

# Fifty5Blue – Nordics Online Panel

## ISO 20252:2019 Statement of Applicability

Fifty5Blue is a market research organisation offering consumer and media data and insight. We deliver research services to commercial and media organisations throughout the Nordic Region. The legal entities included in this SoA are Fifty5Blue Denmark ApS, Fifty5Blue Norge AS, Fifty5Blue Finland Oy and Fifty5Blue Sweden AB.

Fifty5Blue has elected to include our online panel services in Denmark, Norway, Finland and Sweden to be attested to this document in accordance with Annexes A, E and F. We have elected to exclude Annex B, C, D from attestation.

Annex	Attested	Excluded	Explanation
Annex A – Sampling including access panels	Sampling Access panels	None	Sampling is done in Fifty5Blue owned panels.
Annex B - Fieldwork	None	All	F2F, Qualitative, and CATI are out of scope of certification
Annex C – Physical observation	None	All	None conducted
Annex D – Digital observation	None	All	None conducted
Annex E – Self completion	All	None	
Annex F – Data management and processing	Scripting Data Processing	Hard copy data entry	