

Fifty5Blue - UK & Ireland

ISO 2052:2019 Statement of Applicability

Fifty5Blue UK Ltd is a market research organisation offering consumer and media data and insight. We deliver research services to commercial and media organisations throughout the UK and Ireland.

Fifty5Blue in the UK and Ireland has elected to include TGI and Insight to be attested to this document in accordance with Annexes A, B, D, E and F. We have elected to exclude Annex C from attestation. We have excluded any research not wholly produced by Fifty5Blue in the UK and Ireland.

Annex	Attested	Excluded	Explanation
Annex A – Sampling including access panels	Sampling Access panels (outsourced)	None	Access panels fully outsourced to external suppliers
Annex B - Fieldwork	Face-to-Face fieldwork (outsourced) Telephone fieldwork (outsourced) Qualitative research (outsourced)	None	F-F and Telephone fieldwork fully outsourced to external suppliers Qualitative research fully outsourced to external suppliers.
Annex C – Physical observation	None	All	None conducted
Annex D – Digital observation	All	None	Device metering and data collection is commissioned through external suppliers.
Annex E – Self completion	All	None	N/A
Annex F – Data management and processing	Data collection Coding (outsourced) Data processing	None	Coding fully outsourced to external suppliers