



ALIGNMENT WORX

ISO 20252 Business Integration

Expert guidance and proven methodologies for market, opinion and social research.

STATEMENT OF APPLICABILITY



Mandatory

A requirement of the standard, specifically ISO 20252:2019.



Content

Lists the full scope of services attested to the standard and the Annexes covered.



Transparency

Shows clients exactly which research activities meet the standard, including subcontractors.

ANNEXES



Annex A

Sampling, incl. access panels



Annex B

Fieldwork



Annex C

Physical observation



Annex D

Digital observation



Annex E

Self completion



Annex F

Data management & processing

PROGRAM COMPONENTS



Framework / Quality Manual

Systems, records management, legal & regulatory compliance.



Business Infrastructure

Policies and procedures for business infrastructure.



Information Security

Risk framework and protocol for information security.



Subcontracting & Outsourcing

Policies and procedures for subcontracting.



Research Project Lifecycle

A complete research project lifecycle framework.



Management Review

Improvements and client relationship management.



Internal Audit Program

SOW requests, proposals, and issue resolution.



ISO 20252:2019

Market, opinion and social research

Ready to align your business to ISO 20252?

alignmentworx.com/iso-20252



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