

IPSOS INTERACTIVE SERVICES

STATEMENT OF APPLICABILITY
ACCORDING TO
ISO 20252



IIS STATEMENT OF APPLICABILITY – ISO 20252

| ISO 20252 ANNEX | ATTESTED | EXCLUDED | EXPLANATION |
|--|----------|----------|--|
| Annex A Sampling including access panels | X | | Ipsos Interactive Services (IIS) manages global online panels in over 50 countries, in adherence with the industry principles and panel management requirements. Our global teams of experts ensure compliant approaches for sampling sourcing, blending and design as well as respondent engagement. In IIS, we use non-probability sampling by default and take a model-based approach to representivity. |
| Annex B Fieldwork | | X | IIS does not cover offline research. |
| Annex C Physical Observation | | X | IIS does not focus on research involving physical observation. |
| Annex D Digital Observation | X | | Partially applicable: the IIS portfolio includes solutions with digital observation component, developed in standard formats i.e., pre-defined scripts and modules. Ipsos Research entities define the data collection instruments, IIS facilitates the online implementation of the predefined solutions or may use subcontracted services to Ipsos trusted partners –such as for Facial Coding. IIS may also ensure the recruitment part for passive measurement, while the passive exercise is coordinated by Ipsos Researchers and approved suppliers. Ipsos Research entities are in charge of the final reporting to end clients. |
| Annex E Self Completion | X | | IIS offers online data collection services, including operational project management, scriptwriting of questionnaires, implementation of pre-defined solutions for ensuring respondent quality and the validation of collected data, including via digital fingerprint, standard scripts as well as thorough custom checks and monitoring per project. |
| Annex F Data management and processing | X | | The IIS portfolio includes services such as, data analyses, tabular reports and Coding, based on specifications provided by our Ipsos Research partners. F2, F5.1 – not applicable. |

