



GfK NOP operates an integrated quality management system which conforms to the requirements of **BS EN ISO 9001 : 2000 Quality Assurance Standard** and **ISO 20252:2006 Market, opinion and social research** (formerly BS 7911:2003 - Specification for Organisations Conducting Market Research). The quality management system undergoes an external assessment twice yearly by the British Standards Institute (BSi).

In addition, GfK NOP is wholly committed to meeting the requirements of, amongst others:

- UK Data Protection Act 1998
- European Directive EU 95/46/EC
- Market Research Society's (MRS) Code of Conduct*
- ICC/ESOMAR (The World Association of Research Professionals) International Code of Marketing and Social Research Practice

*GfK NOP is a member of the **MRS Company Partner Service** and the **Interviewer Quality Control Scheme**

The GfK NOP Quality Management System seeks to continually improve the ways in which we work and the products we deliver to our clients. GfK NOP's culture encourages creativity and innovative thinking in order to give clients clear guidance and to address business issues.



ISO 9001 GfK
Certificate 27697...



ISO 20252 GfK
Certificate 5234...

Please click here to [Authenticate the eCertificate](#)



Additional Professional Associations, include:

- ABPI – The Association of the British Pharmaceutical Industry
- AQR – Association of Qualitative Research
- ASC – Association of Survey Computing
- BIG – Business Intelligence Group
- BHBIA – British Healthcare Business Intelligence Association
- BPC – British Polling Council
- CGG – Census and Geodemographics Group
- CASRO – Council Of American Survey Research Organizations
- EphMRA – European Pharmaceutical Market Research Association
- IQCS – Interviewer Quality Control Scheme
- LARIA – Local Authorities Research + Intelligence Association
- MRG – Media Research Group
- MSI – Marketing Sciences Institute
- MSPA – Mystery Shopping Providers Association Europe & North America
- RSS – Royal Statistical Society
- SRA – Social Research Association
- WAPOR – World Association for Public Opinion Research
- WOMMA – Word of Mouth Marketing Association