



Notice to all light vehicle and glass accredited repair shops

# Manitoba Light Vehicle Repair Industry Survey

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Manitoba Public Insurance is seeking to better understand the issues and challenges facing repair shops at this time.

Your participation is voluntary and anonymous. However, to maintain your privacy in open-ended comments, please do not provide unique information that could identify you or your shop. Your individual responses are combined with all other repair facilities and never disclosed or made available as part of the analysis and reporting process.

One survey link will be provided to the primary contact at each repair facility (as identified by your Shop Relationship Advisor or through MPI's accreditation application process).

If you have any legitimacy concerns with any survey emails you receive from MPI, please contact the Customer Insights department at [customerinsights@mpi.mb.ca](mailto:customerinsights@mpi.mb.ca). For additional details behind our survey process, please see page 2.

Any general questions regarding the intent of the survey can be directed to [Partners@mpi.mb.ca](mailto:Partners@mpi.mb.ca) or [SRA@mpi.mb.ca](mailto:SRA@mpi.mb.ca).

Thank you for your participation in this survey about Manitoba's auto repair industry.

## Assuring Respondent Confidentiality

In the Customer Insights department, the confidentiality of survey respondents is a paramount priority. Those participating in surveys administered by the department have their anonymity protected by several measures including that:

- Customer Insights complies with all applicable legislation including the federal Freedom of Information and Protection of Privacy Act, and the Personal Health Information Act (if applicable).
- Information technology resources used by the department, including its survey platform and vendors it has contracted, have been reviewed by Manitoba Public Insurance's Information Security Office to ensure networks and software comply with the Corporations information security requirements. Further, all data is stored on and only transmitted over Canadian soil.
- The Customer Insights' team adheres to the privacy policy<sup>1</sup>, and Charter of Respondent Rights by the Marketing Research Intelligence Association. This includes the policy that:

*Article 4: Your privacy and the privacy of your answers will be respected and strictly preserved in accordance with the organization's privacy policy and applicable federal and provincial laws.<sup>2</sup>*

- The Customer Insights' team adheres to the Canadian Research Insights Council and its Standards and Disclosure Requirements. This includes the provision that:

*We will not disclose any information that could be used, alone or in combination with other reasonably available information, to identify participants with their data, without participant permission.<sup>3</sup>*

- Identifying information that is used is only for administer a survey, such as for sending email invitations, making phone calls, or for basic skip patterns. Information that is not needed for administering the survey or the production of its analysis is not included.
- Information that is downloaded for the purpose of writing a research report and analysis is held in strict confidence and only accessed by the analyst(s) responsible. Typically this would be a unique number (i.e., not a name or phone number). Data used for analysis is stored securely on MPI servers administered by the Information Security Office.
- Unless respondents are clearly informed and provide consent at the beginning of a survey, all responses are never individually disclosed and are reported in aggregate form. As such, responses are not directly linked to individual respondents in the analysis and reporting of results, both internally and externally.

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<sup>1</sup> Detailed MRIA privacy policy located at: <https://www.mria-arim.ca/standards/privacy>

<sup>2</sup> Via: <https://www.mria-arim.ca/standards/charter-of-respondent-rights>

<sup>3</sup> Via <https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2019/09/CRIC-Public-Opinion-Research-Standards-and-Disclosure-Requirements-1.pdf>