toluna

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ISO 20252 4.1.1 Statement of Applicability

Toluna USA, 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.

Toluna's client base spans hundreds of clients across the globe in sectors such as automotive, charities, cosmetics & luxury goods, consumer packaged goods, education, energy & utilities, finance, food & beverage, market research, media & entertainment, retail, technology & telecommunications, and travel & leisure.

We are proud to be ISO 20252 certified. This certification covers quantitative online work executed for clients based in the United States and excludes all non-quantitative, non-online methodologies as well as Toluna's healthcare division.

Toluna includes the following scope of services certified to ISO 20252:2019 in accordance with the annex table as follows:

ANNEX	ATTESTED	NOT ATTESTED
Annex A Sampling methodologies including panel management Toluna recruits and manages its own panel, which is blended with partner sample sources via its proprietary router algorithm.	Attested	
Annex B Fieldwork methodologies		Not Attested
Annex C Physical observation methodologies		Not Attested
Annex D Digital methodologies		Not Attested
Annex E Self completion methodologies Toluna mainly uses online self-completion methodologies through serviced and DIY setups.	Attested	
Annex F Data management and processing		Not Attested

SOA Approval

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Role:	Global Head of Quality	Version:	5