

GfK UK Ltd Quality Statement



GfK UK Ltd is awarded registration to **BS EN ISO 9001:2015 Quality Assurance Standard** and **ISO 20252:2012 Market, opinion and social research**, and undergoes an external assessment each year by Marketing Quality Assurance Ltd (MQA).

- ISO 9001:2015 - Certificate No. 0499 - Originally registered on 24th March 1994 to present
- ISO 20252:2012 - Certificate No. 0500 - Originally registered on 13th July 2007 to present

The GfK Quality Management System seeks to continually improve the ways in which we work and the products we deliver to our clients. GfK's culture encourages creativity and innovative thinking in order to give clients clear guidance and to address business issues.

GfK UK monitors and reviews all risks and opportunities, including approved suppliers, through management meetings and reviews to support the client centric Accelerate strategy and to assure consistency of quality, products and services.

The Regional Quality Assurance Director is a member of the UK leadership team and as such ensures that quality and compliance are discussed at the UKLT meetings. In addition the UKLT meetings will review matters that are subject to change relating to external and internal issues relevant to its purpose, strategic direction and ability to achieve the intended results for the Quality Management System.

GfK UK Limited monitors and reviews interested parties and the impact on the Company's ability to provide products and services that meet requirements which are relevant to the Quality Management System. GfK UK will monitor and review its interested parties during relevant department and / or UKLT meetings.

Interested Parties are:

- Management
- Employees
- Clients
- ISO Standards
- Key Suppliers

GfK is wholly committed to meeting the requirements of, amongst others:

- UK Data Protection Act 2018 / EU General Data Protection Regulation (GDPR)
- ICC/ESOMAR (The World Association of Research Professionals) International Code of Marketing and Social Research Practice; **GfK Group is a Corporate Member of ESOMAR**

GfK is a member of the **Market Research Society (MRS) Company Partner Service**

- Membership No: 2002759
- Originally registered in April 2005 to present

GfK is a User member of the **Interviewer Quality Control Scheme (IQCS)**. We have been a member of the IQCS since its inception in 1978, and currently have one IQCS Council member.

GfK was a Launch Partner of the **MRS Fair Data Mark**, endorsed by the Information Commissioner and backed by Jack Straw, MP. The Fair Data Mark defines the principles of fair processing of personal data; it was launched in January 2013 at the House of Lords

- Fair Data launch partner – January 2013

GfK UK is accredited to the **Cyber Essentials Scheme Assurance Framework** and the **IASME Information Security Standard** by the IASME Consortium. This body also awarded GfK UK with their **GDPR Certification** after assessment of our GDPR readiness



Additional Professional Associations to which we have individual and / or company membership include:

- ABPI – The Association of the British Pharmaceutical Industry
- AQR – Association of Qualitative Research
- ASC – Association of Survey Computing
- BIG – Business Intelligence Group
- BHRIA – British Healthcare Business Intelligence Association
- BPC – British Polling Council
- CGG – Census and Geodemographics Group
- EphMRA – European Pharmaceutical Market Research Association
- Insights Association (formerly CASRO – Council Of American Survey Research Organizations)
- IAB – Internet Advertising Bureau
- LARIA – Local Authorities Research + Intelligence Association
- MRG – Media Research Group
- MSI – Marketing Sciences Institute
- RSS – Royal Statistical Society
- SRA – Social Research Association
- WAPOR – World Association for Public Opinion Research
- WOMMA – Word of Mouth Marketing Association