

Statement of applicability

The following services are offered as part of our ISO 20252: 2019 market, opinion and social research framework.

ANNEX	Attested	Excluded	EXCLUSION EXPLANATION
Annex A Sampling methodologies including panel management	Attested		Access panels and panel management
Annex B Fieldwork methodologies	Attested		Management, recruitment and training of subcontracted quantitative fieldworkers
Annex C Physical Observation methodologies		Excluded	Where to does not perform any physical observations
Annex D Digital Observation methodologies		Excluded	Where to does not perform any digital observations
Annex E Self completion methodologies	Attested		Touch-tone data entry, voice recognition entry
Annex F Data management and processing	Attested		Sub-contracted services that may include data cleaning and validation, file preparation and data processing

Authorised by management:



Catherine Boekel

Date: 28 September 2026

This Statement of Applicability is subject to annual review. The next review date will be September 2027.