

# GLOBAL INSIGHTS

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GRBN NEWS



2018-21

On May 25th the EU Data Protection Regulation, GDPR, comes into force. **If you are holding or processing the personal data of EU residents then these changes will affect you.** This issue of Global Insights contains some must-read and must-watch content on the topic.

We have also updated our own Privacy and Cookies policy. Please take a moment to [read it through](#).

## GRBN News



### GDPR, what you need to do

In these two articles, first published at the end of last year, **Debrah Harding, CEO at MRS**, explains what you need to be doing to be ready for this significant event:

[\*GDPR, what you need to do - Part 1\*](#)

[\*GDPR, what you need to do - Part 2\*](#)

## GRBN News



### GDPR - Two must-watch EFAMRO webinars

These two webinars by Dr Michelle Goddard, Director of Policy & Communication, EFAMRO, will help you be ready for GDPR. The first highlights ten key things that you need to know about the EU Data Protection Regulation. The second builds on the core recommendation for a GDPR Compliance Project. Access the webinars via the GRBN Learning Center:

[\*\*Webinar: EU Data Protection Reforms: Ten Things Researchers Should Know\*\*](#)

[\*\*Webinar: EU Data Protection Reforms: Some practical compliance steps\*\*](#)

## Are you GDPR ready?

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### Featured Guest



#### Three Steps to GDPR Success

**Zlatko Vucetic from FocusVision outlines the three questions every research team needs to ask themselves**

*"Over the past decade we have watched marketing become ever more sophisticated and targeted. From market research, audience mapping, location-based advertising and 1:1 engagement, the path to purchase for brands has been entirely focused on learning (and acting on) deep customer and behavioral data. Knowledge was power and data reigned supreme. Enter the GDPR..."* [Read More](#)



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### Featured Guest



#### Diagnosing Challenges Facing Market Research

**By Walker Lewis, Critical Mix**

*"We've heard apocalyptic claims seemingly forever, yet as an industry we're still alive, kicking, and growing! The future of our industry appears to face challenges that fall into two categories: external and internal. Distinguishing between the two helps answer the question about what's really going on..."* [Read More](#)

## APRC / Asia Pacific



AI to Big Data - Welcome to the 10th APRC Conference in Taipei  
The organizer committee from the Taiwan ChungHwa Market Research Society (CMRS) and the APRC would like to welcome all of you to participate in the 10th APRC Conference at Taipei, Taiwan...[Read More](#)

## Featured Guest



**Trends in MR: The Year of Mobile: Um...For Real, This time**

*By Lisa Wilding-Brown, Innovate MR*

*"With smartphone penetration of the mobile phone market surpassing 80% and mobile client diversification on the rise, the Market Research industry is at a critical tipping point as it relates to research participant experience. At Insight's Association's NEXT show in NYC, the Innovate MR team presented the findings of a recently-conducted RoR project in which we designed a discrete choice exercise which evaluated pricing sensitivity along with other key decision-based variables for both a desktop and a mobile audience..." [Read More](#)*

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