

Leftfield Associates Limited

ISO 20252:2019 Statement of Applicability

Leftfield Associates Limited is an independent market research company specialising in qualitative recruitment.

Leftfield Associates Limited's ISO 20252:2019 Market, opinion and social research system delivers the provision of research services to advertisers, researchers, manufacturers, think tanks, strategic consultancies throughout the UK, and internationally.

The following clauses are excluded:

Clause	REASONS FOR EXCLUSION
4.5.2.2 Product Handling	The company does not handle products.
4.5.3.3 Conception and design of data collection instruments	The company does not conceive or design data collection instruments.
4.5.3.5 Pretesting data collection instruments	The company does not pretest data collection instruments.
4.5.4 Providing deliverables to the client	The company does not have any deliverables to provide to the client.

Leftfield Associates Limited includes the following scope of services certified to ISO 20252:2019 in accordance with the Annex Table as follows:

ANNEX	ATTESTED	EXCLUDED	REASONS FOR EXCLUSION
Annex A Sampling methodologies including panel management: (Recruitment of participants, sampling from third-party providers)	A1, A2, A4	A2.1, A2.2, A3, A4.3.2, A4.3.3, A4.5, A4.6, A4.8. A5	<p>The sampling methodology and size is determined by the client.</p> <p>The company does not use Probability Samples.</p> <p>The company does not use device id of cookies to track participants.</p> <p>The company, and its suppliers, does not use Sampling Automation.</p> <p>The company does not use Sample blending, sampling automation, technology-based solutions and personal data.</p> <p>There are no applicable special requirements.</p> <p>The company does not operate Access Panels.</p>

<p>Annex B Fieldwork methodologies:</p> <p>(Remote fieldwork conducted by clients; Telephone fieldwork; Qualitative fieldwork including sub-contracted services to the requirements of clause 4.4)</p>	<p>B1, B4, B6, B7, B8</p>	<p>B2,</p> <p>B3,</p> <p>B4.2, B5,</p> <p>B6.4, B6.5</p> <p>B7.1, B7.4</p> <p>B8.1</p>	<p>The company does not Manage, recruit or train fieldworkers</p> <p>The company does not conduct face-to-face interviews requiring fieldworker identification.</p> <p>The company does not conduct quantitative projects, reporting or telephone/CATI research.</p> <p>The company does not provide moderators or record interviews for the client.</p> <p>The company is not required to validate the fieldwork.</p> <p>The company does not conduct quantitative projects.</p>
<p>Annex C Physical observation methodologies</p>		<p>Excluded</p>	<p>The company does not use physical observation methodologies.</p>
<p>Annex D Digital methodologies</p>		<p>Excluded</p>	<p>The company does not use digital methodologies.</p>
<p>Annex E Self completion methodologies</p>		<p>Excluded</p>	<p>The company does not use self-completion methodologies.</p>
<p>Annex F Data management and processing</p>		<p>Excluded</p>	<p>The company does not manage or process the collected data.</p>

SOA Approval

Name:	Daniel Farrell	Date:	19-July-2023
Role:	Managing Director	Version:	1.4