

ESOMAR Associations and Representatives Meet-Up

How Japan Challenges the Privacy Regulation

2018.09.23

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あなたの中に未来がある。
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Introduction: Circumstances of Japan

◆ 1998: Privacy Mark System (PMS: JIS Q 15001)

- “JIS” stands for the Japan National Standard
- From the beginning, JMRA has been authorized as a P-mark Examining Body and provides certification services for its members.
(99% of JMRA members have gotten certifications.)



◆ 2003: Initial PIPL (Personal Information Protection Law)

◆ 2017: Revised PIPL went into force

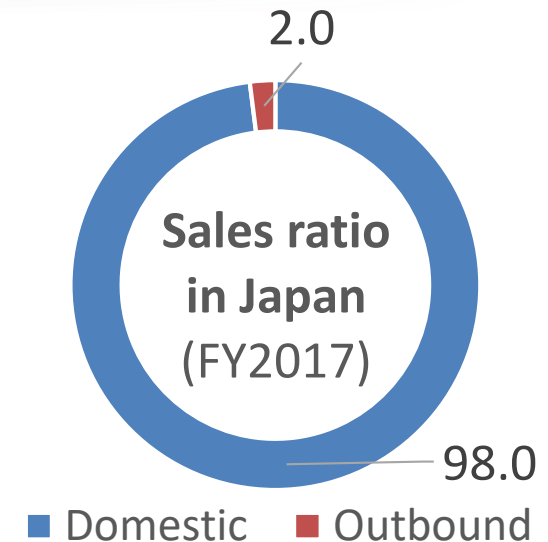
◆ 2018: Adequate Level of Protection with EU (Planned)

- This autumn, a mutual certification between EU and Japan will be enforced.

Basic figures

◆ The outbound sales share in Japan's marketing research is not large

- The estimated outbound sales share is only 2.0% (FY2017)
- Most JMRA members mainly make earnings in the domestic market



30 players

120 members

◆ Around 1/4 of JMRA members conduct MR projects in the EU (estimated)

- Mainly FGI and online surveys

(Data source: JMRA Annual Management Survey in 2018)

Background of JMRA challenges

◆ 2014: Big privacy incident occurred

- More than 20 million children's database was stolen out from one of the most popular educational companies in Japan.
- The public opinion of personal information regulations were strengthened more than ever before.

◆ 2017: Warning from ESOMAR on GDPR (at last Congress)

- JMRA decided to promote the GDPR campaign initiated by the chairman and the representative of ESOMAR Japan.
- The goal is NOT to issue any violations from our member companies.

◆ 2017-: Series of GDPR seminars are planned

09 Nov 2017: GDPR Seminar 1

◆ Goal: Understanding the basic GDPR requirements

- Provided translation materials;
 - EFAMRO and ESOMAR GDPR Guidance Note
 - ESOMAR Plus presentation by Webinar and teleconference
 - MRS presentation at APRC 2017

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GDPRに適合するための12のステップ
ESOMAR Plus のナレッジシェア



推奨される 12 のステップ
1年以内にGDPRへの準備を
達成するプログラム



欧州の新データプライバシー法
に関する最新情報
(2,000万件のデータに関する質問)

※) 本資料は、APRC 2017
(9月 at. モンゴル)でMRS
代表が行った講演資料を、
許諾を得て日本語訳したも
のです。

Debrah Harding
Managing Director
MRS (英国市場調査協会)





調査セクターのための
ガイダンスノート：
GDPRにおける異なる法的
基盤の適切な使用

2017年 6月

◆ Key message: Promote the precise understanding including our clients

- Risk of huge fines
- Acquire clear consent
- Wait for the ESOMAR GDPR Code of Conduct
- Introduction of ESOMAR Plus
- Domestic companies can comply with GDPR by keeping its PMS
- E-Privacy and Copyright reform may have significant effects. However, they are still unclear.

18 Jun 2018: GDPR Seminar 2

◆ Goal: Wait for the ESOMAR GDPR Code of Conduct calmly

- Lecture by law professor
- Provided translation materials;
 - ESOMAR Plus presentation about consulting fees

ESOMAR Plus のご紹介

ESOMAR

ESOMAR Plus, あなたの GDPR コンプライアンスパートナー

ESOMAR Plusは、ESOMARの法人会員向けコンサルティングサービスです。貴社のニーズやデータ保護の準備段階に応じて、4種類の契約形態を提供します。

ESOMAR Plusは、一般データ保護規則 (GDPR) 施行にあたって、具体的なガイダンスを市場調査・インサイト・データ分析業界向けに提供するために開発されたサービスです。

GDPRは、ヨーロッパ内外においてEU市民の個人データを処理するすべての事業者に向けた、新しい要求事項を導入します。

本日のポイント: 「脅威論」を踏まえこ

(一例として…)

◆ 脅威を煽

- 定性的
- 「十分

◆ ただし、

- 遠からず、日本の個人情報保護規制もGDPRの影響を確実に受ける ⇒ ESOMARと連携して「備え」を

JRA Japan Marketing Research Association

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18 Jun 2018: GDPR Seminar 2



◆ Key message: Companies who need to prepare should start now

- It became certain that it will be certified an “Adequate level of protection”
- Domestic companies can comply with GDPR by maintaining its PMS and an additional guideline
- Companies operating within the EU should start to prepare a “data flow map”
- Recommendation of ESOMAR Plus
- ISO20252 certification will help the document recording system
- Wait for ESOMAR GDPR Code of Conduct

JMRA emphasizes basic policies to its members

- ◆ **We can comply with the GDPR with the P-mark system and ESOMAR Code of Conduct. It only requires a little additional efforts.**
 - We are waiting for an official guidance to be issued by the Japanese government.
 - The new PMS guideline will also come into force in this autumn.
- ◆ **We can walk together with ESOMAR and global colleagues**
 - ESOMAR Plus can help our members operating within the EU
- ◆ **ISO20252 certification will guarantee your effort**
 - Reliable document recording system (ensuring traceability)



(Planned) Jan or Feb 2019: GDPR Seminar 3

◆ Goal: Conforming to the ESOMAR GDPR Code of Conduct

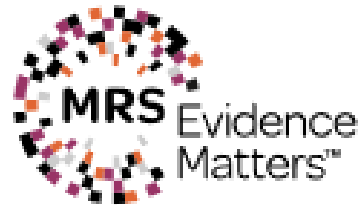
- Provided translation materials (Planned);
 - ESOMAR GDPR Code of Conduct
- Abstracts of ISO20252 3rd version (To be published in Nov 2018)

◆ Challenging Task:

- Specific treatment of raw data
- Disclosure of client names
- E-Privacy regulations
- Copyright reforms

Many thanks to ...

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JMRA あなたの中に未来がある。
一般社団法人 **日本マーケティングリサーチ協会**