

# ISO 20252 STATEMENT OF APPLICABILITY

QRS has been in the business since 1975. As one of the longest established independent data collection providers in the UK we know the industry inside out. In that time QRS has built up a reputation for reliability that we believe makes us the most reliable supplier you can find. Data collection with honesty, integrity, expertise and a smile – the QRS team have over 100 years’ data collection experience between them, encompassing all online & offline methodologies.

QRS provides a wide range of sector experience throughout the UK and Northern Ireland, to deliver targeted insight and keep businesses ahead of the curve. Our research services cover a broad range of skill sets across multiple sectors including Automotive, FMCG, Healthcare, Retail and many more.

QRS has elected to include market research services to be attested to this document in accordance with Annexes A, B, E and F. QRS has elected to exclude Annex C - Physical observation and Annex D - Digital Observation from the attestation.

| ANNEX  | ATTESTED | EXCLUDED                                    | EXPLANATION   |
|--|----------|---|---|
| Annex A:<br>Sampling including access panels | ✓        | Clauses A4.3.3, A4.3.4, A4.4, A4.5          | Purchased samples from panel suppliers, samples provided by clients, access panels. For transparency, QRS shall make available information about any sample development processes to clients, if requested.   |
| Annex B:<br>Fieldwork                        | ✓        | Clauses B5.2, B5.3, B6.4 Moderator Briefing | Face to face fieldwork, Telephone fieldwork, Qualitative and Quantitative fieldwork. Validation of data is undertaken during and/or after fieldwork.  |
| Annex C:<br>Physical observation             |          | ✓   | Not attested  |
| Annex D:<br>Digital observation              |          | ✓   | Not attested  |
| Annex E:<br>Self-completion                  | ✓        |   | QRS undertakes online fieldwork with customer samples, or purchased samples (typically from Access Panels). If requested we can share relevant information with clients about how the data was collected. Validation of response data is done periodically throughout fieldwork on online projects. |
| Annex F:<br>Data management and processing   | ✓        | Clause F.3, F.5.1                           | Data management and processing on a project, from data entry, coding, data analysis, electronic data delivery, and retention and security of data in line with GDPR requirements.   |

Authorised By:



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Associate Director

Last Review Date: 26/01/2024