



Statement of Applicability

ISO 20252 General for Market Research

Soluciones Netquest de Investigación S.L.U. is an organization that provides data collection services for Market Research. It offers this service through communities of people from different countries (hereinafter referred to as Online Access Panels, in accordance with industry terminology) who agree to share their opinions and other types of data in exchange for points that can be redeemed for incentives.

Netquest's mission is to assist market researchers in obtaining and processing information for their research purposes. For this, Netquest has various Online Access Panels in different countries in America and Europe, offering various data collection services around them to clients worldwide, both within and outside the countries where it has panels. Netquest also offers Data Processing services, mainly including open-ended question coding, result table generation, and data visualization.

Both these services and sample collection services can be subcontracted to third parties, in which case our clients will always be informed in advance.

Netquest was first accredited in 2012 with the ISO 26362 standard specifically for Online Access Panels. In 2020, as this standard was unified with ISO 20252 General for Market Research, Netquest decided to certify its Online Access Panels, as well as the data collection and processing processes related to these panels, according to the new standard. Below is a complete list of services included by ISO 20252.

The complete list of services included in this standard is detailed in the following table:

Annex	Included	Services	Observations
Annex A - Sampling including Access Panels	Yes	Sampling	Regulates how Access Panels are managed and determines how Panel characteristics are communicated
Annex B - Fieldwork	No	-	Netquest does not offer offline data collection
Annex C - Physical Observation	No	-	Netquest does not offer offline data collection
Annex D - Digital Observation	Yes	Behavioral Data and Online Purchases, including the Netrica service	Access Panels are also used to collect passive data
Annex E - Self-Completion Surveys	Yes	Online survey questionnaire	Online survey questionnaire programming services
Annex F - Data Processing	Yes	Tabulation, Coding, and Visualization	On-demand data processing services