

GfK UK Ltd (CE Division) Information for the general public



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

If you have just been called by GfK and asked to participate in a telephone survey you can check this call is genuinely from us by calling 1471 to find out the number of the Call 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:-

02078909051, 02078909052, 02078909844, 02078909313, 02078909714, 02078909891, 02078909857 and 02078909419

If you dial any of these numbers you will hear a short message confirming that you were called by GDCC on behalf of GfK. The CLI number you receive may be prefixed with the UK dialling code of 0044, e.g., 00442078909052.

Please note, that if you are registered with the Telephone Preference Service this only prevents marketing calls and will not prevent market research calls.

Please note, if you are called from GDCC on behalf of GfK the call may be recorded for quality and training purposes. Recordings are deleted after one month, unless you have given your permission for us to keep them longer.

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 or you can call 0800 051 0512. The Field Department Team at our Witham Data Centre will respond to your queries, they are at 1 Wheaton Road, Witham, CM8 3GF.

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

GfK adheres to the Market Research Society's (MRS) Code of Conduct. To check the credentials of GfK please contact the MRS Freephone Service on, 0800 975 9596 available seven days a week 9am to 11pm or check the [online register](#).



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