



IPSOS
**Quality &
Compliance**

ISO 2052:2019 STATEMENT OF APPLICABILITY

Version 1.2
April 2025

This PPT has a total of 4 slides



4.1.1 Statement of Applicability (SOA)

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people. Ipsos US serves as the American division of the global Ipsos group, contributing significantly to the firm's worldwide market research and consulting activities. 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. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques. "Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

For ISO 20252 certification purposes, Ipsos US comprises the following legal entities: Ipsos US Ipsos-Insight, LLC, which includes US service lines including Healthcare NA; Ipsos Interactive Services, responsible for US online and offline operations; and Ipsos Interactive Services LP, which consists of our Canadian online and offline operations teams, who also manage US projects.



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Ipsos US' certification to ISO 20252:2019 encompasses a specific range of services, as detailed in the Annex table below. This table outlines which Annexes are included in and excluded from our certification scope.

Annex Table	Attested	Excluded	Explanation
ANNEX A Sampling including Access Panels	X	A.3, A.5	Access and Community Panel management is handled by our ISO 20252 certified teams based in Romania. The US probability panel, Knowledge Panel, is out of scope for 2025.
ANNEX B Fieldwork	X		Quantitative or qualitative using fieldworkers or moderators
ANNEX C Physical Observation		X	Out of scope for 2025
ANNEX D Digital Observation	X		Online passive methodologies such as device monitoring or website analytics
ANNEX E Self-Completion	X		Offline and Online data collection
ANNEX F Data Management & Processing	X		Data management and processing services

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Date Last Review:	April 8, 2025
Approved By:	Shirley Perez
Position:	Senior Vice President, Operations North America
Last External Audit:	Date: Audited By:



4.1.1 Statement of Applicability (SOA): Representatives

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

Annex Table	Representative
<p>ANNEX A Sampling including Access Panels</p>	<p>Shirley Perez and Jennifer Schubert</p>
<p>ANNEX B Fieldwork</p>	<p>CATI – Serena Santa F2F – Nicole Wunderlich Qualitative, non-Healthcare – Sarah Mollineaux Qualitative, Healthcare – Michele French</p>
<p>ANNEX C Physical Observation</p>	<p>Out of scope for 2025</p>
<p>ANNEX D Digital Observation</p>	<p>Operations – Rina Subhani Service Lines, non-Healthcare – Joseph Redmond Healthcare – Michele French</p>
<p>ANNEX E Self-Completion</p>	<p>Online – Jennifer Schubert and Shirley Perez Offline – Laura Kraut</p>
<p>ANNEX F Data Management & Processing</p>	<p>Data Capture – Laura Kraut Data Processing – Laura Okerstrom Coding – Lisa Hayes</p>

