

## ISO20252:2019 Statement of Applicability

ISO 20252 is an international standard that specifies the requirements for quality management systems within market, opinion, and social research. It is designed to ensure that research processes and results are consistently reliable and valid, addressing aspects such as data collection, analysis, and reporting. By adhering to ISO 20252, organisations can demonstrate their commitment to high standards of quality and integrity in their research activities.

For the purposes of ISO 20252:2019, Criteria Fieldwork Ltd confirms that our service offering applies to the following Annexes:

- Annex A – Access Panels (partial)
- Annex B – Fieldwork
- Annex E – Self-Completion (partial)

A full Statement of Applicability is outlined below. The full statement of applicability lists each clause of the Core Elements and also applicable Annexes, where the clauses are met in Criteria’s processes, and where exclusion is considered applicable:

CLAUSE	REQUIREMENTS 20252-2019	Evidence	Exemption
4	<b>Core requirements for Market, Opinion and Social Research</b>	OUR QUALITY SYSTEM OUR QUALITY STANDARDS	
4.1.1		SOA (Full - this document and summary in Our Quality System)	
	<b>Annex A - Sampling including Access panels</b>	OUR QUALITY SYSTEM	Partial Exemption
	<b>Annex B - Fieldwork</b>	OUR QUALITY SYSTEM, OUR PROJECTS	
	<b>Annex C - Physical Observation</b>	OUR QUALITY SYSTEM	Exemption
	<b>Annex D - Digital Observation</b>	OUR QUALITY SYSTEM	Exemption
	<b>Annex E - Self-completion</b>	OUR PROJECTS, TELL US WHAT YOU THINK	Partial Exemption
	<b>Annex F - Data Management and processing</b>	OUR QUALITY SYSTEM	Exemption
4.1.2	<b>Confidentiality of research</b>	OUR QUALITY STANDARDS - Quality Principles	

CLAUSE	REQUIREMENTS 20252-2019	Evidence	Exemption
4.1.2.1	<b>Participant reassurance</b>	GDPR / DPA principles in Criteria Fieldwork Data Protection Policy.	
4.1.2.2	<b>Participant reassurance</b>	Criteria Fieldwork Data Protection Policy.  As above - specifically : 12. Keeping Data Subjects Informed  Privacy Policy on Website - including Cookie Information on When People visit our Website	
4.1.2.3	<b>Invitation to participate in research projects</b>	Our Projects - Fieldwork GDPR Invite Template Final Data Protection Policy 12.1.2	
4.1.2.4	<b>Data collection from children or vulnerable persons</b>	OUR QUALITY STANDARDS - Fieldwork	
<b>4.1.3</b>	<b>Documentation and records management</b>	OUR QUALITY STANDARDS - Information Security	
4.1.3.1	<b>Documenting the systems and practices</b>	Security Documentation: Data Subject Request Policy Data Classification Policy Data Protection Policy Fieldwork Security Policy Fieldwork Working from Home Policy  Data Security Breach Management Plan Data Security Incident Management Policy Internet usage Policy  IT Change Management Policy  Physical Access Control Assessment Records Management Policy - includes reference to Data Assets register with retention periods  DPIA  Records Management Policy	

CLAUSE	REQUIREMENTS 20252-2019	Evidence	Exemption
4.1.3.2	Project research activity records	Our Documents Data Retention Schedule	
4.1.3.3:	Records Management i.e. CIA & ISMS	Security Documentation as above	
4.2	Personnel and infrastructure responsibilities	Our Quality System Our People	
4.2.1	Personnel and organisational responsibilities	Our Quality System Our People	
4.2.2	Personnel - Performance Management	Our People	
4.3	Information security	ISMS documentation (listed as above)	
4.3.1	information security risk framework	ISMS documentation (listed as above)	
4.3.2	Information handling	OUR DOCUMENTS Data Classification Policy	
4.3.3	Information security controls	ISMS documentation as above. Particularly: Physical access Control Policy Data Security Policy	
4.3.4	Information security training and awareness	Our People	
4.4	Subcontracting services	Our Projects Our Suppliers	
4.4.1	General	Our Projects Our Suppliers	
4.4.2	Subcontracted project work	Our Suppliers	
4.5	Planning, delivery and reporting on projects and research work	Our Projects	
4.5.1	General	As above	
4.5.2	Client relationship Management	Our Projects	
4.5.2.1	General	Our Projects Our Quality System Our Quality Standards	
4.5.2.2	Product Handling	Our Documents	
4.5.3	Project, work requests or other responses to offer services	Our Projects	
4.5.3.1	General	Our Projects	
4.5.3.2	Delivery of project or other work	Our Projects	

CLAUSE	REQUIREMENTS 20252-2019	Evidence	Exemption
4.5.3.3	conception and design of data collection instruments	Our Projects	
4.5.3.4	Translations of data collection instruments	Our Suppliers	
4.5.3.5	Pretesting data collection instruments	Our Projects	
4.5.3.6	Incentives	Our Projects - Fieldwork	
4.5.4	Providing deliverables to the client	Stated as excluded	
4.5.4.1	General	Stated as excluded	
4.5.4.2	Client reporting	Stated as excluded	
4.5.4.3	Publication of research results	Stated as not applicable - do not publish research results	
4.6	Management review and improvement	Our Quality System	
4.6.1	Input	Our Quality System	
4.6.2	Output	Our Quality System	
4.7	Internal audits	Our Quality System	
4.8	Legal Requirements	Our Quality Standards	

A.1 General	General	Tell us what you think	Partial exemption - Qual work only
A.2	Sampling		
A.2.1	General		Exemption
A.2.2	Sample Size		Exemption
A.2.3	Sample Selection and Design		Exemption
A.2.3	Sample Provider Transparency		Exemption
A.2.4.2	Sample user Transparency		Exemption
A.3	Probability Samples		Exemption
A.4	Non-Probability Samples		Exemption
A.4.3	Sample duplication, device ID, cookies and similar objects	Tell us what you think	
A.4.3.1	Need to dedupe where necessary	Tell us what you think	
A.4.3.2	Device ID		Exemption
A.4.3.3	Cookies and other similar objects	Website Tell us what you think	
A.4.3.4.	Other Methods	Tell us what you think - Validation	

CLAUSE	REQUIREMENTS 20252-2019	Evidence	Exemption
A.4.4	Sample Blending		Exemption
A.4.5	Sampling automation		Exemption
A.4.6	Sample blending, sampling automation, technology-based solutions and personal data		Exemption
A.4.7	Fraudulent and inattentive responding	Tell us what you think - Validation	
A.4.8	Special considerations		
A.4.8.1	Mobile	Tell us what you think	
A.4.8.1.2	Category and other types of exclusions		Exemption
A.5.	Access Panels	Tell us what you think	
A..5.1	General requirements for access panels	"	
A.5.2	Recruitment of new panel members	"	
A.5.2.1	Confidentiality and transparency for access panels	"	
A.5.2.2	Access panel recruitment	"	
A.5.2.3	Methods of recruitment	"	
A.5.2.4	Source of recruitment	"	
A.5.3	Validation of identity	"	
A.5.3.1	General	"	
A.5.3.2	Validity of id at recruitment stage	"	
A.5.3.3	Subsequent validation of id	"	
A.5.4	Request to unsubscribe or opt out of access panel	"	
A.5.5	Access panel structure and size	"	
A.5.5.1	Access panel structure	Tell us what you Think	
A.5.5.2	Access panel size	"	
A.5.5.2.1	General	"	
A.5.5.2.2	Re-contacts	"	
A.5.5.3	Profile data of panel members	"	
A.5.6	Access Panel Management	"	
A.5.6.1	General	"	
A.5.6.2	Incentives	"	
A.5.6.3	Maintenance	"	
A.5.6.4	Updating profile data	"	
A.5.6.5	System requirements	"	
A.5.6.6	Panel member support	"	
A.5.7	Access panel usage and freq of participation	"	

CLAUSE	REQUIREMENTS 20252-2019	Evidence	Exemption
B.2	Management, recruitment and training of fieldworkers	Our People	
B.2.1	Fieldworker recruitment	Our People Our Documents	
B.2.2	Basic training of new fieldworkers	Our People & Training material	
B.2.3	Continuing training and appraisal of fieldworkers	Our People	
B.3	Fieldworker identity document (ID)	Our People	
B.4	Project briefing	Our Projects	
B.4.1	General	Our Projects	
B.4.2	Quantitative Research	N/A	
B.4.3	Qualitative Research	Our Projects	
B.5	Telephone data collection/CATI	Not Applicable - no CATi used	Exemption
B.6	Qualitative data collection	Our Projects	
B.6.1	General	Only some areas Applicable - recruitment only	
B.6.2	Qualitative participant recruitment	Our Projects	
B.6.3	Respondent recruitment validation	Our Projects Our Quality Standards	
B.6.4	Qualitative moderation	Not Applicable - recruitment only	Exemption
B.6.5	Recording of qualitative research and respondent confidentiality	Not Applicable - recruitment only	Exemption
B.7	Validation of data	Not Applicable - recruitment only	Exemption
B.7.1	General	Not Applicable - recruitment only	Exemption
B.7.2	Validation methods	"	Exemption
B.7.2.1	Checking of Data Records	"	Exemption
B.7.2.2	Respondent re-contact (back-checking)	"	Exemption
B.7.2.3	Monitoring	"	Exemption
B.7.3	Validation levels	"	Exemption
B.7.4	Validation reports	"	Exemption
B.8	Client Reporting for fieldwork methodologies	"	Exemption
B.8.1	Quantitative Research	"	Exemption
B.8.2	Qualitative Research	"	Exemption

<b>CLAUSE</b>	<b>REQUIREMENTS 20252-2019</b>	<b>Evidence</b>	<b>Exemption</b>
<b>E.1</b>	<b>General</b>	Tell Us What you think	Partial
<b>E.2</b>	<b>Data collection</b>	Tell Us What you think	Partial
<b>E.3</b>	<b>Validation of self-completion</b>	Tell Us What you think	Partial
<b>E.3.1</b>	<b>General</b>	Not applicable	Exclude
<b>E.3.2</b>	<b>Validation of identity</b>	Tell Us What You Think	Partial
<b>E.3.3</b>	<b>Validation of response data</b>	Not applicable	Exclude

<b>Version:</b>	260602
<b>Date last reviewed:</b>	June 2026
<b>Approved By:</b>	James Sainsbury
<b>Position:</b>	Managing Director
<b>Date:</b>	2nd June 2026