



Mathematical Market Research Ltd - Statement of Applicability

Mathematical Market Research Ltd is a market research organisation offering research insights and solutions.

Mathematical Market Research Ltd has elected to include the Research team, Access panels, Face to face fieldwork, Coding and Data processing to be attested to ISO 20252:2019 in accordance with Annexes A, B, C, E and F. Mathematical Market Research Ltd has elected to exclude Annex D from attestation. Details of attested annexes are described as follows:

Annex	Attested	Excluded	Explanation
Annex A Sampling including access panels	- Research team - Access panels (outsourced)	None	N/A
Annex B Fieldwork	Face to face fieldwork (outsourced)	Telephone fieldwork	Telephone fieldwork not conducted
Annex C Physical observation	MMR Research team only	HRW Research team	None conducted at HRW
Annex D Digital observation	Not attested	All	None conducted
Annex E Self completion	Yes	None	N/A
Annex F Data management and processing	Yes	None	N/A