

Research Ethics & Quality Policy

Effective date: July 2026

1. Standards

EEHC conducts market research in line with the ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics, and with the Law of Georgia on Personal Data Protection.

2. Informed participation

Interview and survey participants take part voluntarily, are told the purpose of the research and how their input will be used, and may withdraw at any time. Responses are reported in aggregated or anonymised form unless a participant has expressly agreed otherwise.

3. Transparency of method

Every deliverable states its methodology: data sources, sample and selection logic, fieldwork dates, analytical approach and known limitations. Estimates and assumptions are labelled as such and separated from observed data.

4. Source integrity

Information is collected only through lawful, ethical means. EEHC does not misrepresent its identity or purpose when gathering data, and secondary sources are cited so findings can be traced and verified.

5. Quality control

Deliverables pass a structured review before release: source verification, internal consistency checks, cross-validation of key figures against independent references, and a final founder-level review.

6. Corrections

If a material error is identified after delivery, the client is notified and a corrected version is issued at no cost.

Approved by: Dmitry Klimchuk, Individual Entrepreneur (founder, EEHC)