

ISO 20252:2019 & ISO 9001:2015 Statement of Applicability (SoA)

28/11/2023 / Operations Director (Chris Kennedy)

ESA Retail (ESA Market Research Ltd) is a marketing research organisation that provides a range of services covered in the ISO 20252:2019 standard for market, opinion, and social research and the ISO 9001:2015 standard for quality management systems.

ESA Retail delivers research services to retailers, manufacturers, travel operators, financial institutions, charities, government bodies, research agencies and other organisations throughout the United Kingdom, Republic of Ireland and other countries.

ESA Retail has elected to include Fieldwork, Physical observation, Digital observation and Data management and processing in accordance with Annexes B, C, D and F.

Details of ESA Retail attested 20252:2019 annexes are described as follows:

ISO 20252:2019	Attested	Description	Team(s)	Responsible
Core requirements (excluding 4.5.3.4, 4.5.3.6)	Yes	Core framework, organisational, security, subcontracting, planning, quality	Commercial, Marketing, Sales & Operations	Chris Kennedy
Annex A: Sampling including access panels	No	n/a	n/a	n/a
Annex B: Fieldwork (excluding B.4.3, 6, 8.2)	Yes	Data collection: CATI, Mystery Shopping, Store Audit	Operations	Lisa Rice
Annex C: Physical observation	Yes	Data collection: Observation, Footfall counts	Operations	Lisa Rice
Annex D: Digital observation (excluding D.3.1.3, 3.1.4, 3.2, 3.3)	Yes	Data collection: Webscraping	Commercial & Operations	Peter Fitzjohn
Annex E: Self completion	No	n/a	n/a	n/a
Annex F: Data management and processing (excluding F.2, 7.3)	Yes	Data processing, including scanning, coding, data editing, data analysis etc.	Operations	Peter Fitzjohn

Details of ESA Retail attested 9001:2015 sections are described as follows:

ISO 9001:2015	Attested	Exclusions	Responsible
4. Context of the organisation	Yes	None	Chris Kennedy
5. Leadership	Yes	None	Chris Kennedy
6. Planning	Yes	None	Chris Kennedy
7. Support	Yes	7.1.5 Monitoring and measuring resources	Chris Kennedy
8. Operation	Yes	None	Chris Kennedy
9. Performance Evaluation	Yes	None	Chris Kennedy
10. Improvement	Yes	None	Chris Kennedy

Signed:.....


28th November 2023
 Date: