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Data Management, Integrity, and Privacy in Market Research

Understanding Data Protection, Quality, Ethics, and Security in Modern Research

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Introduction

Data Management,
Integrity, and Privacy



- Data is one of the most valuable assets in modern organization.
- Organizations depend on accurate, secure, and accessible data.
- Poor data practices can lead to financial loss, reputational damage and legal penalties.
- Strong data governance improves decision-making and trust.

What is Data Management?



Data Management is the systematic process of **collecting, storing, organizing, protecting** and **maintaining** data.

- It ensures data is available, accurate, and secure and usable.
- Supports operational efficiency and business intelligence.
- Includes policies, procedures, tools, and technologies.

Importance of Data Management

Robust data management is the cornerstone of modern market research, ensuring every insight is reliable, every decision is informed, and every operation is efficient.

Effective data management helps organizations:

- Improve research accuracy and reliability
- Support better business decisions
- Reduce operational inefficiencies
- Enhance customer trust
- Ensure compliance with legal requirements
- Improve accessibility and organization of research information

Key Components of Data Management

A framework ensuring data integrity, security, and quality in market research.



Data Collection

Systematically gather trustworthy and meaningful data to ensure research validity.



Data Storage & Backup

Securely house all information, guarantee availability and preventing data loss.



Data Security

Implement access controls and encryption to protect against unauthorized access and threats.



Data Quality

Maintain accurate, complete, and consistent data for reliable and sound analysis.



Data Governance

Establish clear policies and procedures for ethical and compliant data handling.



Data Lifecycle Management

Manage the entire data journey, from its initial collection and processing to final archiving.

Data Collection Methodology

A Cornerstone of Reliable Research



Why Data Collection Methodology Matters.

The success of any research study depends on a clearly articulated and implemented data collection methodology.

- Guarantee the credibility of research findings while reducing errors and bias.

A right methodology ensures ethical practices trustworthy research. It ensures findings are **credible and actionable** by systematically reducing errors, mitigating bias, and embedding ethical practices directly into the research process, guaranteeing the integrity of outcomes.



When Data Collection Goes Wrong: Risks and Consequences

- ❖ the entire study may become unreliable and misleading.
- ❖ the findings may not truly represent reality.
- ❖ provide incorrect recommendations or solutions.

Data Lifecycle in Market Research

Stages of the Data Lifecycle



Proper management is required at every stage.

Understanding Data Integrity

Understanding Data Integrity

The Cornerstone of
Reliable Research



Data integrity ensures data remains accurate, complete, consistent, and reliable.

- forming the bedrock for trustworthy decision making.

Importance of Data Integrity



- Prevents misleading research findings
- Builds credibility with clients and stakeholders
- Ensures compliance with research standards
- Supports valid statistical analysis
- Strengthens business decision-making

Threats to Data Integrity

- Human error
- Cyberattacks and malware
- Unauthorized access
- Poor system design
- Software bugs
- Lack of backups and recovery plans

Understanding Data Privacy

What is Data Privacy?



Data privacy involves protecting personal and sensitive information from unauthorized access, misuse, disclosure, or theft.

Includes:

- Consent for data collection
- Anonymization of respondents
- Secure storage of sensitive data
- Controlled access to data
- Compliance with privacy laws and regulations

Importance of Data Privacy



- Protects respondents' personal information
- Builds customer trust
- Reduces legal risks
- Prevents identity theft
- Supports ethical research practices

Privacy Concerns in Market Research

- Unauthorized sharing of respondent data
- Data breaches and cyber theft
- Lack of informed consent
- Excessive data collection
- Misuse of personal information

KEY PRIVACY REGULATION S

Market research organizations must comply:

- GDPR (General Data Protection Regulation – Europe)
- NDPR (Nigeria Data Protection Regulation)
- CCPA (California Consumer Privacy Act)
- ESOMAR guidelines (global market research ethics standards)

Recommendations

To improve data management and privacy:

- Strengthen cybersecurity systems
- Ensure legal compliance
- Promote ethical data collection
- Improve employee training
- Invest in secure technologies
- Conduct regular data audits

Conclusion



Key Takeaways

- ✓ **Effective data management** improves efficiency and trust.
- ✓ **Data integrity** ensures reliability and accuracy.
- ✓ **Data privacy** protects individuals and organizations.
- ✓ Strong governance is essential in today's digital world.

Thank You

Questions & Discussion