

Date reviewed: 07/01/25

ISO 20252 Statement of Applicability

Lake Research is a full-service, research consultancy offering marketing intelligence across B2B and consumer markets. We help clients by providing custom quantitative and qualitative research solutions.

Lake Research has elected to include the following Annex's covering all departments in the organisation.

Lake Research has elected to exclude Annex C and D for attestation. Details of Lake Research attested annexes are outlined below.

Annex	Attested	Excluded	Explanation
Annex A: Sampling including Access Panels	YES	NO	<i>Samples purchased from panel suppliers. Lake subcontracts panel access and this is managed by a Service Level Agreement where organisations are not certified to ISO 20252.</i>
Annex B: Fieldwork	YES	NO	<i>Provision of face to face and telephone fieldwork, quantitative and qualitative approaches.</i>
Annex C - Physical observation	NO	YES	<i>Not attested</i>
Annex D - Digital observation	NO	YES	<i>Not attested</i>
Annex E - Self-completion	YES	NO	<i>Provision of all self-completion methodologies including postal surveys, online surveys and email surveys. Lake subcontracts online panel access and this is managed by a Service Level Agreement where organisations are not certified to ISO 20252.</i>
Annex F - Data Management	YES	NO	<i>Provision of data entry, processing and tabulations, code frame development and coding. Analysis and reporting of results also provided.</i>

Signed by

Michael Botley
Company Director

