

Decision and reasons for decision of
Australian Privacy Commissioner, Timothy Pilgrim

Decision on registration

Section 26H of the Privacy Act 1988

1. Under s 12 of the *Australian Information Commissioner Act 2010*, with the approval of the Australian Information Commissioner, I have the power to approve, vary or revoke a privacy code under paragraph 27(1)(aa) of the *Privacy Act 1988* (Privacy Act).
2. In accordance with s 26H(1) of the Privacy Act, I hereby decide that the Privacy (Market and Social Research) Code (AMSRO code), as final and submitted for registration by the Association of Market and Social Research Organisations (AMSRO) on 11 September 2014, should be registered on the [Codes Register](#) (which is maintained on the OAIC website pursuant to s 26U of the Privacy Act).
3. In making this decision to register the AMSRO code, I have taken into account the requirements for an APP code under s 26C of the Privacy Act, the procedural requirements for the development of an APP code under s 26E of the Privacy Act and the making of the application for registration under s 26F of the Privacy Act. I have also considered the matters specified in the [Guidelines for developing codes](#) issued under s 26V of the Privacy Act.
4. The AMSRO code comes into force under the Privacy Act when it is included on the [Codes Register](#) kept under s 26U(1) of that Act and will remain in force until it is repealed.

Timothy Pilgrim
Australian Privacy Commissioner
28 November 2014