



STATEMENT OF APPLICABILITY

Référence : **M1.00.SA.003**
Date Crédit : **29.08.2025**
Date Révision :
Version : **1.0**

ISO 20252 STATEMENT OF APPLICABILITY

MDS has been in the business since 2017. As one of the independent Market, Opinion and Social Research providers in Cameroon, we know the industry inside out. In that time MDS has built up a reputation for reliability that we believe makes us the most reliable supplier you can find. Market, Opinion and Social Research with honesty, integrity, expertise and a smile – the MDS team have over 10 years' Market Research experience between them, encompassing all Qualitative & Quantitative methodologies.

MDS provides a wide range of sector experience throughout Cameroon, West and Central Africa markets, to deliver targeted insight and keep businesses ahead of the curve. Our research services cover a broad range of skill sets across multiple sectors including FMCG, Telecoms, Retail and many more. We conduct research related to a range of business challenges such as customer experience (CX), customer satisfaction, retail & shopper behaviors, consumers attitudes/behaviors, branding, product development, ad testing, etc.

MDS has elected to include market research services to be attested to this document in accordance with Annexes A, B, C and F. MDS has elected to exclude Annex D - Digital Observation and Annex E Self-completion from the attestation.

ANNEX	ATTESTED	EXCLUDED	EXPLANATION
Annex A: Sampling including access panels	✓	Clauses A4.3.3, A4.3.4, A4.4, A4.5	Samples provided by clients. For transparency, MDS shall make available information about any sample development processes to clients, if requested. <i>Excluded: Access Panels, Purchased samples from panel suppliers</i>
Annex B: Fieldwork	✓	Clauses B5.2, B5.3	Face to face fieldwork, Telephone fieldwork, Qualitative and Quantitative fieldwork. Validation of data is undertaken during and/or after fieldwork.
Annex C: Physical observation	✓		We offer data collection using physical observational methodologies typically in-home / in-setting observation (such as within a financial/telecom institution, shop) and as part of face-to-face qualitative research where we observe physical responses or Immersion into their lifestyle. Including Mystery Shopper, Retail Audit
Annex D: Digital observation		✓	Not attested We do not have the infrastructure that is required to carry out Media Monitoring, Digital Surveys, Social Media Monitoring
Annex E: Self-completion		✓	Not attested Due to low response rate and low demand from our clients



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Annex F:
Data management
and processing



Clause F8

Data management and processing on a project, from data entry, coding, data validation, data analysis, electronic data delivery, retention and security of data in line with GDPR (General Data Protection Regulation) requirements.

NOTE: For the SoA to be available to clients and other stakeholders, this is published on MDS's website

Authorised By:



Classification: Public