research project.
- Respondents' cooperation is voluntary and will be based on adequate, and not misleading, information about the general purpose and nature of the project when their agreement to participate is being obtained and all such statements must be honoured.
- Researchers will ensure complete client data confidentiality and integrity via strict adherence to quality standards.
- Researchers will never allow personal data they collect in a project to be used for any purpose other than the original research objective without the consent of the client and any stakeholders or interested parties.
- Researchers will ensure that all projects and activities are designed, carried out, reported and documented accurately, transparently, impartially, objectively and to appropriate quality.

Signed:.....  
S J Wheeler

Date: December 2007  
Director