

## ISO 20252:2019 Statement of Applicability (SoA)

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BVA BDRC is an international consumer and business insight consultancy, conducting research in the UK and over 90 other countries across the world. Part of the Paris-based BVA Group, we offer the complete range of research services covering all qualitative and quantitative methodologies.

We specialise in number of sectors – grouped as Commercial (finance / banking and media) and On The Move (OTM) (transport, travel and tourism, hotels) but also conduct research for clients in other sectors. We conduct research related to a range of business challenges such as customer experience (CX), customer satisfaction, attitudes/behaviours, branding, product development, ad testing, compliance.

Statutory information about the company is available here: <https://www.bva-bdrc.com/statutory-information/>

As well as adhering to the core requirements of ISO 20252:2109, we have elected to include **all** of the Annexed research services in accordance with requirements detailed in Annex A, B, C, D, E and F as described below:

Requirement/Annex	Included	Excluded	Explanation / Statement of services provided
Core requirements	Included		As a full service market research agency, we work with clients across all stages of project life cycles from receipt of a client brief / request for work, proposals, project set up, fieldwork, DP, analysis and reporting. We conduct ad-hoc, tracking and syndicated studies. We also conduct our own research for marketing purposes which we publish or share with prospective/existing clients.
Annex A – Sampling including access panels	Included		Most of our research projects require sample whether that is client sample, bought sample from a third party provider, sample created by us, or via an access panel. At present, we do not set up or manage our own access panels. We only use access panels through our sister companies Alligator and PRS, so have procedures in place to ensure they meet the requirements and that we could set up and manage an access panel if required in future.
Annex B - Fieldwork	Included		We offer data collection via a range of fieldwork methodologies, namely: <ul style="list-style-type: none"> <li>- Qualitative: face-to-face/telephone/online depth interviews, groups, workshops and online qual using platforms such as Recollective. Qualitative recruitment is usually conducted by our sister companies Viewpoint or PRS. Qualitative fieldwork is usually conducted In-house for UK based Interviews/groups/workshops/online qual, and occasionally using freelancers. BVA BDRC group partners or approved subcontractors tend to be used for qual fieldwork outside the UK.</li> <li>- Quantitative: Interviewer/fieldworker administered face-to-face, CAPI, telephone, CATI, and online/paper self-completion. These tend to be conducted by our sister companies (namely PRS and Alligator) or subcontracted to approved suppliers. Some elements may occasionally be conducted in-house (for example, providing short self-</li> </ul>

			completion exercises as part of qualitative studies) Many projects are mixed methodology. We also conduct mystery shopping projects with fieldwork carried out by our sister company ESA.
Annex C – Physical Observation	Included		We offer data collection using physical observational methodologies typically in-home / in-setting observation (such as within a visitor attraction, hotel venue, railway station, financial institution, shop) and as part of face-to-face qualitative research where we observe physical responses, facial expressions or reactions to something. This is usually conducted in-house by Project Execs or using our sister company (namely PRS) or as a subcontracted service
Annex D - Digital Observation	Included		We offer data collection using digital/passive methodologies. This would predominately be conducted by our sister companies (Alligator and PRS) or as a subcontracted service with approved specialist suppliers but occasionally may be conducted in-house.
Annex E – Self completion	Included		We offer self-completion data collection using self-completion methodologies, predominantly online surveys via our sister company Alligator or paper/F2F via our sister company PRS. Occasionally this may be conducted in-house by Execs for example when participants are required to complete a small self-completion questionnaire on paper or online.
Annex F – Data management and processing	Included		We offer data management and processing services. Typically this has been through our sister companies PRS and Alligator, but we are increasingly conducting some services in-house (such as running our own tabulations using software called Q). Occasionally some services would be subcontracted to another approved supplier.

Approved and authorised by: The Board of Directors

Date: 21<sup>st</sup> October 2022

Last Review: 20<sup>th</sup> October 2023