

# ISO 20252:2019 STATEMENT OF APPLICABILITY

Version: 2.0 | 20MAR2026



# Statement of Applicability

## Introduction

SKIM Group B.V., established in 1979, is a global, insight-based consultancy, helping clients in reaching their business objectives.

For over 45 years, we've been trusted partners to the world's largest CPG, technology, and healthcare companies. We specialize in understanding decision-making in innovation, brand communications, and pricing & revenue management. Our approach combines methodological rigor, marketing expertise, and deep client understanding to build lasting strategic partnerships.

With offices across Europe, Asia, North America and South America, we collaborate closely with clients to navigate the right strategies. Ranked #3 in GRIT's most innovative research agencies, we continuously enhance our solutions. Above all, we foster a culture where smart, genuine people support each other, pursue their dreams, and thrive together.

## ISO 20252:2019 Framework for SKIM

The ISO 20252:2019 certification applies to SKIM Group B.V. and its subsidiaries. SKIM's Quality Management System ensures consistency across SKIM's expertise areas, teams and regions, such that our clients get the same high standard of output and survey respondents get the same attention to privacy, regardless of where services are delivered and by whom.

SKIM's certification to ISO 20252:2019 encompasses a specific range of services. SKIM has elected to include their quantitative and qualitative market research services to be attested to this document in accordance with Annexes A, B, E, and F. SKIM has elected to exclude Annexes C and D from the attestation.

Details of attestation and exclusion, representatives for each Annex attested to are on the following page.

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Annex	Attested	Excluded	Explanation	Person Responsible
Annex A – Sampling including access panels	Attested	A.3, A.5	SKIM does not operate its own access panel and does not claim to engage in probability sampling of an entire target population.	Elise Kocks
Annex B - Fieldwork	Attested		Quantitative or qualitative research using fieldworkers or moderators.	Eugenio Grant and Marcel Slavenburg
Annex C – Physical observation	Not attested	Completely excluded	SKIM does not conduct physical observation as part of their market research offerings.	Not attested
Annex D – Digital observation	Not attested	Completely excluded	SKIM does not conduct digital observation of the type described in this annex (passive collection, social media listening, etc.)	Not attested
Annex E – Self completion	Attested		Quantitative and qualitative research conducted with data gathered through online self-completion.	Charlie Pfaff
Annex F – Data management and processing	Attested	F.2	Management and processing of quantitative and qualitative data.  (F.2) is not relevant as data is never processed as hard copies.	Charlie Pfaff

Version	Date	Changes	Author
2.0	08APR2026	Included introductory text	Marcel Slavenburg
1.0	20MAR2026	-	Charlie Pfaff