

Statement of applicability

ISO 20252 general for Market Research Industry

Soluciones Netquest de Investigación S.L.U. is an organization that offers data collection services for Market Research purposes, thanks to communities of people across different countries that agree to share their opinions, as well as other types of data, in exchange for points that can be redeemed for incentives.

These communities are defined as Online Access Panels, using the technical terminology of the Market Research industry. Netquest owns Access Panels in different countries in America and Europe, and offers several data collection services around such panels, to clients all over the world (inside and outside the countries where we have panels).

Our mission is to help researchers to get and process information for their research goals.

Netquest was first accredited in 2012 with the ISO NORM 26362, specific for Access Panels. In 2020, as this norm has been merged with the general Market Research ISO norm 25252, Netquest has decided to certify its Online Access Panels, as well as the data collection and processing services around such panels, according to the new norm. A complete list of services included in the ISO norm is provided below.

Annex	Included	Services	Observations
Annex A - Sampling including access Panels	Yes	Sampling	Regulates how the Online Panels are managed and used. It also determines how the Panel features (e.g. size) 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 and Purchase Data, including the Netrica service	Netquest Online Access panels are also used to collect passive data.
Annex E - Self completion	Yes	Scripting services (online questionnaires)	Online questionnaire programming services offered to clients.
Annex F - Data management and processing	Yes	Tabulation, Codification and Visualization services (including Netquest Visual Data)	On demand processing services offered to clients.