



## ISO 20252:2019

### Statement of Applicability (SoA)

Approved by Giorgio Mariani – Senior Project Consultant - 01/11/2024

Organisation: Alligator Digital  
Location: London, UK  
Function: Conducting, processing and analysing market and opinion surveys  
Vision: Research data, from early discovery to journey's end  
ISO 20252:2019 standard: Covers all functions and teams dealing with market & opinion research

As well as adhering to the core requirements of ISO 20252:2109, we have elected to include the following Annex's from the standard.

Requirement/Annex	Included	Excluded	Explanation / Statement of services provided
Core requirements	Included		As a 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, and DP (excluding reporting). We conduct ad-hoc and tracking studies.
Annex A – Sampling including access panels	Included is project management	All subcontracted	Most of our research projects require sample whether that is client sample, bought sample from a third party provider.
Annex B - Fieldwork	Included F/W online only	F2F and CATI	We offer data collection via online fieldwork methodologies, namely: Quantitative: Online studies. CATI is conducted by our sister companies (PRS) or subcontracted to approved suppliers.
Annex C – Physical Observation	Excluded		
Annex D - Digital Observation	Excluded		
Annex E – Self completion	Included Self-completion online studies	F2F or Paper	F2F or Paper would be outsourced if we are asked to conduct this.
Annex F – Data management and processing	Included	F2, F3, F5 paper based.	We offer data management and processing services. Services would be subcontracted to another approved supplier such as our sister company PRS.