

# **F&Y2 trends weighting note: Ipsos standards and accreditations**

Ipsos's standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.

## **Market Research ISO 20252 Certificate**

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.

## **Information Security ISO 27001 Certificate**

This is the international standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.

## **Company Quality ISO 9001 Certificate**

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.

## **Market Research Society (MRS) Company Partners Certificate**

By being an MRS Company Partner, Ipsos endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. Ipsos were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.

## **The UK General Data Protection Regulation (UK GDPR) and the UK Data protection Act 2018 (DPA)**

Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.

## **Cyber Essentials Certificate**

A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was first assessment validated for certification in 2016 and this is renewed annually. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.

## **Fair Data**

Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.