ISO 20252:2026-09 (E)

Market, opinion and social research, including insights and data analytics - Vocabulary and service requirements

Contents

Page

Foreword ... **iv**

Introduction ... **v**

1 Scope ... **1**

2 Normative references ... **1**

3 Terms and definitions ... **1**

4 Core requirements for market, opinion and social research, insight and data analytics ... **14**

4.1 Core framework and legal requirements ... 14

4.1.1 Statement of applicability ... 14

4.1.2 Legal and other requirements ... 16

4.1.3 Confidentiality of research ... 16

4.1.4 Documentation and records management ... 18

4.1.5 Development and use of AI and related technologies ... 19

4.2 Personnel and infrastructure responsibilities ... 21

4.2.1 Organizational obligations ... 21

4.2.2 Personnel development and management ... 21

4.3 Information security ... 22

4.3.1 Information security risk assessment ... 22

4.3.2 Information handling and data security controls ... 22

4.3.3 Information security incident reporting ... 22

4.3.4 Information security training and awareness ... 23

4.4 Subcontracting services ... 23

4.4.1 General ... 23

4.4.2 Subcontracted project work ... 23

4.5 Planning, delivery and reporting on projects and research work ... 24

4.5.1 General ... 24

4.5.2 Client relationship management ... 24

4.5.3 Proposals, quotations or other responses to a request for services ... 25

4.5.4 Providing deliverables to the client ... 28

4.6 Senior management review and improvement ... 30

4.6.1 Input ... 30

4.6.2 Output ... 30

4.7 Internal audits ... 31

Annex A (normative) **Sampling** ... **32**

Annex B (normative) **Fieldwork** ... **40**

Annex C (normative) **Physical observation** ... **49**

Annex D (normative) **Digital and online observation** ... **51**

Annex E (normative) **Self completion** ... **56**

Annex F (normative) **Data management and processing** ... **60**

Annex G (normative) **Panel development and life cycle management** ... **67**

Bibliography ... **77**