



Statement of Applicability

The nature of our business: PPL Insights (ppl) trading as Product Perceptions Ltd is a UK based market research company providing research and consultancy on all aspects of products and how they are perceived by consumers. ppl focuses on quantitative consumer testing and sensory evaluation but also operates in qualitative research and field and tab services.

PPL Insights has elected to include A – Sampling Including Access Panels; B – Fieldwork; E - Self-Completion; and F- Data Management and Processing to be attested to ISO20252:2019 in accordance with Annexes E & F. PPL has elected to exclude Annex C and D for attestation. Details of PPL's attested annexes are outlined below...

Annex	Attested	Excluded	Explanation
Annex A – Sampling including Access Panels	Uses sample – non-probability Uses access panel sample	Other sampling methods Outsourced access panels	N/A
Annex B	Field face to face	Telephone	N/A
Annex E – Self-Completion	Web surveys, CAPI scripts Outsourced	Some areas managed by SLA	N/A
Annex F – Data Management and processing	Data processing Data Entry Outsourced	Managed by SLA	N/A

NAME Y. TAYLOR *Y Taylor*

JOB TITLE MANAGING DIRECTOR

DATE 9 FEB 2023