



ISO 20252:2019

**FRAMEWORK FOR
IPSOS IN THE UK**

VERSION 3

JUNE 2024

Framework Owner: *Catherine Bolton*

Updated By: *Catherine Bolton, Head of Compliance*

This PPT has a total of 8 slides



ISO 2052:2019 FRAMEWORK FOR IPSOS IN THE UK VERSION 3

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STATEMENT OF APPLICABILITY (SOA)

Ipsos in the UK is a market, opinion and social research organisation trading as Ipsos MORI UK Ltd and Ipsos (market research) Ltd. We are one of the UK's largest and most innovative research agencies, working for a wide range of global businesses, the FTSE100 and many government departments and public bodies.

We believe that our work is important. Security, Simplicity, Speed and Substance apply to everything we do. Our areas of expertise range from brand and communications, media, innovation and healthcare research through to customer experience, corporate reputation and social and political research. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

Our UK headquarters are in London. We also have offices in Edinburgh, Manchester, Milton Keynes, Oxford and Belfast.

Ipsos in the UK's scope of services as certified to ISO 20252 and includes the Annexes as recorded in the table below.

| ANNEX TABLE | ATTESTED | EXCLUDED | EXPLANATION |
|---|----------|----------|--|
| ANNEX A Sampling, including Access Panels | X | | Sampling: Offline and Online Incl. Ipsos UK Panels (Ipsos iris and Ipsos Knowledge Panel) |
| ANNEX B Fieldwork | X | | Incl. Telephone, Face-to-Face, Qualitative, Ethnographic |
| ANNEX C Physical Observation | X | | Incl. Mystery Shopping |
| ANNEX D Digital Observation | X | | Ipsos iris online measurement study |
| ANNEX E Self Completion | X | | Online and Offline including postal surveys |
| ANNEX F Data Management + Processing | X | | Incl. Data Processing, Coding, Scanning |

NOTE:

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

| | |
|-------------------|---|
| Version: | 3 |
| Date Last Review: | June 2024 |
| Approved By: | Tony Harper |
| Position: | UK Board member for Business Excellence |
| Date | 6 th June 2024 |



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CONFIDENTIALITY OF RESEARCH

- Ipsos's Business Excellence System (BES) and the Ipsos Book of Policies and Procedures outlines Ipsos's requirements for confidentiality and Information Security
- Ipsos's BES Intranet pages and 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
- All projects, where relevant, include text / communications informing participants about the survey they are being invited to take part in, that their participation is voluntary and how data collected is managed and used
- The appropriate consent and / or explicit consent, where applicable, is obtained from participants, including children and vulnerable adults before project commencement in line with this standard, the relevant industry Code(s) of Conduct and privacy legislation.

DOCUMENTATION AND RECORDS MANAGEMENT

- Ipsos's Business Excellence System (BES) and the Ipsos Book of Policies and Procedures outlines Ipsos's requirements for documentation and records management, including retention periods

PERSONNEL AND INFRASTRUCTURE RESPONSIBILITIES

- The country organogram indicates the infrastructure for Ipsos in the UK, which can be obtained from Marketing & Comms
- Ipsos's UK Head of Compliance manages conformity to the ISO 20252 Framework for Ipsos in the UK
- Service Line and Departmental Management with the support of their UK Compliance Team and Learning and Development ensure all staff are competent and trained adequately for the work they undertake. Our blended Learning and Development offer provides in-person, online via the Academy training portal and bite-size film training, that can be accessed both from the office and from home. In-person sessions are largely virtual.



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INFORMATION SECURITY

- Ipsos's Business Excellence System (BES) and the Ipsos Book of Policies and Procedures outlines Ipsos's requirements for confidentiality
- Annual refresher training which includes information security is conducted for all staff, with training records maintained

SUBCONTRACTING SERVICES

- Ipsos's Business Excellence System (BES) includes procedures which outline requirements for working with subcontractors and freelancers
- A full third-party risk assessment is carried out on relevant suppliers to ensure they meet both Ipsos' and our clients' quality, data protection, compliance and information security requirements. After successful completion of the risk assessment a comprehensive contract is put in place
- Specific training on outsourcing requirements is conducted for all staff and training records are maintained

PLANNING, DELIVERY + REPORTING ON PROJECTS + RESEARCH WORK

- Ipsos's Business Excellence System (BES) outlines requirements for all Ipsos employees working on UK projects
- Business Excellence procedures provide guidance on the requirements of the 2019 version of the Standard and how to ensure compliance in relation to client relationship management
- BES procedures for Proposals, Contract Review, Commissioning, Preparing for a Project, Preparing and Delivering and Project Closure as well as key sign offs at each stage all provide best practice requirements, aligned with ISO 20252, for teams to adhere to during project execution. Procedures cover the different types of project methodologies and are also supported by "BES Helpcards".
- ISO 20252 requirements for translations, pretesting and incentives are covered in the BES procedures.
- Training on the requirements of these standards are run for the relevant research and operations team to help ensure they understand their responsibilities when carrying out projects



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MANAGEMENT REVIEW AND IMPROVEMENT

- ❑ Ipsos's Information Governance Forum has been established to provide strategic direction and leadership of Ipsos's integrated quality, compliance and information security management system (our "IMS") - within the UK on behalf of the UK Management Board. The Forum carries out a formal and documented management review of overall BES compliance and improvement twice a year.
- ❑ BES Working Practices (procedures) are reviewed by the Business Excellence Management Team, who represent the main areas of the business when required. Monthly spot checks measure each area of the business' compliance. The BES Management Team are responsible for ensuring their teams adhere to BES requirements and address any areas requiring improvement.
- ❑ Company-wide training and communications target any opportunities for improvement based on spot check results, internal and external audits. Any issues encountered within the business will also feed into the training and communications programme and any relevant BES procedures will be updated.

INTERNAL AUDITS

- ❑ Ipsos has trained internal auditors and a programme of annual internal audits.
- ❑ Internal Auditor training and briefing decks support the auditing team in carrying out internal audits in line with ISO 20252, ISO 9001 and ISO 27001 standard requirements.

LEGAL

- ❑ Ipsos has documentation outlining its relevant legal requirements
- ❑ The BES working practices include all relevant legal requirements as applicable.



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ABBREVIATIONS

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

| ABBREVIATION | MEANING |
|--------------|--|
| BES | Business Excellence System (the UK's integrated Quality, Market Research, Information Security and Compliance management system) |
| CATI | Computer Assisted Telephone Interviews |
| F2F | Face-to-Face |
| GDPR | General Data Protection Regulation |
| HR | Human Resources |
| IIS | Ipsos Interactive Services |
| ISO | International Standards Organization |
| ITC | Ipsos Training Centre |
| Qual | Qualitative |
| SOA | Statement of Applicability |
| IMS | Information Security Management System |



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5. OWNERSHIP AND VERSION HISTORY

| | |
|-------------------|-------------------------------------|
| SoA Owner: | <i>Catherine Bolton</i> |
| Function: | <i>Head of Compliance, Ipsos UK</i> |
| Email: | <i>uk-compliance@ipsos.com</i> |

| Version | Description of Changes | In Force From | Last Updated By (Name & Function) |
|---------|--|----------------|--|
| V1 | New Framework document outlining the ISO 20252:2019 Framework requirements | August 2022 | Catherine Bolton, Head of Compliance & Shalini Patel, BES Business Support Manager |
| V2 | Reviewed document and removed reference to Customer Counting (no longer part of business) & removed reference to Retail Performance (same part of business). | September 2023 | Catherine Bolton, Head of Compliance |
| V3 | Added Milton Keynes office and minor tweaks. | June 2024 | Catherine Bolton, Head of Compliance |
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