



# **ISO 20252:2019**

## **ISO 20252 STATEMENT OF APPLICABILITY IPsOS BULGARIA**

**VERSION 1.5**

**JULY 2026**

This PPT has a total of 34 slides



## **QMS ISO 20252 FRAMEWORK IPSOS BULGARIA STATEMENT OF APPLICABILITY**

The scope of services for Ipsos Bulgaria includes, and excludes, the Annexes as recorded in the following Annex table according to ISO 20252:2019:

| <b>ISO 20252 ANNEX</b>                                 | <b>ATTESTED</b> | <b>EXCLUDED</b> | <b>EXPLANATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------|-----------------|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ANNEX A</b><br>Sampling, including<br>Access Panels | <b>X</b>        |                 | <p><b>A1. A4:</b><br/> <b>GOH:</b> Excluded: sample defined and managed by Ipsos Researchers ( Ipsos countries).<br/> iField Sample Points: admin work based on information from Researcher.</p> <p><b>IIS:</b> Sample and panel platforms managed by IIS Global teams, including Data Quality (A4.3.1, 2; 3 A4.3.4; 4.7), automation (A4.5).<br/> Sampling input, such as size, quotas - provided by the Research teams; IIS PM ensures data input in the sample systems, manage blends and monitor fieldwork completion, keeping the Researcher informed of the online field progress.</p> <p><b>Research &amp; Ops:</b> Applicable: Sample requirements defined by Ipsos Researchers, implemented by Fieldwork teams<br/> Exclusions: A.4.3 A4.5.-A4.6; A4.8 .1, A4.8 .2</p> <p><b>A5:</b> Subcontracted to IIS Ro: The IIS / GOH / Ipsos Bulgaria teams do not manage panels. The IIS and Ipsos Research teams use panel resources and platforms managed by the IIS Global teams (main hub- IIS Romania, ISO 20252 certified)</p> |
| <b>ANNEX B</b><br>Fieldwork                            | <b>X</b>        |                 | <p><b>GOH: EXCLUDED</b> Offline data collection managed by Ipsos Research Service Lines entities</p> <p><b>IIS: EXCLUDED</b></p> <p><b>Research &amp; Ops:</b> Applicable : Fieldwork managed by the local Operations teams (CATI CAPI, Qual) or CATI suppliers for offline projects fielded in Bulgaria. Quantitative and Qualitative data collection. B5.3 -Excluded</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>ANNEX C</b><br>Physical Observation                 | <b>X</b>        |                 | <p><b>GOH: EXCLUDED</b></p> <p><b>IIS: EXCLUDED</b></p> <p><b>Research &amp; Ops:</b> Mystery Shopping, Qualitative data collection performed in Bulgaria on a small number of projects.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |



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| <b>ISO 20252 ANNEX</b>                           | <b>ATTESTED</b> | <b>EXCLUDED</b>                                                                                         | <b>EXPLANATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------|-----------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ANNEX D</b><br>Digital Observation            | <b>X</b>        |                                                                                                         | <p><b>GOH:</b> Partially applicable for a number of iField projects using a templated script (e.g., IRT). Sentiment Analyses performed by the DP -GMU teams on a number of projects involving a specific type of delivery for continuous projects – BMN-Brand Mental Network. The team may also handle recruitment phases of surveys with app installation.</p> <p><b>IIS:</b> Partially applicable for modules with passive component ( e.g., Facial coding). Ipsos Research entities define the data collection instruments, IIS facilitates the online implementation of predefined solutions or may subcontract services to vetted subcontractors e.g., for facial coding. Analyses and reporting done by the Research entities.</p> <p><b>Research &amp; Ops:</b> EXCLUDED</p> |
| <b>ANNEX E</b><br>Self Completion                | <b>X</b>        |                                                                                                         | <p><b>GOH:</b> Scripting of self-completion covered by GOH in Dimensions (CAWI) , CLT links via iField.</p> <p><b>IIS:</b> the team focuses on online data collection services, including operational project management, scriptwriting of questionnaires. Pre-defined, globally managed solutions are implemented at survey-level, for ensuring respondent quality and validation of collected data, including via digital fingerprint, standard scripts as well as project-level monitoring.</p> <p><b>Ipsos Bulgaria Research &amp; Ops:</b> online data collection performed by global IIS or by approved subcontractors. Exclusions: E1 b-f); E3.3. done by IIS /subcontractors, clarifications from Ipsos Researchers</p>                                                     |
| <b>ANNEX F</b><br>Data Management and Processing | <b>X</b>        |                                                                                                         | <p><b>GOH:</b> Data processing is one of the main responsibility of the Global Operations Hub DP and Coding are performed for global multimode projects.</p> <p><b>IIS:</b> DP and Coding performed by IIS Romania</p> <p><b>Research &amp; Ops:</b> DP and Coding performed by GOH or in-house/subcontracted (Coding); applicability limited in terms of defining specifications, instructions, internal checks (F3).<br/>Exclusions for all entities: F2, F5.1</p>                                                                                                                                                                                                                                                                                                                |
| Version:                                         |                 | 1.5                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Date Last Review:                                |                 | July 2026                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Approved By:                                     |                 | Iva Dimova, Country Manager Ipsos Bulgaria<br><br>Ivan Dimitrov, Managing Director IIS and Ops Bulgaria |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |