



The MSRA Code of Ethics

The MSRA launched its [Code of Ethics](#) in July 2015, with a goal of establishing common and acceptable standards of practice and behaviour in the industry. The launch added to the journey towards creating an environment conducive to producing quality research produced with a high level of integrity.

The Code is communicated through 12 Ethical Principles:

1. Reputation
2. Respect for Rules
3. Respect for persons
4. Confidentiality
5. Honesty
6. Fairness
7. Conflicts of Interest
8. Competency
9. Responsibility for Actions
10. Political Neutrality
11. Respect for Intellectual Property
12. Corruption Prevention



The Code is implemented through a Disciplinary Committee and Disciplinary procedures.

Member agencies have been charged with communicating and living the code on a day to day basis through changed practices. Employees undergo an introductory training aimed at directly sensitising them to the ethical principals.

Infinite Insight, in our efforts to practically apply and 'live' the Code of Ethics, has integrated the principals into our policies, procedures & laid down practices. We transparently communicate and guide our staff and other stakeholders on acceptable and unacceptable behaviours and actions, whilst we monitor to ensure strict adherence & application.

Infinite Insights' day to day communication of the Code of Ethics is applied through:

- Inclusion of an ethics talk within project briefing sessions
- Inclusion in the company's standard employment contract
- Inclusion in the company's appraisal systems

At Infinite Insight, we strive to practise ethics from these perspectives:



'Ethics is knowing the difference between what you have the right to do and what is right to do'

'Ethical behaviour is not an act but a habit'