



CANADIAN RESEARCH  
INSIGHTS COUNCIL  
LE CONSEIL DE RECHERCHE  
ET D'INTELLIGENCE  
MARKETING CANADIEN

## CEO Declaration of Compliance with CRIC Standards

I certify that based on my knowledge and having exercised reasonable diligence (INSERT LEGAL NAME OF CORPORATION) has reviewed the requirements of the [CRIC Canadian Code of Market, Opinion and Social Research and Data Analytics](#) (the "CRIC Code") and the [CRIC Public Opinion Research Standards and Disclosure Requirements](#) and that (INSERT LEGAL NAME OF CORPORATION) fully complies with these CRIC Standards. By adhering to the CRIC Standards, (INSERT COMPANY NAME) is also committed to following the [CRIC Pledge to Canadians](#).

Name of CEO: William Schatten

Signature of CEO: 

Date: July 26, 2023




CEO Declaration of Compliance with ISO 20252:2019

	Not Offered	Offered directly or through the use of contractors
<b>Annex A Sampling including access panels:</b> Offers sampling services such as the design and/or provision of probability or non-probability samples.		Offered directly
<b>Annex B Fieldwork:</b> offers quantitative or qualitative using fieldworkers/moderators.		Offered directly
<b>Annex C – Physical Observation:</b> offers data collection through observation, whether in person or by video, such as behaviour, habits, activities, relations, expressed opinions or performance of individuals or groups without the use of direct questioning and undertaken in the physical environment (excluding online observation)		Offered directly
<b>Annex D-Digital Observation:</b> offers data collection through online passive methodologies such as the use of website analytics or device monitoring.		Offered directly
<b>Annex E-Self-completion:</b> offers data collection using self-completion methodologies with or without the use of panels (on or offline).		Offered directly
<b>Annex F-Data management and process:</b> offers data management and processing services such as data cleansing, coding, production of data tables and data analysis.		Offered directly

I declare that based on my knowledge and having exercised reasonable diligence (INSERT LEGAL NAME OF COMPANY) has reviewed the requirements of [ISO 20252:2019](#) and I declare that it complies with the core requirements of section 4 and the Annexes for the services that it offers directly or through the use of contractors as noted in the table above.

Name of CEO: William Schatten

Signature of CEO: 

Date: July 26, 2023