



ISO 20252:2019 · QUALITY & COMPLIANCE

Statement of Applicability

VERSION 1.1

www.rsbinsights.com

4.1.1

Statement of Applicability (SoA)

RSB Insights and Analytics is a market, opinion, and social research organization committed to providing top-tier research solutions tailored to our clients' unique needs, ranging from swift quantitative surveys to comprehensive qualitative studies.

The scope of services covers the design, execution, management, and reporting of market, opinion, and social research studies across qualitative and quantitative methodologies.

The scope of services certified to ISO 20252:2019 includes and excludes the annexes as recorded in the Annex table on the following page. This Statement of Applicability defines the boundaries of our certified quality management system and is made available to clients and other interested parties to provide transparency on the research activities covered by our certification.

GOVERNANCE

Publication & review

- To ensure the SoA is available to clients and other stakeholders, it is published on the RSB Insights and Analytics website.
- The SoA is reviewed at least annually to determine whether changes are required and to ensure the information remains accurate.

4.1.1

Annex table

ANNEX	ATTESTED	EXCLUDED	EXPLANATION
Annex A Sampling (excluding access panels)	✓		Sampling: offline and online. Excludes access panels (Clause A.5): IIS (subcontracted) and other panels, where in scope.
Annex B Fieldwork	✓		Includes CAPI, face-to-face, and qualitative research. Excludes CATI.
Annex C Physical observation	✓		Includes qualitative research, mystery shopping, and retail.
Annex D Digital observation		x	Not in scope.
Annex E Self-completion	✓		Includes CAWI — online and offline.
Annex F Data management and processing	✓		Includes coding, data analysis, and data tables.

Version:	1.1
Internal review:	Annually (July or August)
Approved by:	Natalie Hunter
Position:	Chief Business Officer
External audit:	Frequency: Annually (July or August) Audited by: Zenith Quality Assessors Pvt. Ltd.

NOTE:

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- The SoA will be reviewed at least annually to determine whether changes are required and to ensure that the information remains accurate.