

---

---

**Access panels in market, opinion and  
social research — Vocabulary and  
service requirements**

*«Access panels» pour les études de marché, études sociales et  
d'opinion — Vocabulaire et exigences de service*

**iTeh STANDARD PREVIEW**  
**(standards.iteh.ai)**

ISO 26362:2009

<https://standards.iteh.ai/catalog/standards/sist/e3950911-1e11-4602-a455-a5b32412d9a4/iso-26362-2009>



**PDF disclaimer**

This PDF file may contain embedded typefaces. In accordance with Adobe's licensing policy, this file may be printed or viewed but shall not be edited unless the typefaces which are embedded are licensed to and installed on the computer performing the editing. In downloading this file, parties accept therein the responsibility of not infringing Adobe's licensing policy. The ISO Central Secretariat accepts no liability in this area.

Adobe is a trademark of Adobe Systems Incorporated.

Details of the software products used to create this PDF file can be found in the General Info relative to the file; the PDF-creation parameters were optimized for printing. Every care has been taken to ensure that the file is suitable for use by ISO member bodies. In the unlikely event that a problem relating to it is found, please inform the Central Secretariat at the address given below.

**iTeh STANDARD PREVIEW**  
**(standards.iteh.ai)**

ISO 26362:2009

<https://standards.iteh.ai/catalog/standards/sist/e3950911-1e11-4602-a455-a5b32412d9a4/iso-26362-2009>



**COPYRIGHT PROTECTED DOCUMENT**

© ISO 2009

All rights reserved. Unless otherwise specified, no part of this publication may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying and microfilm, without permission in writing from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office  
Case postale 56 • CH-1211 Geneva 20  
Tel. + 41 22 749 01 11  
Fax + 41 22 749 09 47  
E-mail [copyright@iso.org](mailto:copyright@iso.org)  
Web [www.iso.org](http://www.iso.org)

Published in Switzerland

**Contents**

Page

Foreword.....	iv
Introduction .....	v
1 Scope .....	1
2 Normative references .....	1
3 Terms and definitions.....	1
4 Requirements .....	3
4.1 General requirement.....	3
4.2 Organization and responsibility .....	4
4.3 Recruitment of new panel members .....	4
4.4 Access panel structure and size .....	6
4.5 Access panel management.....	7
4.6 Access panel usage.....	9
4.7 Client reporting .....	11
4.8 Professional rules of conduct .....	11
Annex A (informative) References to clauses of ISO 20252:2006 in this International Standard .....	13

iteh STANDARD PREVIEW  
(standards.iteh.ai)

[ISO 26362:2009](https://standards.iteh.ai/catalog/standards/sist/e3950911-1e11-4602-a455-a5b32412d9a4/iso-26362-2009)

<https://standards.iteh.ai/catalog/standards/sist/e3950911-1e11-4602-a455-a5b32412d9a4/iso-26362-2009>

## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights.

ISO 26362 was prepared by Technical Committee ISO/TC 225, *Market, opinion and social research*.

## iTeh STANDARD PREVIEW (standards.iteh.ai)

ISO 26362:2009

<https://standards.iteh.ai/catalog/standards/sist/e3950911-1e11-4602-a455-a5b32412d9a4/iso-26362-2009>

## Introduction

The intention and objective of this International Standard is to apply the quality requirements as specified in ISO 20252 to market, opinion and social research by the use of access panels and to harmonize already available national standards on this issue. Requirements only apply where these services are provided. This International Standard is intended to supplement and be used in conjunction with ISO 20252.

## iTeh STANDARD PREVIEW (standards.iteh.ai)

[ISO 26362:2009](https://standards.iteh.ai/catalog/standards/sist/e3950911-1e11-4602-a455-a5b32412d9a4/iso-26362-2009)

<https://standards.iteh.ai/catalog/standards/sist/e3950911-1e11-4602-a455-a5b32412d9a4/iso-26362-2009>

**iTeh STANDARD PREVIEW**  
**(standards.iteh.ai)**

ISO 26362:2009

<https://standards.iteh.ai/catalog/standards/sist/e3950911-1e11-4602-a455-a5b32412d9a4/iso-26362-2009>

# Access panels in market, opinion and social research — Vocabulary and service requirements

## 1 Scope

This International Standard specifies the terms and definitions, as well as the service requirements, for organizations and professionals who own and/or use access panels for market, opinion and social research. It develops the criteria against which access panel providers can be evaluated and against which the quality of access panels can be assessed.

This International Standard is applicable to all types of access panels, whether recruited and used online (e.g. via internet) or offline (e.g. via telephone, post or face-to-face interaction).

NOTE 1 Some individual access panel providers carry out only some processes relevant to the requirements of this International Standard. Relevant processes could also be the responsibility of separate organizations, e.g. an access panel owner and a research service provider carrying out a survey using the access panel.

NOTE 2 Access panels are actively managed and, in this way, differentiated from sampling frames, simple databases and lists of addresses and names including respondents to previous surveys.

## 2 Normative references

ISO 26362:2009

<https://standards.iteh.ai/catalog/standards/sist/e3950911-1e11-4602-a455-5533412d14e-26362-2009>

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 20252:2006, *Market, opinion and social research — Vocabulary and service requirements*

## 3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 20252 and the following apply.

### 3.1

#### access panel

sample database of potential respondents who declare that they will cooperate for future data collection if selected

NOTE 1 Continuously reporting panels, e.g. TV-rating panels, consumer panels and re-contact databases (asking for permission for follow-ups) are not covered.

NOTE 2 Adapted from ISO 20252:2006, definition 2.1.

### 3.2

#### access panel provider

service provider that manages and is responsible for the access panel(s) to be used by researchers for conducting surveys

NOTE For the purposes of applying requirements of ISO 20252 to this International Standard, “research service provider” and “access panel provider” are regarded as having equivalent meaning.

**3.3 active panel member**  
panel member who has participated in at least one survey if requested, has updated his/her profile data or has registered to join the access panel, within the last 12 months

**3.4 bias**  
systematic deviation between the estimate and the true parameter value  
[ISO 20252:2006, definition 2.7]

**3.5 client**  
individual, organization, department or division, internal or external, which requests or commissions a research project  
[ISO 20252:2006, definition 2.8]

**3.6 continuous panel**  
group of selected respondents who have agreed to provide information at specified intervals over an extended period of time  
NOTE 1 The term “continuous panel” does not cover “access panel”.  
NOTE 2 Adapted from ISO 20252:2006, definition 2.37.

**3.7 database**  
centrally held collection of data that is accessible to users  
[ISO 20252:2006, definition 2.18]

**3.8 de-duplication**  
process to remove individuals who are registered more than once on the same access panel, so that they are entered only once

**3.9 double opt-in**  
explicit consent at two separate points to become a panel member

**3.10 fraudulent panel member**  
panel member who deliberately misrepresents his/her identity, profile data or responses

**3.11 inattentive panel member**  
panel member who does not give an adequate level of thought to the responses he/she provides

NOTE A poor quality of response is not necessarily the panel member’s fault, and could reflect poor questionnaire design.

**3.12 incentive**  
gift, payment or other concessions offered to potential respondents to increase response rates  
[ISO 20252:2006, definition 2.28]

NOTE The term “response rate” cannot be used to describe respondent cooperation for access panels [see **participation rate** (3.16)].



**3.13****opt-in**

explicit consent to become a panel member

**3.14****opt-out**

explicit request from a panel member to leave an access panel

**3.15****panel member**

individual recruited from a documented source who has provided profile data and appropriate information for validation of identity, given explicit consent to participate in research surveys according to the terms and conditions of panel membership, and not opted out

**3.16****participation rate**

number of panel members who have provided a usable response divided by the total number of initial personal invitations requesting members to participate

NOTE A “usable response” is one where the respondent has provided answers to all the questions required by the survey design. Where it is possible to determine undelivered invitations (e.g. returned to sender owing to a full email inbox, incorrect postal or email address, or invalid phone number), it is recommended that these be taken into account when calculating the participation rate. The number of panel members who did not receive an invitation would then be subtracted from the total number of panel members invited to participate.

**3.17****profile data**

descriptive characteristics of a panel member

iTeh STANDARD PREVIEW  
(standards.iteh.ai)

**3.18****screening**

initial questions in a questionnaire used to establish eligibility of respondent

ISO 26362:2009

a5b32412d9a4/iso-26362-2009

[ISO 20252:2006, definition 2.55]

**3.19****validation**

procedures to check that data have been collected according to specification

NOTE Adapted from ISO 20252, definition 2.61.

**3.20****validity**

extent to which the results of a research process represent what was intended

[ISO 20252:2006, definition 2.62]

## 4 Requirements

### 4.1 General requirement

Access panels to which this International Standard applies shall be actively managed. Such management shall include interface and ongoing communication between the access panel provider and the panel members.

NOTE 1 Access panels are, in this way, differentiated from simple sampling frames, simple databases and lists of addresses and names, including those of respondents to previous or other surveys.

At the recruitment stage, the access panel provider shall obtain from panel members their agreement to participate in research projects.

Access panels shall contain a set of profile data of panel members (see 4.4.3).

NOTE 2 Access panels as covered by this International Standard are on-going and can be used for a range of surveys or other research purposes (e.g. qualitative research). They are distinguished from special purpose continuous panels, such as those used for audience measurement, to which this International Standard does not apply.

Active panel members shall meet all the following criteria:

- they are recruited from a documented source;
- they have provided appropriate information for initial confirmation of identity;
- they have provided profile data at recruitment;
- they have given explicit consent to participate in research surveys according to the terms and conditions of panel membership.

In order to remain an active panel member, at least one of the following criteria shall be met:

- a) participation in at least one survey, if requested, within the last 12 months;
- b) update of profile data within the last 12 months.

## 4.2 Organization and responsibility

The access panel provider shall apply a quality management system which covers all the requirements of this International Standard and documents the provider's organizational structure in accordance with ISO 20252:2006, 3.1.

Records and documents shall be established and maintained to provide evidence of traceability in accordance with ISO 20252:2006, 3.3.

Competence and training procedures shall be in place and documented in accordance with ISO 20252:2006, 3.4.

The access panel provider shall be responsible for ensuring that any subcontracted processes covered by this International Standard are controlled in accordance with ISO 20252:2006, 3.5.

## 4.3 Recruitment of new panel members

### 4.3.1 Confidentiality and transparency

Access panel providers shall ensure the confidentiality and security of all personal data relating to panel members which are obtained as part of the recruitment process or otherwise.

Access panel providers shall not provide data in an identifiable form to any third party unless explicit consent from the panel member is obtained in accordance with applicable laws and relevant codes of conduct. This principle of confidentiality shall be communicated to potential panel members during the recruitment process.

The general purposes of the access panel, its mode of operation and the general nature of how data collected from panel members at the recruitment stage or through panel research projects may be used shall be communicated and transparent to potential panel members during the recruitment process.

The type of personal data to be collected from panel members, how long it will be retained and security of its storage shall be communicated to potential panel members.

Where cookies or similar elements are used in the panel members' interface, this shall be communicated to panel members in at least general terms, including the differences between cookies used, for example, as routing and those which capture data about panel members and their behaviour. At the recruitment stage, panel members shall have the opportunity of refusing cookies, even though this may make them ineligible for inclusion on the access panel.

The access panel provider shall prepare and make available a documented privacy statement.

Where incentives are to be offered to panel members, the incentive policy statement (see 4.5.2) shall be summarized to potential panel members at the recruitment stage and the full statement shall be communicated to active panel members.

Access panel providers shall add to the access panel only panel members who confirm in the recruitment process their explicit consent to the terms and conditions of membership of the access panel and their future participation in research projects to be carried out through the access panel.

Where it is intended to recruit children as panel members, the access panel provider shall obtain the explicit permission of each child's parent or legal guardian or other responsible adult before initiating any contact with the child. Where it becomes apparent during recruitment that a potential panel member is a child (and this was not known beforehand), the informed permission of the child's parent or legal guardian or other responsible adult shall also be obtained before proceeding further with the recruitment process. A record shall be made of such permissions.

NOTE The term "child" is defined in accordance with applicable legislation and relevant codes of conduct.

When obtaining permission to recruit, the type of research to be covered shall be explained to the responsible adult. The permission to contact the child shall be renewed regularly (at least every 12 months or at the next survey opportunity). In the case of sensitive topics, the responsible adult shall be asked for permission on each occasion. The access panel provider shall check that each project conforms to the permission given. Records of this check shall be kept.

During the recruitment process, potential panel members shall be informed that co-operation and membership in the access panel is voluntary and that upon their request, at any time after recruitment, they will be removed from the access panel.

#### 4.3.2 Methods of recruitment

The access panel provider shall disclose to clients, upon request, the methods of recruitment used.

Where potential panel members are to be contacted from an existing database or contact list, the access panel provider shall ensure that such contact conforms to applicable legal requirements and relevant codes of conduct. Where such databases or contact lists are provided by a third party (e.g. the client), the access panel provider shall request the third party to confirm that use of the source is in conformity with legal requirements.

#### 4.3.3 Source of recruitment

The access panel provider shall disclose to the client, upon request, the types of sources used to recruit to the access panel, including whether recruitment is from a representative sample of the target population. The proportion of the total access panel represented by each type of source, including from a representative sample, shall be quantified.

NOTE The client is then able to review this information in order to evaluate the appropriateness of the recruiting sources and to determine whether they can cause any issues of bias or validity.

#### 4.3.4 Validation of identity

##### 4.3.4.1 General

The access panel provider shall validate the claimed identity of new panel members.