Demonstrate your company's commitment to market research process quality and information security through the Certification Institute for Research Quality (CIRQ).



Does Your Market Research/ Data Analytics Company Have a Best-in-Class Research Quality Process Management System?

Does Your Information Security Management System Meet Your Clients' Toughest Security Demands?

ISO Certification checks these essential boxes and showcases your organization's commitment to the most up-to-date business quality and data protection practices through ongoing compliance and annual external audits.

CIRQ, the accredited certification body of the Insights Association, can help you secure the credential of ISO certification that can give your company a distinct competitive advantage.



Juliana Wood
Managing Director, CIRQ

The **ISO 20252** standard provides a framework to ensure consistent quality across offices, project teams and outsourced suppliers. Implementation of a certified Research Process Management System maximizes quality and efficiency, while reducing duplication of work and overall cost.

CIRQ's ISO 20252:2019 program is accredited by the ANSI National Accreditation Board to ISO 17065:2012, the ISO standard for certification bodies that provide auditing and certification services.

"As a global panel company committed to delivering the highest quality insights, we know ISO certification is simply the most globally recognized and respected mark of quality and reliability. It offers an incomparable competitive advantage by demonstrating our dedication to high standards, transparency and trust."

– Alexandrine de Montera, Chief Product Officer, Full Circle Research

The **ISO 27001** framework enables companies to manage data security with proven controls that manage people, processes, and technology. Certification to this standard demonstrates to customers and potential clients that your company takes information security seriously.

CIRQ's ISO/IEC 27001:2022 program is accredited by the ANSI National Accreditation Board to ISO 17021-1:2015, the ISO standard for certification bodies that provide auditing and certification services of management systems.

Contact CIRQ today – 202.370.6318 or juliana.wood@cirq.org – and learn how certification can give your company a competitive edge.