



BHBIA Complaints Policy

The BHBIA can only engage with complaints that relate to either:

1. A potential breach of BHBIA Guidelines¹ committed by a current BHBIA member² organisation / individual, or their subcontractor when conducting business intelligence³ activities in the UK⁴
2. A service provided by the BHBIA - e.g. an event or resource - or an interaction with one of the BHBIA team

The complaints policy is open to any individual or organisation who has a complaint which meets the above criteria (referred to hereafter as the 'complainant').

To help us respond to your complaint:

- Please provide us with as many specific details as possible about your concerns – i.e. the exact nature of the complaint(s) and the details of the individual/organisation you are complaining about (referred to hereafter as the 'complainee') – for example, organisation name / individual name / project reference no. etc. as applicable.
- Unless specific circumstances make this difficult, this information will be required in writing.
- Complaints will be initially investigated by the BHBIA's administrative staff and contracted independent support team, including as appropriate, the BHBIA's Officer(s) and/or the BHBIA's Ethics Advisor. If it is necessary to seek wider opinions, it is likely that appropriate members of the BHBIA Board or Ethics & Compliance Committee will become involved.
- In the interests of transparency, and to give the complainee a fair opportunity to respond to the specific issues, we will normally only consider a complaint if you consent to your identity being made known to the complainee; however there may be exceptions to this and if you have a clear justification for remaining anonymous we will consider it.
- Beyond the above, your identity will be kept confidential and only shared with members of the contracted independent support team directly involved in investigating the complaint. Likewise, the identity of the complainee will also be kept confidential.
- Should the investigating team be extended to Board or ECC members, identifying details of the complaint, including the individuals and organisations involved (both complainant and complainee) will be anonymised.
- Any complainant will be expected to attempt to resolve the matter with the complainee before approaching the BHBIA. We may ask you to satisfy us that you have taken all reasonable steps to try to do this, before coming to us
- We will not usually be able to engage in discussions about a complaint if there are legal proceedings contemplated or ongoing in respect of the matter
- Please ensure that you make it clear to us whether you are letting us know about a situation for information purposes only, or whether you are specifically asking us to investigate a complaint

Please note that unless there are exceptional circumstances we cannot consider a complaint that's more than 3 months old (i.e. more than 3 months has passed since the behaviour / action that you are complaining about).

Our commitment to you – we will:

- Take your concerns seriously and make every effort to help resolve them constructively, impartially and efficiently
- Acknowledge receipt of your complaint within two business days and provide a contact name in the BHBIA team for you to communicate with
- If we cannot resolve the issue straight away, keep you updated on progress
- Should the investigating team be extended to the Board and no resolution is found, the Board has the power to enact clause 15 – Expulsion of Member as outlined in the [Articles of Association](#)

To submit a complaint please fill in a contact form here: <https://www.bhbia.org.uk/about-us/contact> or call us on 01727 896085.

References

¹ BHBA Guidelines includes the BHBA's *Legal and Ethical Guidelines for Healthcare Market Research*, BHBA Legal and Ethical Guidelines for Healthcare Data Analytics and ABPI/BHBA *Guidance notes on collecting adverse events, product complaints and special reporting situations during market research*.

² BHBA member companies include full members: corporate, affiliate and personal and certified non-members: corporate and personal. Companies that are sub-contracted to a BHBA member company for a business intelligence project are also required to follow the guidelines, so would be covered by this policy, with the member company ultimately being responsible.

³ Business Intelligence activities include, but are not limited to: primary market research, secondary data collection and analysis, syndicated data services, field force effectiveness services and fieldwork recruiting.

⁴ The BHBA guidelines only cover work conducted in the UK, however it does not matter where the member organisation or individual is based.