

Statement of applicability

AnalitiQs and No Ties are labels of the AnalitiQs Group. AnalitiQs is a consultancy firm that, among other things, conducts research and has panels in-house. It consists of a team with a lot of expertise and extensive experience in the field as well. Only if the working method on a certain subject differs from one of the labels specifically, it will be reported separately. For the rest, where AnalitiQs Group is mentioned, both labels are meant. The AnalitiQs Group has been part of the Highberg Group since December 1, 2022. The scope of the ISMS remains limited to the AnalitiQs Group. All other Highberg companies are outside the scope of the ISMS.

AnalitiQs and No Ties

AnalitiQs helps organizations with the implementation of HR Analytics and the development of HR Analytics skills. AnalitiQs offers the following services: HR Analyses, (employee) surveys/research, HR Dashboards and Capability Building. No Ties offers only (market) research as a service.

The AnalitiQs group conducts research among employees, customers and in the market (citizens, consumers, employees, etc.). The clients come from a wide variety of industries, from government to media, retail to insurers.

For the (market) research services of the AnalitiQs Group (including its own panels) it has been decided to subject it to the ISO 20252:2019 standard, including annex A, B, E and F.

ANNEX	Applicable	Not applicable	Statement
Annex A- Sampling inclusive access panels	x		The AnalitiQs Group works with probability samples and non-probability samples and manages the access panels (the InVotes and Peil panel)
Annex B - Fieldwork	x		In exceptional cases The AnalitiQs Group does fieldwork through interviews, either face-to-face, by phone or video calling, which is outsourced to certified parties.
Annex C- Physical observation		x	The AnalitiQs Group does not record the behavior of physically present respondents but does all the research online via questionnaires.
Annex D - Digital observation		x	The AnalitiQs Group does not follow respondents online for the purpose of website visits, behavior on social media, etc., in short, does not engage in digital observation.
Annex E- Self completion	x		The AnalitiQs Group conducts online research in which the respondent fills in the questionnaires himself.
Annex F-Data management and processing	x		The AnalitiQs Group processes and manages data, whereby this data is processed in usable dashboards, graphs or tables.