

Confidentiality & Research Ethics Statement

Research ethics and confidentiality principles.

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1. Our research principles

SUAFI is committed to conducting research in a lawful, ethical and professional manner; protecting confidential information shared by clients, respondents and experts; avoiding misleading, deceptive or unlawful research practices; respecting participant privacy and consent; using research outputs responsibly; and separating evidence-based insight from unsupported assumptions.

2. Confidentiality

We protect confidential information received from clients, respondents, experts and partners. Confidential information may include business plans, commercial strategy, product information, research topics, interview materials, unpublished findings, personal data, client identity and project documentation.

We do not disclose confidential information unless it is necessary for the agreed project, the relevant party has given permission, it is required by law, or it is already publicly available through no breach of confidentiality.

3. Expert and respondent participation

Experts and respondents are expected to participate only in a personal and professional capacity that does not breach their obligations to employers, clients, suppliers or third parties.

SUAFI does not ask experts or respondents to disclose trade secrets, material non-public information, confidential employer information, confidential client or supplier information, or information restricted by law, contract or professional duty.

4. Anonymized and aggregated insights

Where appropriate, SUAFI may aggregate, anonymize or de-identify research findings before sharing them with clients. Unless otherwise agreed or clearly disclosed, SUAFI avoids attributing specific quotes or opinions to named individuals without permission.

5. Research integrity

SUAFI aims to provide research outputs based on available evidence, relevant market signals, respondent input and professional analysis. Research findings are not guarantees of future market performance, sales outcomes, product-market fit, investment results or regulatory conclusions.

6. Conflicts and restrictions

SUAFI may decline or stop work where a project creates legal, ethical, confidentiality or reputational concerns. We may also decline requests that involve deceptive practices, unlawful data collection, improper disclosure of confidential information or attempts to obtain restricted information.

7. Contact

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