



ISO 20252:2019

FRAMEWORK for SINGAPORE

version 3.0

September 2022

Framework Owner: *Katharine Zhou, Country Manager (Singapore)*

Updated By: *Marliani Omar, Senior Quality Control Executive*

This PPT has a total of 13 slides



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STATEMENT OF APPLICABILITY (SOA)

Ipsos is the world’s third largest market research company, present in 90 markets and employing more than 18,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions. Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

Ipsos Singapore’s scope of services as certified to ISO 20252:2019, includes, and excludes, the Annexes as recorded in the Annex table below.

ANNEX TABLE	ATTESTED	EXCLUDED	EXPLANATION
ANNEX A Sampling, including Access Panels	X		Sampling: Offline and Online Excluded Access Panels: IIS (Subcontractors) and other panels if in scope
ANNEX B Fieldwork	X		Incl. CATI, FTF, Qual (subcontracted or not)
ANNEX C Physical Observation	X		Incl. Mystery Shopper, Retail
ANNEX D Digital Observation	X		Incl. Media Monitoring, IIS Digital Surveys, Social Media ...
ANNEX E Self Completion	X		Incl. Offline diaries and Online surveys, excluded Mail
ANNEX F Data Management + Processing	X		Incl. Coding (Subcontractors), excluded clause F7 and F8

NOTE:

In order for the SoA to be available to clients and other stakeholders, this is published on Ipsos Singapore’s website

Version:	3
Date Last Review:	October 2022
Approved By:	Katharine Zhou (Pending for V3.0)
Position:	Country Manager
Last External Audit:	Date: 5th, 8 th , 9 th November 2021 Audited By: Accredited Certification International Limited (ACI)





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STATEMENT OF APPLICABILITY (SOA): REPRESENTATIVES

The table below lists the representatives for each Annex attested to for Ipsos Singapore

ANNEX TABLE	REPRESENTATIVE
ANNEX A Sampling, including Access Panels	Doron Eng (OPS)
ANNEX B Fieldwork	Doron Eng (OPS)
ANNEX C Physical Observation	Doron Eng (OPS)
ANNEX D Digital Observation	Maheshwari, Payal (INN)
ANNEX E Self Completion	Doron Eng (OPS)
ANNEX F Data Management + Processing	Drew Norris (HEC)



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CONFIDENTIALITY OF RESEARCH

- ❑ The Ipsos Book of Policies and Procedures outlines Ipsos's requirements for confidentiality and Information Security
- ❑ The Ipsos Intranet Data Privacy page contains all relevant Data Privacy / GDPR information for teams to consider, adhere to and implement when executing research projects
- ❑ The Operational Excellence Information Security and Data Privacy SOPs and Procedural Instructions outlines the overall process and requirements for project teams
- ❑ All projects include text / communications informing participants about the survey they are being invited to participate in, that their participation is voluntary and how data collected is managed and used
- ❑ Consent is obtained from all children and / or vulnerable persons before commencement and where required additional training is provided to fieldworkers

DOCUMENTATION AND RECORDS MANAGEMENT

- ❑ The Ipsos Book of Policies and Procedures outlines Ipsos's requirements for documentation and records management, including retention periods
- ❑ The Operational Excellence Documents and Records Management SOP and Procedural Instructions outlines the overall process and requirements for project teams, including retention periods

PERSONNEL AND INFRASTRUCTURE RESPONSIBILITIES

- ❑ The country organogram indicates the infrastructure. This can be obtained from HR
- ❑ The local Quality Manager / ISO Lead maintains a record of the representatives for each Annex in the country
- ❑ The local Quality Manager / ISO Lead manages conformity to the ISO 20252:2019 Framework for Ipsos Singapore
- ❑ Team Managers and Local HR, with input and guidance from Global HR, ensure all staff are competent and trained adequately for the work they undertake. Training is either on-the-job, via the ITC portal or through external 3rd party companies, when relevant



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INFORMATION SECURITY

- ❑ The Ipsos Book of Policies and Procedures outlines Ipsos's requirements for confidentiality
- ❑ The Operational Excellence Information Security SOP and Procedural Instructions outlines the overall process and requirements for project teams
- ❑ Annual training on Information Security is conducted for all staff, with training records maintained

SUBCONTRACTING SERVICES

- ❑ The Ipsos Book of Policies and Procedures outlines Ipsos's requirements for working with Subcontractors
- ❑ The Operational Excellence Subcontractor Management PPT and Project Outsourcing SOP and Procedural Instructions outlines the overall process and requirements for project teams when working with any 3rd party company

PLANNING, DELIVERY + REPORTING ON PROJECTS + RESEARCH WORK

- ❑ The Ipsos Book of Policies and Procedures outlines Ipsos's requirements for all Ipsos employees
- ❑ The Operational Excellence ISO 2052:2019 Guideline provides guidance on the requirements of the 2019 version of the Standard and how to ensure compliance in relation to Client Relationship Management
- ❑ The Product Testing SOP and Procedural Instructions, together with Client Protocols (when available and in place), Product Testing Golden Rules and other associated information provides guidance for the execution of all product related projects
- ❑ The Operational Excellence SOPs and Procedural Instructions, namely: Pitch + Quote, Contract Review, Project Setup + Statement, Reporting + Analysis, Project Closure + Post Review and Qualitative Data Collection all provide best practice requirements, aligned with ISO 2052:2019, for teams to adhere to during project execution
- ❑ ISO 2052:2019 requirements for Translations, Pretesting and Incentives are covered in the abovementioned SOPs and Procedural Instructions



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MANAGEMENT REVIEW AND IMPROVEMENT

- ❑ The Operational Excellence QMS Review, Performance Metrics and Continuous Improvement SOPs and Procedural Instructions outlines the requirements for the Country Manager, Team Heads and the Quality Manager / ISO Lead relating to the annual QMS review
- ❑ The Operational Excellence ISO 2052:2019 Guideline provides guidance on the requirements of the 2019 version of the Standard and how to monitor and review the QMS

INTERNAL AUDITS

- ❑ The Operational Excellence Audits + Compliance and Continuous Improvement SOPs and Procedural Instructions addresses the ISO 2052:2019 requirements to ensure internal audits are undertaken, with continuous improvement as the outcome
- ❑ The Operational Excellence ISO 2052:2019 Guideline provides guidance on the requirements of the 2019 version of the Standard in relation to internal audits

LEGAL

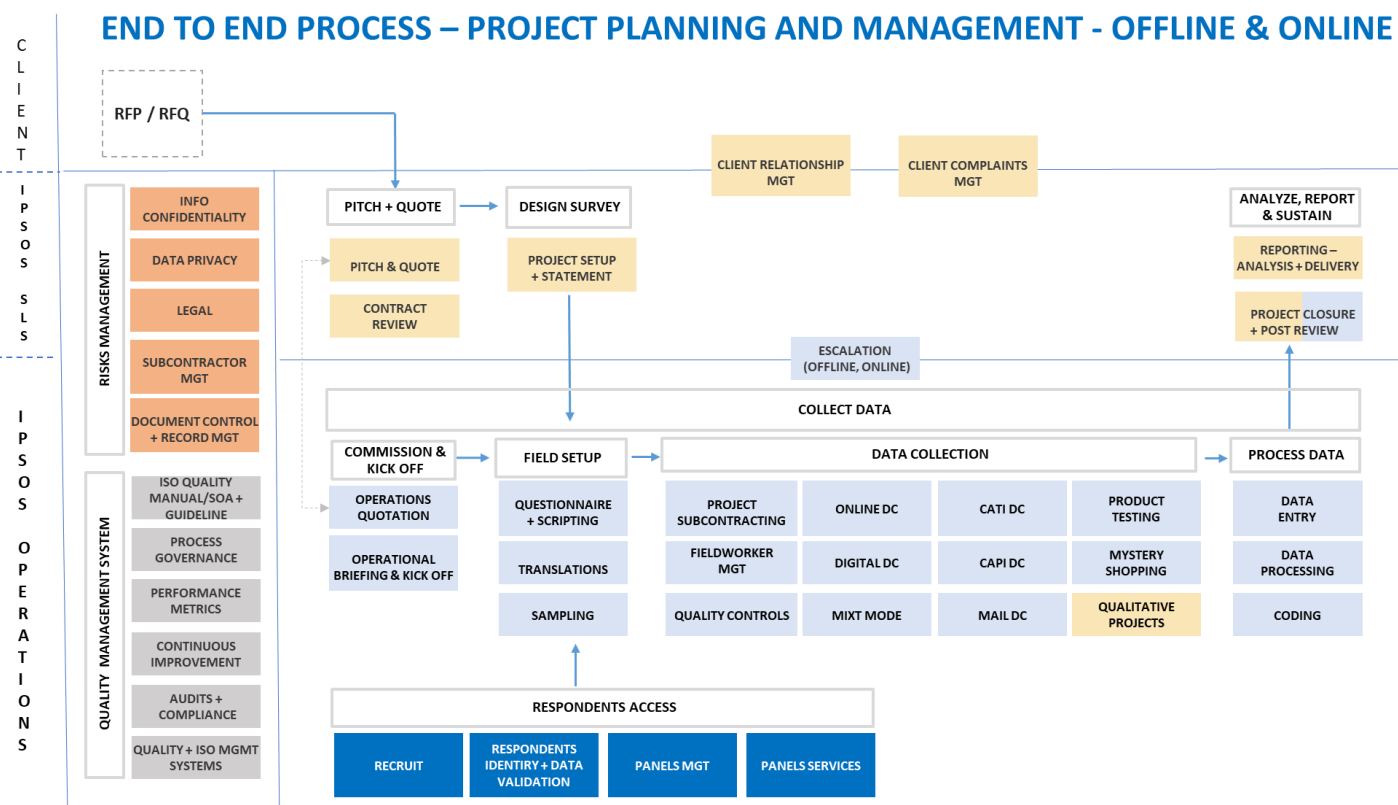
- ❑ The Ipsos Book of Policies and Procedures outlines Ipsos's requirements for Legal requirements
- ❑ The Operational Excellence Legal SOP and Procedural Instructions outlines the Legal aspects that need to be taken into consideration for all project work



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OPERATIONAL EXCELLENCE SOPS AND PROCEDURAL INSTRUCTIONS

The diagram below shows all Operational Excellence SOPs and Procedural Instructions available for reference when executing research project tasks



- ❑ All Operational Excellence SOPs are available in PDF format on the Ipsos Intranet for Service Lines
- ❑ All Operations Excellence SOPs and Procedural Instructions, together with related Reference Documents are available on the Total Operations SharePoint page for Operations teams
- ❑ Operational Excellence SOPs and Procedural Instructions are localised by ISO certified Ipsos countries for implementation, monitoring and compliance
- ❑ It is recommended all non ISO certified countries adjust Operational Excellence SOPs and Procedural Instructions to local conditions, implement and monitor compliance



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LOCAL SOPS AND PROCEDURAL INSTRUCTIONS

- ☐ All local SOPs are available in PDF format on Ipsos Intranet for Service Lines
- ☐ All local SOPs and Procedural Instructions, together with related Reference Documents are available on Total Operations SharePoint page for Operations teams
- ☐ Local SOPs and Procedural Instructions have been localised by Marliani Omar (Senior Quality Executive) for implementation, monitoring and compliance
- ☐ **RISK MANAGEMENT** and **QMS** SOPs and Procedural Instructions listed in the table below are relevant for all ISO certified countries. They may / may not require localization by countries

SOP + PROCEDURAL INSTRUCTION	LOCAL SOP + PI OWNER
Info Confidentiality + Security	Eugene Jong (IT)
Data Privacy	Mary Tay (DPO)
Legal	Katharine Zhou (Country Manager)
Subcontractors Management	Marliani Omar (OPS)
Documents + Records Management	Marliani Omar (OPS)
ISO 20252:2019 Guideline	Marliani Omar (OPS)
Performance Metrics	Katharine (Country Manager)
Continuous Improvement + Action Plans	Marliani Omar (OPS)
Audits + Compliance	Marliani Omar (OPS)
Quality + ISO Management System	Marliani Omar (OPS)
Escalation Offline	Doron Eng (OPS)
Escalation Online	Doron Eng (OPS)



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LOCAL SOPS AND PROCEDURAL INSTRUCTIONS

- ☐ All local SOPs and Procedural Instructions listed in the table below relate to **SERVICE LINE REQUIREMENTS**
- ☐ These SOP and Procedural Instructions are available for reference when executing research project tasks

SOP + PROCEDURAL INSTRUCTION	LOCAL SOP + PI OWNER
Client Relationship Management	Prasad Shinde (Senior Client Officer)
Client Complaints Management	Melanie Ng (MSU/PA)
Pitch + Quote	Edwige Lesion/(CRE)
Contract Review	Rachel Zhou (BHT)
Project Setup + Statement	Doron (OPS)
Reporting – Analysis + Delivery	Payal (INN)
Project Closure + Post Review	Chris Dann (SG CEX)



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LOCAL SOPS AND PROCEDURAL INSTRUCTIONS

- ☐ All local SOPs and Procedural Instructions listed in the table below relate to **OPERATIONS TEAMS REQUIREMENTS**
- ☐ These SOP and Procedural Instructions are available for reference when executing research project tasks

SOP + PROCEDURAL INSTRUCTION	LOCAL SOP + PI OWNER
Project Subcontracting	Marliani Omar (OPS)
Fieldworker Management	Doron Eng (OPS)
Sampling Offline	Doron Eng (OPS)
Sampling Online	Doron Eng (OPS)
Questionnaire + Scripting	NA
Translations	NA
Access Recruitment	Doron Eng (OPS)
Access Respondents Identity + Data Validation	Marliani Omar (OPS)
Access Panels Management	NA
Access Panels Services	NA
Data Collection Online	Doron Eng (OPS)
Data Collection CATI	Doron Eng (OPS)
Data Collection CAPI	Doron Eng (OPS)
Data Collection Mail	NA
Data Collection Product Testing	Doron Eng (OPS)
Data Collection Mystery Shopping	Doron Eng (OPS)
Data Collection Qualitative	Doron Eng (OPS)
Quality Controls	Marliani Omar (OPS)
Data Entry	Drew Norris (HEC)
Data Processing	NA
Coding	Drew Norris (HEC)



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ABBREVIATIONS

The table below lists all the abbreviations referred to in this Framework

ABBREVIATION	MEANING
CATI	Computer Assisted Telephone Interviews
DC	Data Collection
F2F	Face-to-Face
GDPR	Global Data Protection Regulation
HR	Human Resources
IIS	Ipsos Interactive Services
ISO	International Standards Organization
ITC	Ipsos Training Centre
MGT	Management
PDF	Portable Document Format
PPT	PowerPoint Presentation
QMS	Quality Management System
Qual	Qualitative
RFQ	Request For Quotation
RSP	Request ?
SoA	Statement of Applicability
SOP	Standard Operating Procedure



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5. OWNERSHIP AND VERSION HISTORY

Global SOP Owner (Validation):	Desiree Carty
Function:	Quality and Compliance, Director, Total Operations, Offline
Email:	Desiree.Carty@Ipsos.com
Phone:	Direct Phone + 27 11 475 8245 Mobile Phone + 27 78 802 0738
Location:	Johannesburg, South Africa
Local SOP Owner [If applicable]:	Katharine Zhou
Function:	Country Manager, Singapore
Email:	Katharine.Zhou@Ipsos.com
Ops Excellence Validation:	Ana-Maria Samson, IIS Quality Manager, Romania

Version	Description of Changes	In Force From	Last Updated By (Name & Function)
V1.0	New Framework document outlining the ISO 20252:2019 Framework requirements	July 2021	Marliani Omar, Senior Quality Control Executive
V2. 0	Updated main slide for version, month. Updated slide 3 under ' EXPLANATION ' column to be excluded in green as not applicable for local country. Updated slide 9 for new IT personnel. Updated slide 11 indicated 'NA' in green for LOCAL SOP + PI OWNER, which are not applicable. Updated all header slides to 2.0 version.	October 2021	Marliani Omar, Senior Quality Control Executive
V3.0	Updated main slide for version, month. Updated slide 3 for review, Date Last Review, Last External Audit: Slide 10 for new LOCAL SOP + PI OWNER Updated all header slides to 3.0 version.	September 2022	Marliani Omar, Senior Quality Control Executive

