

# Editor's note

by Nikita James Nanos



We have all experienced how the exponential growth of computers has revolutionized business. This great leap forward, as some would call it, has

dramatically increased the ability to link personal and sometimes sensitive data from multiple sources.

For the market research industry, respecting privacy is not only a challenge but an opportunity. It is an opportunity from the perspective that building confidence in our privacy standards is good for business and for our Society.

As your editor, I was interested in featuring a variety of opinions on this very important issue. We lead off with **Dr. Ann Cavoukian**, the **Information and Privacy Commissioner of Ontario**. Dr. Cavoukian provides a broader perspective, identifying challenges and also some best practices for our industry to consider. She is followed by **Greg Jodouin** who provides a legislative update from the Canadian Survey Research Council (CSRC). **Brian Bowman** then offers an analysis of privacy from a legal perspective.

For a little bit of an international flavour, I approached **Kerry Sunderland**, the Editor of *Research News*, the magazine of the Market Research Society of Australia, to share Australian experience on privacy which I hope you will find interesting.

**Ken Hackney**, in his article on The Power of Anonymity, shows how on-line focus groups can be effective in conducting sensitive topic research. This is followed by **David Stark**, who succinctly explains the benefits of express opt-in consent.

**David Gray** has been given the final word on privacy. He provides an insightful look into how we should work together as an industry to make privacy a winning issue.

In order to have content which better reflects the diversity of interests of our members, I will be adding some regular columnists to our editorial mix. Stay tuned.

I would like to take this opportunity to remind members and readers that our theme for the January 2003 *Imprints* is **Qualitative Research** (deadline November 20th). Considering the increased media attention, this should be a hot topic. The February 2003 issue is on **Measuring Performance** (deadline December 20th). I encourage you to share your opinions through either a short letter to the editor or a brief article (600 to 1,200 words).

Until next month.

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