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ISO 20252 Statement of Applicability V3

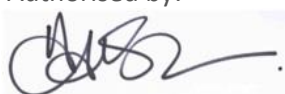
BMG Research Ltd is a full-service research organisation. We specialise in market, opinion and social research. We deliver market and customer insights vital to helping our clients succeed in planning, campaign management and performance analytics. We deliver research services to the public and private sectors, and charitable organisations throughout the UK.

BMG Research has elected to include research terms 1-4, sampling, fieldwork, self-completion and data processing to be attested to ISO20252:2019 in accordance with Annexes A, B, E, and F. BMG Research has elected to exclude Annexes C and D from attestation.

Details of BMG Research attested annexes are described as follows:

Annex	Attested	Excluded	Explanation	Owner
Annex A: Sampling including access panels	✓	Clauses 4.3.2 & 4.3.3	Purchased samples from panel suppliers, samples provided by clients. All offline or online panel including sub-contracted services. BMG sub-contracts all elements of Clause A.5 and meets the requirements of Research term 4.4	Head of Research
Annex B: Fieldwork	✓		Face to face fieldwork; Telephone fieldwork; Qualitative and quantitative fieldwork including all sub-contracted services to the requirements of research term 4.4	Operations Manager
Annex C: Physical observation		✓	Not attested	
Annex D: Digital observation		✓	Not attested	
Annex E: Self-completion	✓		Services provided using self-completion methodologies including online questionnaires, email surveys, sms and postal surveys.	Head of Research
Annex F: Data management and processing	✓		Services provided include: Data processing and data tabulation, including the application of statistics in these functions. Development of coding frames and coding of unstructured responses. Reporting and advanced analytics are also provided. BMG may sub-contract clauses F.2, F.3, F.4, F.5, F.6 and F.7	Head of Research

Authorised by:



Dawn Hands
Managing Director
Date: 14 March 2023