



Information for the general public/respondents

How can I check that a call claiming to be from GfK NOP is authentic?

If you have just been called by GfK NOP and asked to participate in a telephone survey you can check if this call is genuinely from us by dialling 1471 to find out the number of the Centre from which you were called, or if you have the facility, you can view the number on Caller Display. The numbers you will find are:-

020 7890 9051 - This is the Caller Line Identification (CLI) number of our Telephone Interviewing Services (TIS) call centre based at 66-68 Alma Street, Luton, Beds, LU1 2PL

020 7890 9052 - This is the CLI number of our TIS call centre based in Friars House, 157-168 Blackfriars Road, London, SE1 8EZ.

020 7890 9053 - This is the CLI number of our TIS call centre based in India

If we have called your **Mobile** Phone Number, the CLI displayed may be one of a range of Orange network mobile phone numbers with the prefixes **07791, 07814 or 07837**.

If you dial any of these numbers you will hear a short message confirming that GfK NOP have called you. As we make many international calls, the CLI number you receive may be prefixed with the UK dialling code of 0044 e.g. 00442078909051.

Please note that if you are registered with the **Telephone Preference Scheme** this only prevents marketing calls and not genuine market research calls.

How can I check that the interviewer who stopped me in the street, or visited my house, was genuine?

All of our Field Interviewers carry an Interviewer Identity Card that includes their photo, name, unique identification number and our company name.

If you completed a genuine survey for us, you would have been given a Thank You leaflet on which the Interviewer would have written their name and ID number. There will also be a phone number to call for verification. The Field Department's address is GfK NOP Field Dept, Ludgate House, 245 Blackfriars Road, London, SE1 9UL.

If you did receive the above information, please be assured that this was a genuine request to assist with a market research survey.

GfK NOP adheres to the MRS Code of Conduct. To check the credentials of GfK NOP please contact the MRS Freephone Service, available seven days a week, 9am to 11pm, <http://www.mrs.org.uk/>