



## Toluna US Inc

501 Merritt 7, 6th floor  
Norwalk, CT 06851

Holds Certification Number: 4717-1181120924  
And operates a Research Process Management System in compliance with ISO 20252:2019.



### Statement of Applicability - Effective 1 August 2025

Toluna Inc. is a provider of first-party data and research services collected from consumers and B2B audiences. The scope of services includes end-to-end research, the Toluna Start DIY research platform, and sample-only sample provision in markets across the globe. This attestation covers services for quantitative online work executed for clients based in the United States and will exclude all non-quantitative, non-online methodologies as well as Toluna's healthcare division.

In accordance with ISO 20252:2019, Toluna, Inc. attests to Annexes A & E, and has elected to exclude the requirements of Annex B, C, D and F from this attestation.

**Annex A Sampling including access panels:** Toluna recruits and manages its own panel, which is blended with partner sample sources via its proprietary router algorithm.

**Annex E Self completion:** Toluna mainly uses online self-completion methodologies through serviced and DIY setups.

**Original Date:** 4 August 2025

**Latest Issue Date:** 4 August 2025

**Expiration Date:** 3 August 2028

Authorized by

Managing Director, CIRQ

