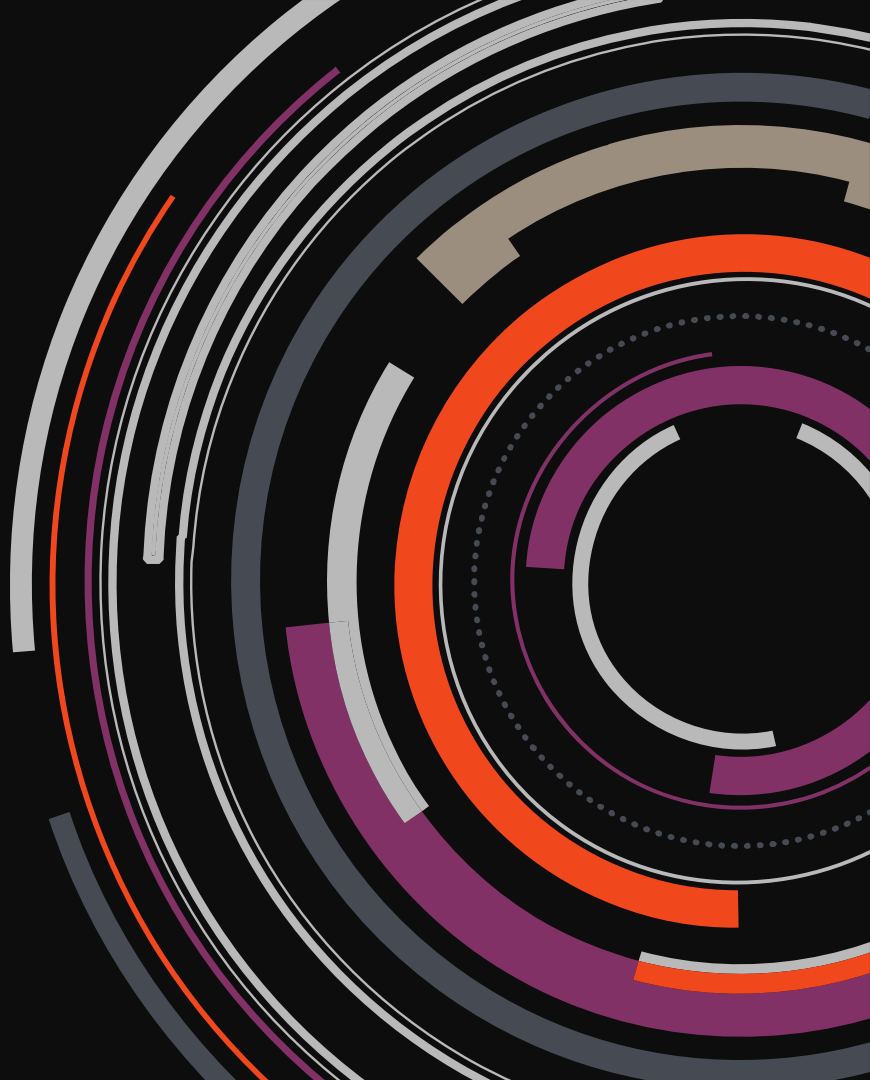


Launch event

ISO 20252: 2026 – what's changing and how to prepare

11 November 2026

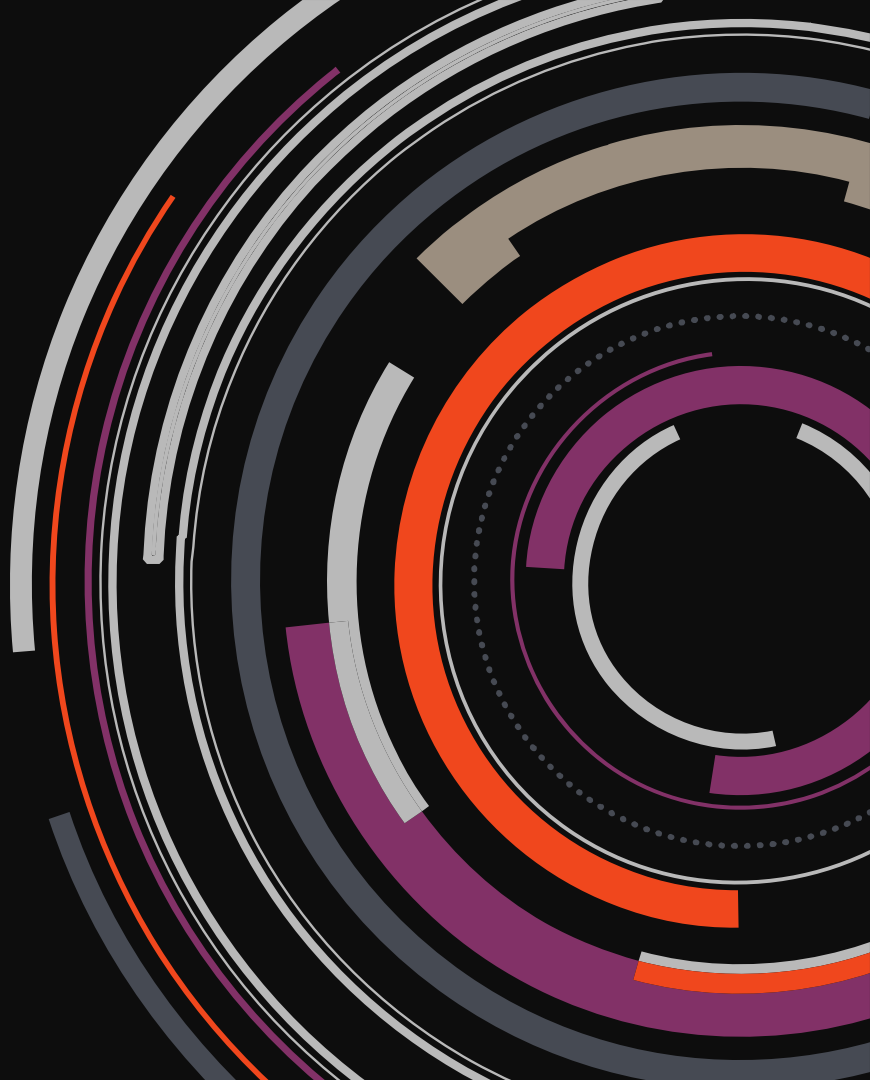
The BSI SVS/3 Committee and
the MRS MRQSA Board

Welcome, Introduction and transition to ISO 20252: 2026

Debrah Harding, FAcSS, FRSA
Managing Director, MRS

Chair of the ISO Technical Committees, ISO TC 225 and the BSI mirror committee SVS/3 responsible for ISO 20252

Chair of the MRQSA Board




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Agenda

Time	Session	Speaker
14:30 - 15:00	Registration, Refreshments & Networking	
15:00 – 15:10	Welcome, Introduction and Transition to ISO 20252:2026	Debrah Harding
15:10 – 15:30	Key Changes in ISO 20252:2026: An Overview	Alison Gallagher
15:30 – 15:45	Spotlight Session: AI and Emerging Technologies	Zsolt Kiss
15:45 – 16:00	Spotlight Session: Enhancing Data Quality Requirements	Debrah Harding
16:00 – 16:15	Refreshment Break	
16:15 – 16:30	Ipsos Case Study: Preparing for the Transition to ISO 20252:2026	Catherine Bolton & Chris Smith
16:30 – 16:40	Other Standards Perspective: IQCS response to the New Standard	Penny Steele
16:40 – 16:50	Communicating the New Standard: Marketing and Social Media Campaign	James (JT) Turner
16:50 – 17:00	The Role of BSI and Opportunities for Engagement	Vanessa McCorquodale
17:00 – 17:30	Panel Discussion and Audience Q&A	All Speakers
17:30 – 18:15	Networking Reception	Sponsored by the British Standards Institution (BSI)

3

YEARS

A three-year transition period

In the UK three years to migrate from the 2019 edition to the 2026 edition – a similar approach being undertaken in other markets such as the US and Australia

Preparing for transition

1

Map the gaps

Remap the SoA and procedures, decide where Annex G applies

Build an AI register and record transition gaps

2

Update the controls

Review participant information, project templates and sample - quality procedures

Train personnel and subcontractor managers

3

Demonstrate readiness

Refresh the audit programme - test implementation and close gaps

Retain management approval and corrective-action evidence

Horizon spotting: keeping ISO 20252 future-ready

1

Who is leading

Zsolt Kiss is leading the UK horizon-spotting activity

Delivered with the MRQSA Board and the ISO technical groups

2

What it covers

Tracking AI, technology and other market developments

Evidence gathered from the market and across the research supply chain

3

Why it matters

Evidence will show whether the next revision should come earlier than the five-year cycle

Report transition difficulties and emerging issues to the MRQSA Board

Key Changes in ISO 20252:2026: An Overview

Alison Gallagher

Global Head of Compliance, Kantar

Deputy Chair SVS/3

1

AI & Automation

AI, automation and related technologies are now explicitly integrated throughout the standard.

2

Stronger Quality & Fraud Controls

Enhanced requirements for sampling, sample quality, fraud prevention and synthetic data.

3

Governance, Security & Protection

Greater emphasis on legal and information-security governance, traceability, participant protection, data minimisation and secure data transfer.

High-level structural changes

1. New Annex G for panel management
The standard expands from Annexes A–F to A–G, separating panel development and life cycle management from sampling (Annex A) and requiring the SoA and audit scope to reflect the new structure.

2. Digital & online observation
Annex D is broadened from digital observation to digital and online observation, including controls around online sources, AI-generated content, tracking technologies and device monitoring.

3. Stronger core governance
Legal requirements are brought earlier into the core framework and broadened to cover legal and business governance, with a systematic approach to identifying, monitoring and communicating applicable legal, regulatory and code requirements expected.

4. AI & synthetic data embedded in the core requirements
A new dedicated clause 4.1.5 on AI and related technologies addresses AI development and deployment, including synthetic data, model validation, human oversight and client disclosure, requiring documented governance and controls.

Key clause changes

Clause	New/enhanced requirement	Impact
4.1.1 Statement of applicability	SoA updated for the seven-annex structure, with clearer distinction between in-house and subcontracted services.	Update the SoA and associated scope/declaration wording.
4.1.2 Legal & other requirements (4.8)	More systematic identification, monitoring and communication of applicable legal, regulatory, governance and sector requirements.	Review and strengthen the regulatory monitoring and communication process.
4.1.3 Confidentiality of research (4.1.2)	Enhanced privacy requirements, including consent withdrawal, deletion, transparency and consent records.	Review privacy notices, consent/withdrawal processes and deletion/retention controls.
4.1.4 Documentation & records (4.1.3)	Stronger requirements for data minimisation, storage, transfer, integrity, traceability and secure disposal.	Review records management, retention, storage/transfer and disposal controls.
4.1.5 AI & related technologies	New dedicated requirements for AI development and deployment.	Establish and document AI governance and controls.

Key clause changes

Clause	New/enhanced requirement	Impact
4.2 Personnel and infrastructure	Clearer accountability for people, infrastructure, assets and technology	Review responsibilities, competence requirements and associated training.
4.3 Information security	Greater focus on risk assessment, information classification, incidents and secure data handling.	Review security procedures, classification, incident management and training.
4.5 Planning, delivery & reporting	Expanded requirements across project design, delivery, data handling and reporting.	Update relevant project templates, records, controls and reporting.
4.6 Management review	Stronger management oversight, including risk controls and follow-up of actions.	Update management review inputs and action tracking.
4.7 Internal audit	Broader audit coverage across applicable requirements and the certification cycle.	Update the internal audit programme and coverage.

Changes to the Annexes

5.1 Annex A: Sampling

- Broader range of sample sources recognised, including managed networks, aggregators, affiliate networks, marketplaces and sample exchanges.
- Greater transparency over sample composition and blending, with two new tables setting out requirements for sample providers and sample users by source type.
- Stronger sample quality and fraud controls, including participant outcomes, secure end links, bot and click-farm detection, URL tampering, IP/geolocation checks and hashed redirects.

5.2 Annex B: Fieldwork

Broadly unchanged, but strengthens privacy, security and legal requirements across fieldworker briefing, training, documentation and validation.

5.3 Annex C: Physical observation

Broadly unchanged but strengthens reporting to capture legal and privacy requirements and disclose where AI is used in sampling, observation or analysis.

5.4 Annex D: Digital and online observation

Expanded to cover online observation, with stronger privacy and consent requirements and explicit consideration of AI-generated content and AI use in sampling, observation and analysis.

Changes to the Annexes

5.5 Annex E: Self-completion

Strengthens response validation and fraud detection, particularly for online and panel research, with expanded controls for bots, identity, response quality and exclusions.

5.6 Annex F: Data management and processing

- AI, automation and synthetic data are explicitly addressed, including within data cleaning, weighting, coding, validation and analysis.
- Stronger controls for automated and AI-assisted processing, with defined accuracy expectations, human oversight and corrective action where outputs fall below the required standard.
- Coding validation can be human or technology-based, but independence, competence, documented processes and remediation remain key requirements.

5.7 Annex G: Panel development and life cycle management (NEW)

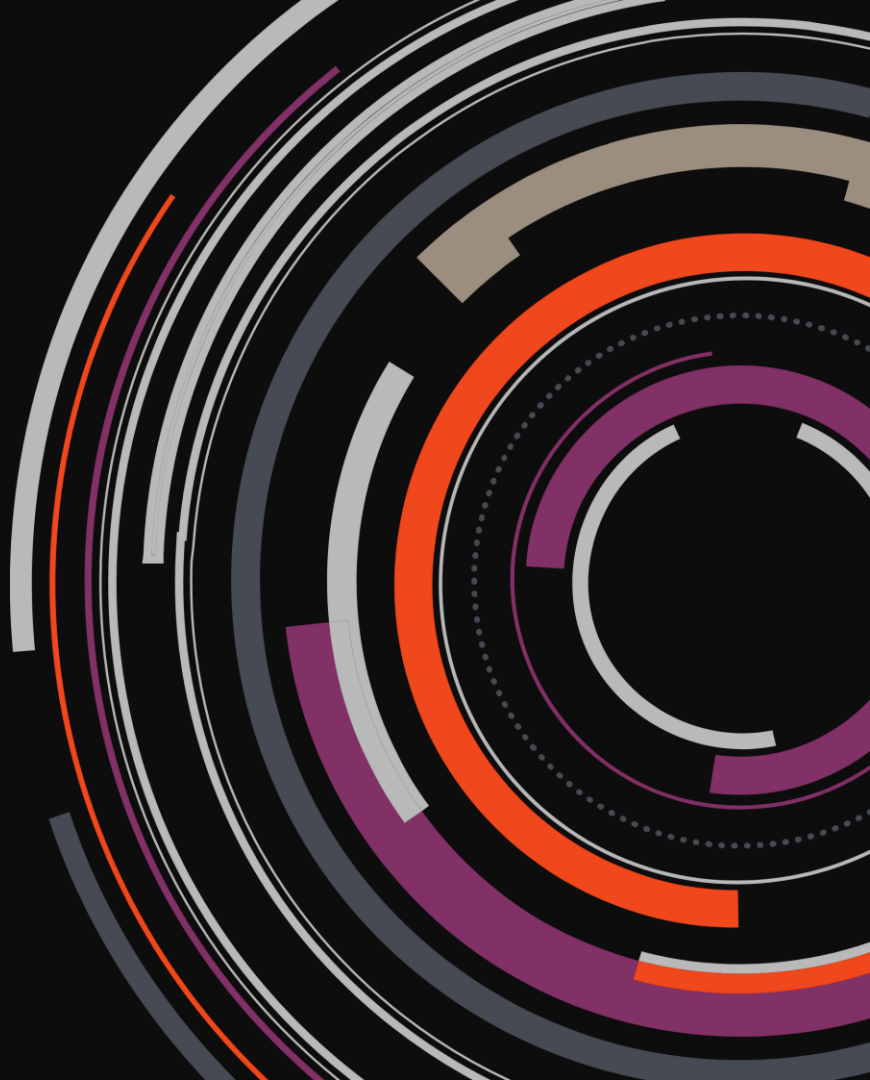
- New dedicated framework for panel management, covering recruitment, profile data, identity verification, membership, incentives, participation, maintenance and quality control.
- New transparency requirements tailored to continuously reporting panels, panel aggregators, managed networks and other online sample sources.
- Continuously reporting panels are covered for the first time, introducing specific requirements for organisations operating or using these panels.

Significant transition impact for organisations which operate panels, use panel providers, aggregators or managed networks.

ISO 20252 REVISION · AI SPOTLIGHT

AI in ISO 20252: what has changed for researchers

What the standard now requires, how it affects your projects, and how to think about it



Dr Zsolt Kiss· Launch Event: ISO20252:2026 / 11 November 2026

‘The increasing use of automated processes and AI … has been reflected in this document in a technology neutral manner to reflect the fast-changing nature of these techniques.’

Source: ISO 20252:2026 Introduction and Foreword

TERMS AND SCOPE

What the standard means by AI

AI (3.9)

Technologies designed to simulate human intelligence and provide problem-solving capabilities

AI agent (3.10)

An automated entity that uses AI to perform tasks and take actions towards goals, often interacting with users, data or systems

Synthetic data (3.128)

Data generated by models from real-world data to approximate the patterns of the target group

One umbrella term: the terms are defined in Clause 3, but the requirements always say "AI and related technologies".

It covers much more than chatbots: AI can help design a study, carry it out or build the tools used to do it (§4.1.5.1).

Example addition: a questionnaire can be administered by a fieldworker *or an AI agent* (3.92).

Source: ISO 20252:2026, Clause 3 (3.9, 3.10, 3.92, 3.128) and §4.1.5.1 · definitions paraphrased

AT A GLANCE

Where AI now appears in the standard

Clause	What changed
Development and use of AI, new clause (§4.1.5)	Governance, development and use of AI; synthetic data
Information security (§4.3.2)	Disclose any open-source AI used to the client
Translation (§4.5.3.4)	Translation by individuals or AI, with a defined accuracy level
Client reporting (§4.5.4.2)	Client reports state which AI was used, for what, and the oversight
Sampling (Annex A)	Proportion of synthetic data specified and validated
Data management and processing (Annex F)	Coding, validation and data-entry checks by AI

Source: ISO 20252:2026, §4.1.5, §4.3.2, §4.5.3.4, §4.5.4.2, A.2.3, F.1–F.4. *Not a comprehensive list.*

THE UNDERLYING PRINCIPLE

AI can do a research tasks

The standard takes a similar approach to activities such as translation and coding, whether they are carried out by people or AI. In both cases, the work must be accurate, properly checked and suitable for the research. However, AI requires additional measures for validation, monitoring and human oversight.

Doing the same task does not mean being checked in exactly the same way.

Source: ISO 2025:2026, §4.5.3.4; F.4.7.1; §4.1.5

GOVERNANCE

Who is allowed to use AI, and who is responsible?

WHAT THE STANDARD REQUIRES

- AI use is documented, transparent and authorised by the provider
- Senior management remains accountable
- Someone is responsible for AI use on each project
- The provider is responsible for AI used by subcontractors
- Client or project data go through AI only with the client's **express agreement**
- Be clear which data go through AI, how sensitive they are, and where it runs

FOR EXAMPLE

Suppose a researcher wants to put interview transcripts into a new AI tool.

Has the organisation approved it? What happens to the data? Has the client expressly agreed? Those questions need answers before anyone uploads a file.

Source: ISO 20252:2026, §4.1.5.1; §4.1.5.3 (a), (c), (e)

TRANSPARENCY

What should clients know?

In the proposal

- What sort of AI, and where in the project it is used
- Model source: open source, custom or hybrid
- Deployed internally or externally
- How data is traced and governed

§4.1.5.3 (b)

If the client asks

- What it is used for
- Model type, source and location
- Accuracy method and level
- How people oversee it
- How data is handled

§4.1.5.1

In deliverables

- What system AI was used, for what, and the oversight
- Model version(s), validation and accuracy
- Whether AI generated insights, and to what extent

§4.1.5.3 (d), (f); §4.5.4.2 (j)

Compare: "We may use AI to improve insights" with "We plan to use AI to code open-ended answers, test the coding against a checked sample, and explain how the data is handled."

Source: ISO 20252:2026, §4.1.5.1; §4.1.5.3; §4.5.4.2; also §4.3.2 (disclose open-source AI)

PERFORMANCE AND OVERSIGHT

How do you know the AI is getting it right?

WHAT THE STANDARD REQUIRES

- Output is checked regularly, and again when training data or use changes substantially
- People oversee the system, especially if AI is also doing the checking
- Monitoring covers security, privacy and quality
- Deliverables record the version, validation and accuracy

FOR EXAMPLE

Imagine AI coding 10,000 open-ended answers. It may handle short English comments well but misread longer responses or other languages.

A sensible check would look at those differences, not just the overall score.

Watch out for: for example, a good overall score can hide serious mistakes in one part of the data.

Source: ISO 20252:2026, §4.1.5.3 (f), (h)–(j); Annex F, F.4.7

CODING

AI coding and validation

WHAT THE STANDARD REQUIRES

- AI can be used to code open-ended responses and to check coding carried out by people or other AI systems.
- The provider must establish how coding accuracy will be checked and document the validation process.
- If AI cannot assign a response to a category, rules for handling uncategorised responses should be in place.
- If automated coding does not meet the accuracy required for the project, the errors must be corrected.

FOR EXAMPLE

An AI system codes 5,000 open-ended survey responses. Checks reveal that it consistently confuses complaints about product packaging with complaints about product quality. The provider must address those errors and correct the affected coding.

The key distinction: AI can carry out both coding and validation, but the provider remains responsible for ensuring the results meet the project's accuracy requirements.

Source: ISO 20252:2026, Annex F, F.4.1, F.4.6, F.4.7

MEANING AND DISCLOSURE

AI in translation and participant interactions

Translation §4.5.3.4

- Done by competent people or systems
- Checked so the meaning is preserved
- A defined accuracy level, checked over time
- Clients can review translations

‘Household income’ is not the same as ‘your salary’. If AI translates one as the other, it introduces substantive error.

Participants §4.1.5.3 (g)

- Questionnaires may be administered by an AI agent (3.92)
- Participants are told when they are interacting with AI, such as a chatbot or AI interviewer

If an AI system is conducting an interview, the participant should know it is not a person.

Source: ISO 20252:2026, §4.5.3.4 (a)–(e); §4.1.5.3 (g); 3.92

DATA INTEGRITY

Synthetic data: what is real and what is generated

WHAT THE STANDARD REQUIRES

- Tell the client **before** using synthetic data
- Record how it was produced, what it was based on, how bias was addressed, the validation criteria, the value it adds and how often the model is refreshed
- Each synthetic element must be identifiable when combined with observed data
- Proportion specified and representativeness validated (Annex A)

FOR EXAMPLE

A team adds simulated responses to a subgroup with very few real interviews.

The client needs to know what was generated, why it was added and how it was checked. Those records cannot be presented as interviews or respondents.

Remember: a simulated answer is not an interview with a real participant. The term **"synthetic respondents" should be avoided**. AI-generated responses are not respondents, and describing them as such risks misleading clients about the nature and origin of the data.

Source: ISO 20252:2026, §4.1.5.4; 3.128; A.2.3; F.1

AI DEVELOPMENT

What if the research company builds its own AI?

a

What kind of model it is and where it came from

b

What training data were used: amount, nature and source

c

Who oversees it across its lifecycle

d

How often it is expected to be updated

For example, a research company trains a coding tool on past survey answers. It needs to know where those answers came from, what the model was trained to do, who is responsible for it and when it will be updated.

Calling the tool 'proprietary' does not remove that responsibility.

Source: ISO 20252:2026, §4.1.5.2 (a)–(d)

HOW TO THINK ABOUT IT

Four shifts for researchers

1

AI use is part of your method

AI is a tool, but how you use it shapes the findings. Specify, validate and report it, as you would sampling or weighting.

2

Validate for this task

Accuracy in one context does not guarantee accuracy in another.

3

A human stays accountable

Named owners and regular, documented oversight.

4

Show what is real and what is generated

Clients should always be able to tell generated from observed data, and AI from human insight.

IN PRACTICE

Six questions before AI touches a project

1. Is the tool **authorised**, and who owns its use on this project?
2. Has the client **expressly agreed** to their data going through it?
3. What data goes in, how sensitive is it, and **where** is it processed?
4. How will we **validate** it for this task, and what accuracy is acceptable?
5. Will participants know when they are **talking to AI**?
6. Will the deliverable record the **model, version and validation**, and how far AI shaped the insights?

Drawn from ISO 20252:2026, §4.1.5.1; §4.1.5.3 (a)–(g), (j); §4.5.4.2 (j)

LOOKING AHEAD

Horizon scanning: what will we be watching?

OBSERVING DEVELOPMENTS

- Research methods are evolving rapidly, particularly through AI.
- We are tracking developments such as AI interviewers, automated workflows and synthetic data.
- We are watching how AI changes the boundaries between qualitative and quantitative research.

QUESTIONS FOR EACH

Do the existing rules still work? What would need to change if a method becomes common place?

The aim is to keep ISO 20252 relevant without unnecessarily restricting new methods as the market evolves.

CLOSING

What the standard can do, and what it cannot

It can…

Help ensure that AI use was authorised, documented, tested and overseen, and whether quality controls for each activity were met.

It cannot…

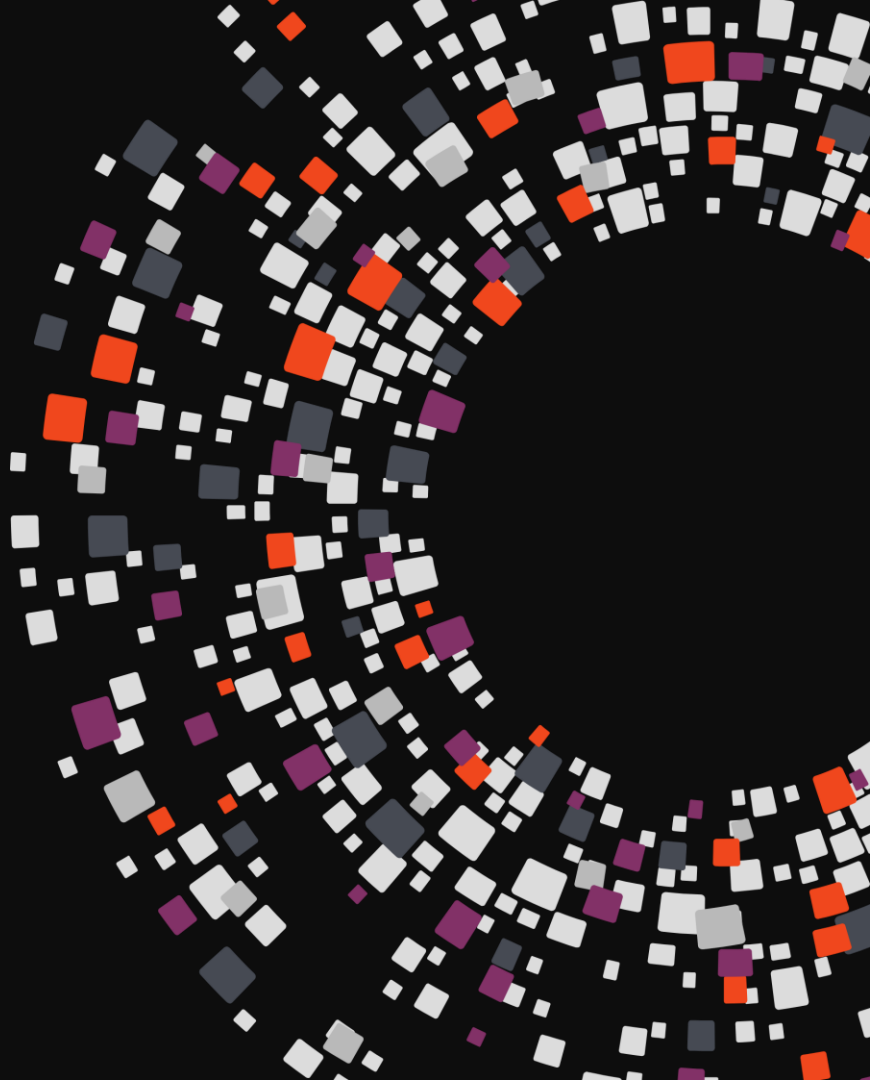
Establish whether the study asked the right question, or whether the findings make sense.

The standard helps us show how the work was done. It cannot decide whether it was worthwhile research.

Thank you

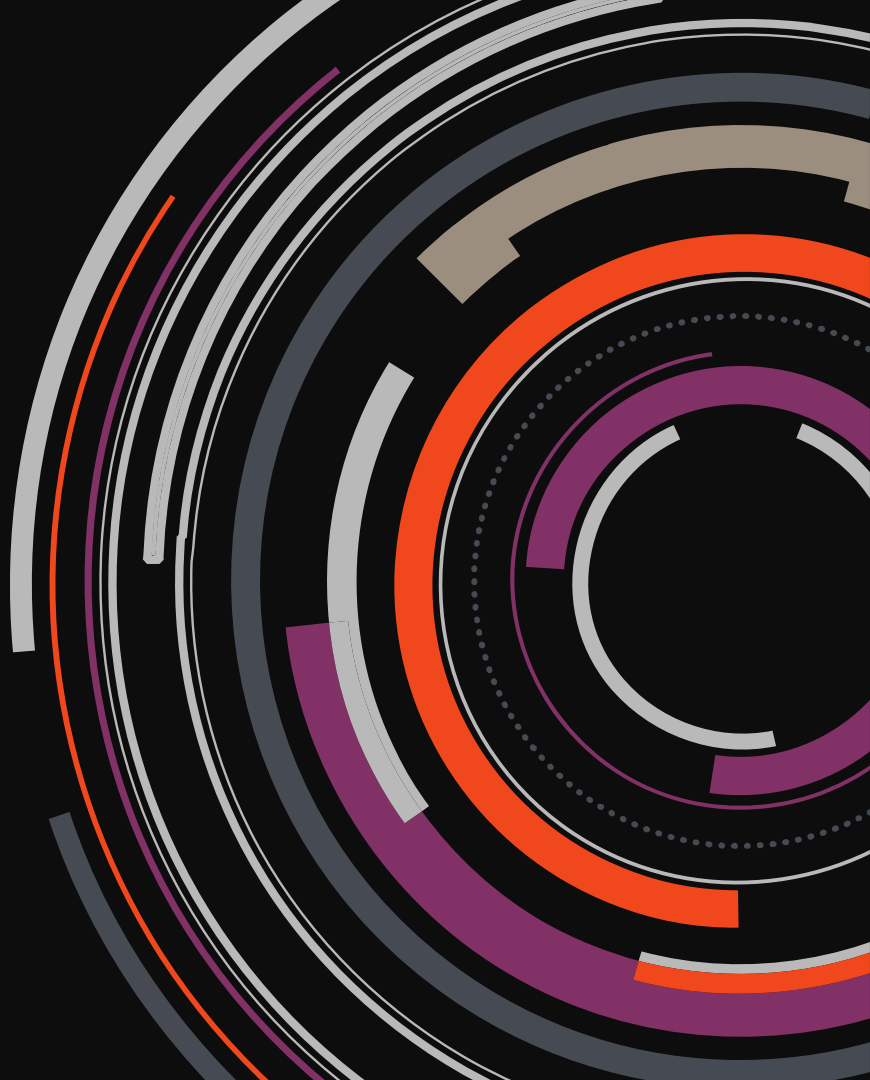
Questions and discussion

Dr Zsolt Kiss · zsolt.kiss@zkanalytics.com



Spotlight Session: Enhancing Data Quality Requirements

Debrah Harding, FAcSS, FRSA



1

Annex A: sampling

2026 strengthens source transparency and fraud prevention

Secure end links become mandatory where providers control online collection

2

Annex E: responses

Identity safeguards remain

Response checks expanded to address bots and manipulated traffic, with agreed deletion thresholds

3

Annex G: panels

Panel management moves out of Annex A

The new annex expands panel coverage, transparency and maintenance requirements

OVERVIEW

2026 separates sampling from panel management

WHAT CHANGES

- 2019 Annex A covered sampling and access panels
- In 2026, sampling stays in A and panel development and life-cycle management move to G
- Annex E continues to cover self-completion with or without panels
- It addresses identity validation and response quality

HOW THE ANNEXES CONNECT

G.2.4 links panel identity checks to E.3.2.

Fraud provisions recur in A.3.4, E.3.3 and G.3.3.

Clause 4 remains the common framework.

Next: the following clause map retains the wider context, while keeping connected controls.

Source: ISO 20252:2026, Annexes A, E and G; clause 4

Quality-control clause map

Control area	2019	2026	Change	Focus
AI governance	General controls	4.1.5	New	Life cycle
Synthetic data	No dedicated clause	4.1.5.4 / A.2.3	New	Provenance
Sample quality	A.4.2 - A.4.7	A.3.1 - A.3.4	Expanded	Prevention
Panel management and quality control	A.5	G.2 - G.3	Moved + expanded	Panel life cycle
Self completion	E.3	E.3	Expanded	Response validation checks
Fieldwork minimums	B.7.3	B.7.3	Retained	10% / 5%
Coding validation	F.4.7	F.4.7.1 - F.4.7.3	Reframed	Human / automated
Editing to delivery	F.5 - F.8	F.5 - F.8	Mixed	Lineage / transfer

SAMPLE SOURCES

Panels and related sample sources

Panel (3.78)

Sample database of potential participants who declare that they will cooperate for future data collection if selected

Aggregator (3.4)

Supplier that facilitates access to participants sourced from multiple online sources (e.g. panels) and making them accessible via a single interface

Managed network (3.63)

Collaborative network of panels sourced from multiple providers, using agreed quality controls, co-ordinated and administered by a single intermediary

Sample exchange (3.109): Technology-enabled platform where multiple suppliers provide samples for purchase by buyers in real time

Marketplace (3.66): Platform for buyers and sellers of samples

Why it matters: Annex A (A.2.4.1) distinguishes these sources when supplier information is requested.

Source: ISO 20252:2026, Clause 3 (3.4, 3.63, 3.66, 3.78, 3.109) and A.2.4.1 · definitions quoted from the standard

ANNEX A | EXPANDED

More specific evidence about sample composition

WHAT 2026 REQUIRES

- Verifiable sources, source splits and blend consistency across longitudinal studies are explicitly listed
- A.2.3 distinguishes probability samples and non-probability samples
- Where data are wholly or partly synthetic, providers must specify the synthetic proportion and validate representativeness against project requirements

COMPARED WITH 2019

2019 already required traceable quotas, source blending, routing and incentives.

A.3.1 frames quality criteria for samples generally, rather than only the non-probability sources as in 2019.

Source: ISO 20252:2026, Annex A, A.2.3; A.3.1

ANNEX A | EXPANDED

Supplier information is part of onboarding and review

At onboarding and review

- Requests go to each supplier at onboarding and in ongoing review
- Clients are told what is available and it is supplied on request
- Exact duties depend on the sample source type

A.2.4.1

Table A.1 (A.2.4.1)

- Differentiates offline sources
- Separates offline sources, panels, managed networks and other online sources such as exchanges and marketplaces

Table A.1

Table A.2 (A.2.4.2)

- Expands project information
- Adds participant-outcome metrics
- Adds reasons for differences between planned and achieved samples

Table A.2

Compared with 2019: A.2.4 required sample-development information for clients on request.

Source: ISO 20252:2026, Annex A, A.2.4.1; A.2.4.2

ANNEX A | EXPANDED

Fraud: prevention as well as detection

WHAT 2026 REQUIRES

- Clause A.3.4 now requires providers to prevent, identify and address fraud
- Secure end links are mandatory for online data collection under the provider's control; otherwise, providers should explain the risks of not using them
- Checks expanded to cover bot-generated answers, hidden questions, URL tampering, hashed redirects and click farms

THE KEY DISTINCTION

The techniques listed are non-exhaustive options.

The duty to take effective measures does not require every listed check.

Compared with 2019: procedures were required to identify fraudulent or inattentive participation and minimise its impact.

Source: ISO 20252:2026, Annex A, A.3.4

ANNEX A | RETAINED

Controls retained in a re-organised framework

WHAT IS RETAINED

- 2019 A.4.3 becomes 2026 A.3.2, with reasonable efforts to remove duplicate participants and transparency about device-ID limitations
- Alternative de-duplication methods must achieve equivalent functions at the same or better accuracy and effectiveness
- Anonymised results remain available on request
- Blend transparency still covers sources, percentages and methods

WHAT IS NEW

A.2.3 adds more explicit source-split and longitudinal-consistency information.

A.3.5 brings participant transparency together, including tracking technologies and sampling automation.

Privacy: these controls continue to respect consent and privacy.

Source: ISO 20252:2026, Annex A, A.2.3; A.3.2; A.3.5

ANNEX E | EXPANDED

Panel identity checks and bot exclusion

WHAT 2026 REQUIRES

- Validation of claimed identities in panels, and exclusion of bots
- For other samples, identity validation applies where feasible
- Email alone remains insufficient for validation

WHAT PROVIDERS MUST DO

Document validation sources and make them available to clients on request.

Review failed checks with care, because identity methods can produce false positives and false negatives.

Already required in 2019: panel identity checks and bot exclusion.

Source: ISO 20252:2026, Annex E, E.3.2

ANNEX E | EXPANDED

More fraud signals, with retained safeguards

WHAT 2026 CHANGES

- E.3.3 adds examples covering bots, hidden questions, traffic checks and URL tampering, aligned with Annex A and Annex G
- It also recognises legitimate reasons for non-substantive answers
- 2019 required tools to incorporate one or more listed criteria; 2026 uses a non-exhaustive list of possible measures while retaining the duty to take measures

SAFEGUARDS RETAINED

Providers must still consult subcontractors, third parties and clients on measures and thresholds for deleting participant data.

Replacement depends on previously agreed acceptance criteria.

Procedures, actions and cleaning or editing descriptions remain available on request.

Source: ISO 20252:2026, Annex E, E.3.3

ANNEX G | MOVED AND EXPANDED

Panel management now has a dedicated annex

WHAT 2026 CHANGES

- 2019 A.5 covered access panels; G.1 explicitly includes continuously reporting panels and a wider set of provider models, including aggregators and marketplaces
- Active membership now refers to validated reporting, completion or compliance requirements set at recruitment, or sampling eligibility
- G.2.3.3 adds explicit transparency on provider termination grounds and consequences

ALSO NEW IN GROUP G.2

G.2.2 adds relevant net and gross sample sizes and reasons for differences.

G.2.5 permits household-member inclusion where relevant, unlike the 2019 exclusion.

Retained: profile updating within 12 months remains an alternative, and identity validation at recruitment and each participation remains.

Source: ISO 20252:2026, Annex G, G.1; G.2.2; G.2.3.3; G.2.5

ANNEX G | CHANGED

Research participation no longer counts as interaction

WHAT 2026 CHANGES

- 2019 A.5.6.3 allowed annual interaction through research participation; the new G.2.6.1 explicitly excludes it
- 2026 examples include members updating their profiles or taking part in an engagement activity
- Offline interaction requires documented two-way communication

ALSO NEW

G.2.6.2 expands incentive visibility to rewards, redemptions and balances.

G.2.7.3 explicitly requires a free support service.

Retained and qualified: annual identification of inactive members and at least two years of participation history remain; personal-data retention is qualified by the core records requirements.

Source: ISO 20252:2026, Annex G, G.2.6.1; G.2.6.2; G.2.7.3 (2019: A.5.6.3)

ANNEX G | EXPANDED

Panel evidence follows provider type and context

WHAT 2026 REQUIRES

- Tables G.1 and G.2 distinguish continuous panels, panels and managed networks, and other sample sources
- Information requirements vary by provider type
- G.3.1.1 requires supplier information at onboarding and ongoing review (see Table G.1)

FRAUD AND CONSENT

G.3.3 requires systems to prevent, identify and address fraudulent panel activity, including members as well as responses.

Secure end links are mandatory where providers control online collection.

G.3.2 retains consent protections for personal data used in blending and quality technologies.

Source: ISO 20252:2026, Annex G, G.3.1.1; G.3.2; G.3.3; Tables G.1 and G.2

1

Annex A priorities

Recommended action:

Update supplier reviews and source/blend records

Test secure end links and document chosen prevention controls

2

Annex E priorities

Recommended action:

Keep identity validation distinct from response-quality checks

Agree deletion thresholds and record exclusions and replacements

3

Annex G priorities

Recommended action:

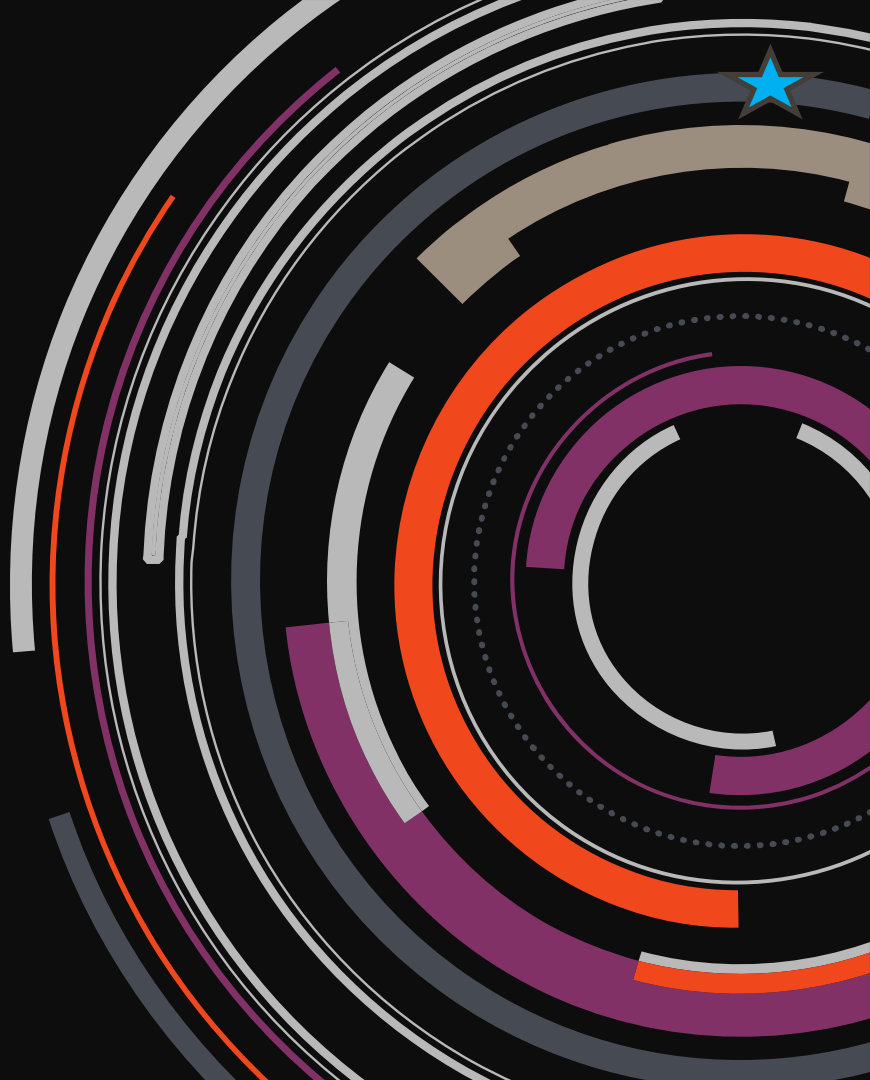
Separate maintenance contact from research participation

Review active-member definitions and the applicable transparency tables

ISO 20252:2026 from standard to practice

What does the Ipsos transition approach look like?

A practical implementation case study



A global quality transition, seen from an Ipsos perspective



CATHERINE BOLTON

Global Quality Excellence Lead

MRQSA Board Member



CHRIS SMITH

Director of International B2B

MRQSA Board Member

Why Ipsos started now—not in 2029



- Operate across many markets
- Span multiple services
- Use diverse technologies



- Technical revision—not just AI
- Governance, including privacy and transparency
- Sample quality, assurance



- Map global and local impacts
- Build evidence before audit
- Mandatory certification: Sept 2029

Our transition model turns requirements into controlled change

1	2	3	4
Understand	**Assess**	**Engage**	**Implement**
Review changes	**Identify gaps in current global framework**	**Cross-functional ownership**	**Update controls**

Starting point: MRQSA Board, Transition Summary for ISO 20252:2019 to ISO 20252:2026 (MRS).

AI governance starts with a credible inventory

- Identify AI and related technologies in use
- Separate global from local solutions
- Record versions; assign ownership, validation and monitoring

Compliance must be demonstrable—not merely documented

- Evidence that controls operate
- Traceability from decisions to records
- Audit tools that show ownership, monitoring and follow-through

Translating requirements into action

- Controls: Statements of Applicability; legal templates; subcontractor oversight
- Operations: revised processes, checklists and audit tools
- Capability: enhanced training, internal audit and management review

Five implementation lessons for ISO 20252:2026

1. Start early
2. Engage beyond Quality
3. Know your AI Landscape
4. Build evidence not documents
5. Use transition to improve

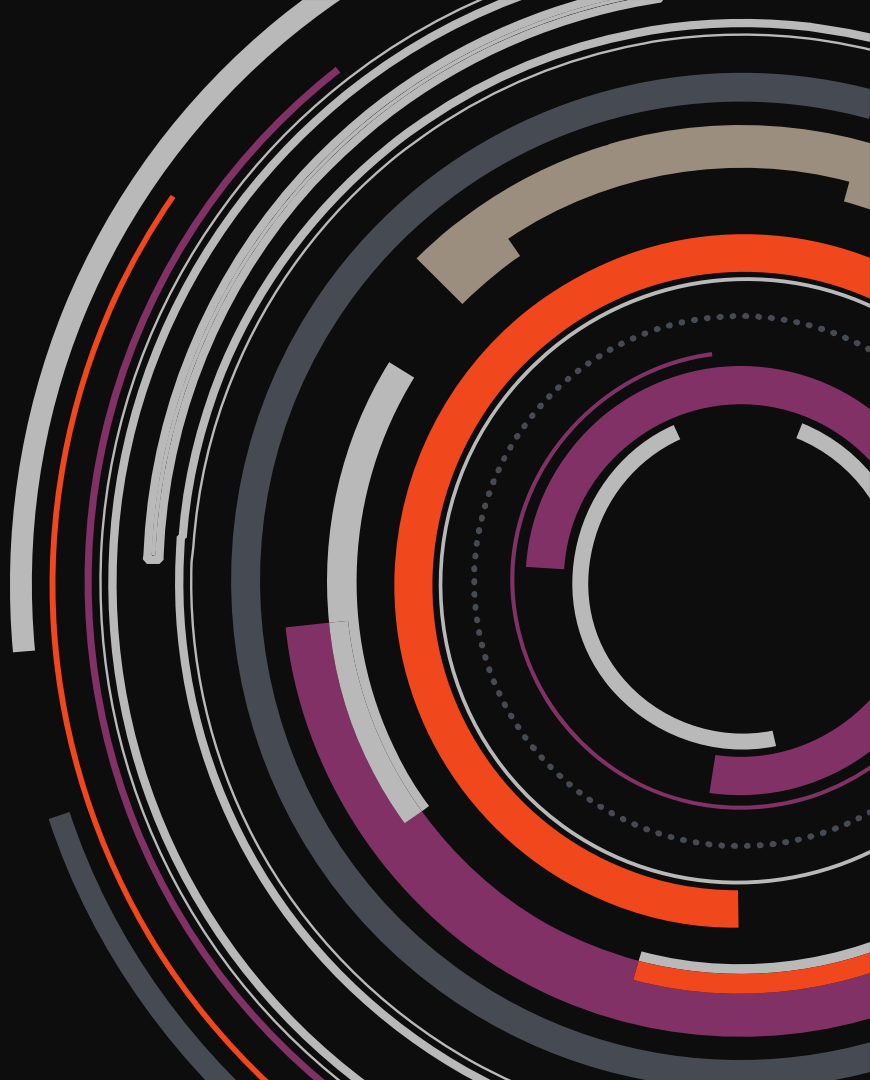


“September 2029 is the deadline—
not the starting point.”

Other Standards Perspective: IQCS response to the New Standard

Penny Steele, Chair of IQCS &

SVS/3 and MRQSA Board member



Interviewer Quality Control Scheme

- IQCS have been in existence in the UK since 1978
- The difference with our standard is that it covers fieldwork only and not the entire research process
- We were the predecessor to the ISO 20252 standard and have been represented on the MRQSA Board since the start
- The IQCS Standard mirrors Annex B – relating to Fieldwork only
- IQCS is an independently run standard managed by a Council of Management
- Council is made up of elected members working in UK data collection companies and representatives from UK Industry bodies

IQCS Member Categories + Inspections

- We currently only represent UK fieldwork and data collection agencies
- Tier 1 –Data collection companies who have their fieldwork fully audited annually by our IQCS Inspector
- Our full audit inspects all methodologies a company undertakes where there has been interviewer involvement
- Tier 2 –Member Only category open to Companies currently registered to ISO 20252 – no inspection required
- Tier 3 – UK based research companies who do not have in house data collection but commit to using an IQCS accredited or ISO registered fieldwork supplier
- Membership currently stands at 20 UK companies with 2 companies preparing to apply for Tier 1 audited membership

Our Response to the 2026 Update

- As with previous updates our Standards Sub Committee will take the following steps to align our standard with the current ISO 20252 2026 :Annex B
- Full review of Annex B : Fieldwork
- Cross reference with our current standard to check for any changes
- Update our current IQCS Standards with any relevant changes that relates to interviewer involvement across all methodologies
- Communicate with Tier 1 companies if anything changes and circulate the updated standard if necessary
- Set out a timeframe for Tier 1 companies to adhere to any Standard changes for auditing purposes

AI Use and Data Collection Quality Control

- From annual Audit reports and membership queries Council have seen an increasing use of AI tools in QC processes over the last year
- We have consulted members who have already begun to integrate AI into their QC systems
- Our aim was to provide clarity on where AI can enhance quality processes
- Reviewed how currently available AI tools can complement established IQCS quality standards and processes
- Council have agreed, currently at least, these cannot yet replace manual checking processes and human evaluation
- The result is a best practice guideline for our membership, published on our IQCS website

  https://iqcs.org/news-ai-framework-2026.html

IQCS Requirements: Human-Led Quality Assurance

High-quality interviewing is not just about technical compliance and matching questions asked to written text.

It is the combination of technical skills, human interaction skills and professional judgement that enables interviewers to deliver high-quality data and create a positive participant experience

AI can support quality processes, but core quality evaluation and compliance activities remain human responsibilities

Monitor

Live monitoring of a minimum 5% of completed interviews (minimum 75% of each call monitored)

Validate

Back-checking a minimum 10% of completed interviews where applicable

Score

Quality scoring of monitored interviews and validation checks. Assessing interviewer performance in context rather than matching transcripts against prescribed text

Coach

Provide developmental feedback and coaching to interviewers from findings

AI as an Enhancement, not a Replacement

AI can play an increasing valuable role in the enhancement and targeting of quality control to inform human checks by highlighting potential red flags

Human reviewers remain responsible for final assessment, quality scoring and coaching

The IQCS will continue to encourage membership feedback and undertake Council review and evaluation of AI tools as they develop

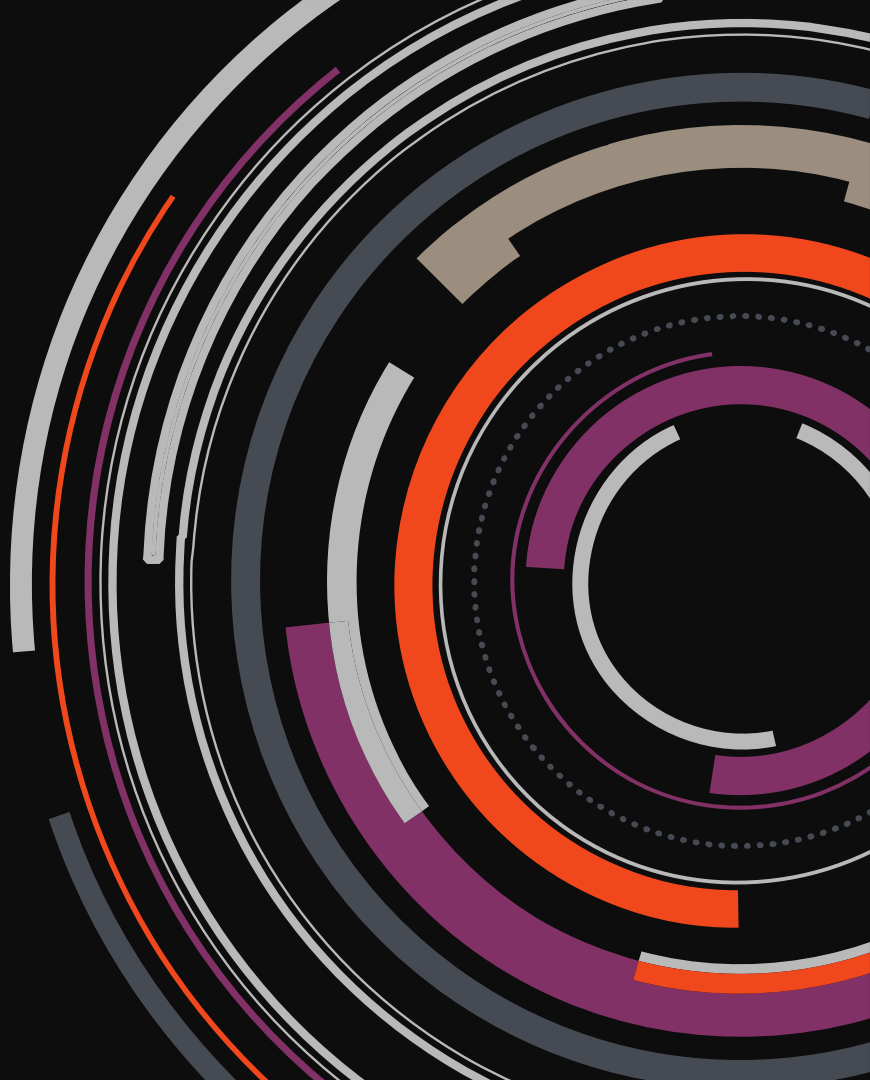
The IQCS Best Practice guidelines for membership are published on the IQCS website

https://iqcs.org/news-ai-framework-2026.html

ISO 20252:2026
Taking the standard to the market

UK industry launch | Brands, agencies and research partners

Market Research Society | 11 November 2026



The team

Elissa Molloy	AU co-chair
James (JT) Turner	UK co-chair
Norine Cruse	AU
Finn Raben	KCC / NEN
Juliana Wood	CIRQ / ANSI

A global effort to make ISO 20252 visible, understood and useful to buyers and providers.

From publication to participation

How TC 225 is helping the market understand and use the revised standard

What we heard

Global evidence to help UK brands and agencies understand the value and the effort

01 Motivation to pursue certification

02 How certification enhances trust

03 Biggest implementation challenge

04 Impact on service delivery

05 Meaning for team and culture

06 How it shapes the industry

07 Advice for prospective adopters

08 Alignment with long-term goals

09 A key improvement implemented

10 How the milestone will be celebrated

UK opportunity: add local buyer and agency voices to the next wave of evidence.

The global engagement roadmap

What the UK industry can expect after today's launch

AUG–SEP 2025

Prepare the market

Build the foundations and global network

MAY–AUG 2026

Create useful evidence

Gather certified-company stories and refresh resources

SEP–DEC 2026

Launch and explain

Industry events, media, social and practical guidance

JAN 2027+

Listen and improve

Use questions, feedback and engagement data

For UK brands and agencies, today is the start of an ongoing conversation, not a one-off announcement.

Channels

Where the UK industry can follow and contribute

LINKEDIN

Follow TC 225 updates, certified-company stories and practical explainers.

INDUSTRY MEDIA

Look for coverage through Research Live, MR Web, ESOMAR and international industry media.

TC 225 WEBSITE

Use the official source for updates, resources and national representative information.

PODCASTS & WEBINARS

Join discussions that translate the standard into practical choices for buyers and providers.

A clearer home for the conversation

TC 225 is refreshing its social presence and resources.

The aim is a recognisable source of updates, evidence and practical explanation for the research community.

Refreshed LinkedIn



Follow us on LinkedIn

https://www.linkedin.com/company/iso20252

“The strongest message from certified organisations is that ISO 20252 is not simply a badge. It is a discipline for quality, transparency and continuous improvement.”

What the evidence means for UK brands and agencies

Telling the ISO story

Each story should help buyers and providers understand the practical value

1	CONGRATULATE	Start with the organisation and the business reason for certification.
2	EXPLAIN	Explain what changed in delivery, quality assurance or governance.
3	PROVE	Include evidence from a client, research buyer or delivery team.
4	CONNECT	Connect the experience to AI, automation, sample quality and data integrity.
5	PARTICIPATE	Make the story discoverable and invite questions from the wider industry.

Content

Not promotion alone: practical evidence, explanation and dialogue

1

CELEBRATE

Global certification announcements

2

DEMONSTRATE

Buyer and agency case studies and practical benefits

3

LEAD

Brand, agency and supplier voices on market change

4

EXPLAIN

Plain-English updates, tools and implementation guidance

5

ENGAGE

Questions, consultation and feedback from industry

The programme will evolve around what brands and agencies most need to understand.

Success criteria

Success means understanding and use, not simply reach

OUTPUTS

What we publish

Events, explainers, case studies, media coverage and practical resources.

OUTTAKES

What audiences do

Questions asked, resources used, contributions made and knowledge transferred.

OUTCOMES

What changes

Better briefs, clearer supplier conversations and stronger evidence of quality.

Suggested dashboard resource use | event questions | case-study contributions | buyer awareness | adoption signals

Keep the conversation going

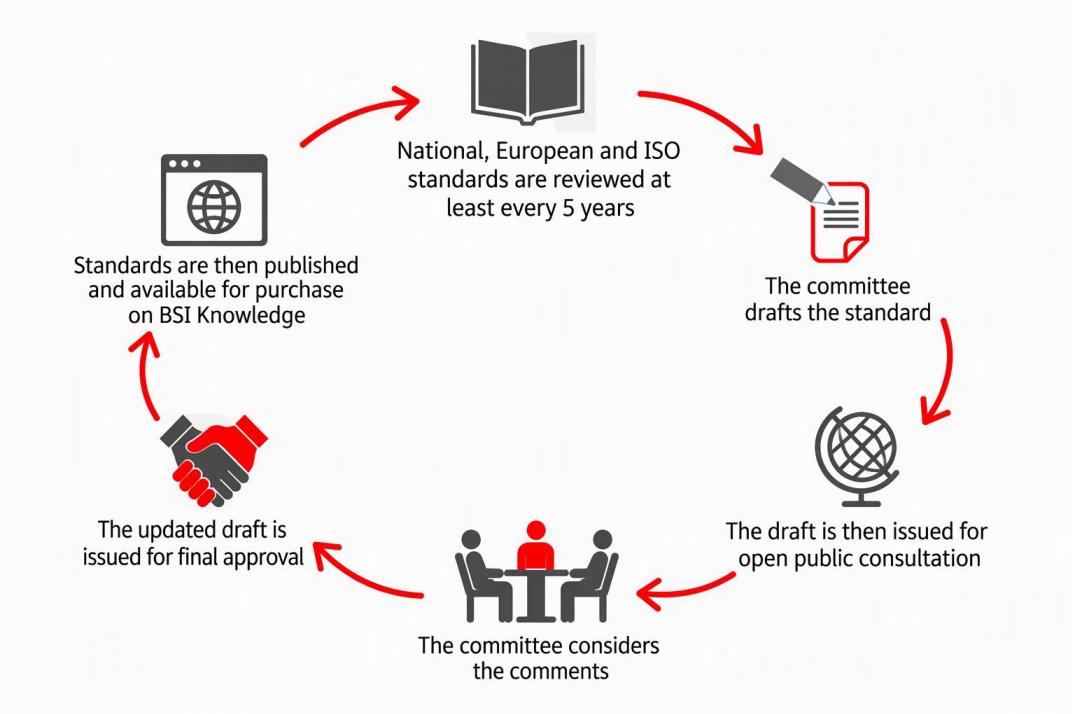
James Turner jt@delineate.ai

The Role of BSI and Opportunities for Engagement

Vanessa McCorquodale
Lead Standards Development Manager
SVS/3 Market research

ISO 20252: 2026
The process of revising a standard

- Standards undergo systematic review to ensure continued validity
- A standard's legitimacy is based on consensus and consultation
- An international standard is written by expert stakeholders from any member country
- Experts are typically from industry, government, academia, NGOs, consumer interest groups.



The Role of BSI and Opportunities for Engagement

Impact for a fair society and a sustainable world

- This year marks 125 years BSI has benefitted the world in a profound and unique way.
- We are independent and a convenor of experts, we bring as wide a range of voices and experts as possible so that standards are developed to suit the many, not the few.
- We are a not for profit organisation so we reinvest our profits to foster progress and partnership, increasing trust between consumers, governments and organizations.
- Ultimately, we help business and society thrive together to accelerate progress towards a fair society and a sustainable world.



Free resources

BSI create free standards

A Brief Guide to Standards

What is a standard? A quick guide to standards and why they matter (YouTube, 9:48)

Five Reasons Why Standards Matter to Organizations (short article)

A Beginner's Guide to Standards (longer 41 page short course)

Free microlearning online courses on specific standards

The Standard Show - BSI's podcast

Want to become a standard maker?

- Get involved developing standards

Contact:
standardsmakers@bsigroup.com



BSI Young Professionals Network

Are you aged 18-35?

Your partner in progress

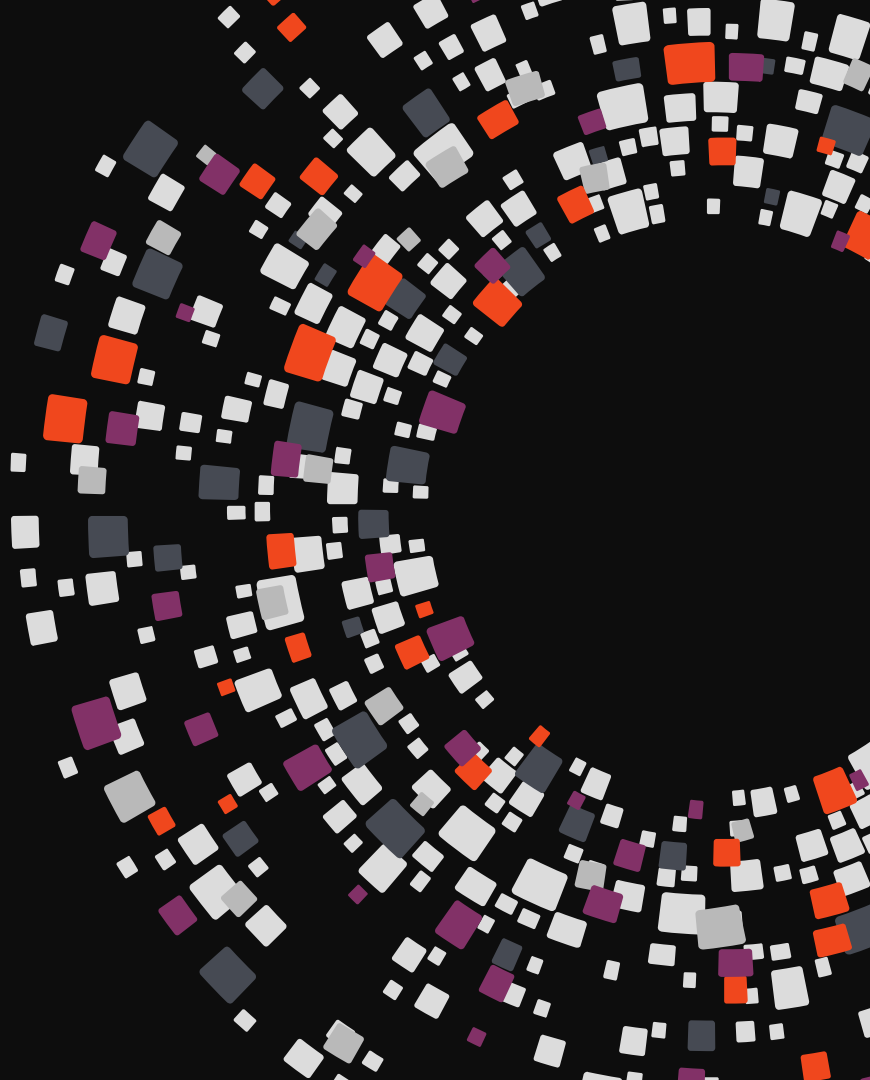
- **Develop your career**
- **Build professional connections**
- **Help shape a better future through standards**



Contact:
Sarah.terrell@bsigroup.com

Join the YP Network

Panel Q&A



Networking Drinks

Huge thanks to BSI for sponsoring the refreshments throughout today

