

Quality Control & Checking

ISO 27001 & Beyond

VERSION 1.6

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Table of contents

ISO 27001	2
External Testing	3
Our data procedures	4
Data checking	5
Fraud vs disengagement.....	5

ISO 27001

Rigour's dedication to data quality and security

ISO 27001 provides a comprehensive framework for establishing, implementing, maintaining, and continually improving an information security management system (ISMS).

By adhering to ISO 27001, Rigour Research, a market research society company partner, demonstrates a commitment to protecting their clients' data's confidentiality, integrity, and availability.

This is important when handling sensitive information, such as PII. ISO 27001 helps ensure that this data is adequately protected against unauthorised access, disclosure, alteration, or destruction, reducing the risk of data breaches and safeguarding clients' interests.

It also means we comply with various regulatory data security and privacy requirements, such as GDPR (General Data Protection Regulation) in the European Union. Clients can have confidence that their data is handled by relevant laws and industry standards, minimising legal and reputational risks.

Thanks to having ISO 27001 in place, we also have procedures for business continuity planning and disaster recovery. Clients can rest assured that their data is backed up and measures are in place to minimise downtime and ensure the uninterrupted delivery of research services, even during unforeseen disruptions.

Rigour Research invests in independent penetration testing of our data systems to check for vulnerabilities. We have recently successfully completed another penetration test of our systems with an independent company, “Bullet Proof”, reassuring clients and Rigour that data is protected.





Our data procedures

How we ensure high quality

Our Data should be real, clean, representative and reliable. To ensure data integrity, Rigour follow a set of procedures on all projects that is best in class.

- **Double opt-in procedures** to ward off bots from registering for panels
- **Blacklisted domain checks** to stop onboarding of unscrupulous providers
- **Consistent device monitoring** to ensure projects are taken in the right format, in the correct country and by only approved respondents
- **AI-filtering** on open-ends to remove nonsensical or inappropriate responses
- **Verbatim sense checking** - every response in every language is manually checked, and any bad/ nonsensical responses not already filtered out by the panel's AI are removed
- **Verbatim repetition** - copying and pasting is disabled for any open ended text boxes
- **Removal of duplicate respondents using IP address** - if participants happen to be signed up to more than one panel they can only complete the survey once in total
- **Flatline checks** at grid questions
- **Automated speed check** to remove speeders
- **Removal of inconsistent answers** and programming in front-end checks on inconsistency to reduce errors
- **'Honeypot' questions** to detect and reject bots. Hidden questions only a machine can see for easy detection and rejection



Data & fraud checking

Going the extra mile

Further checking considerations

For good-quality data, more than standard panel quality checks are needed. We process removals daily & during fieldwork, which helps to save time and gives a more precise representation of how a project is progressing.

Bad responses account for an average of 30% of a sample and need removing before data and fieldwork can be finalised.

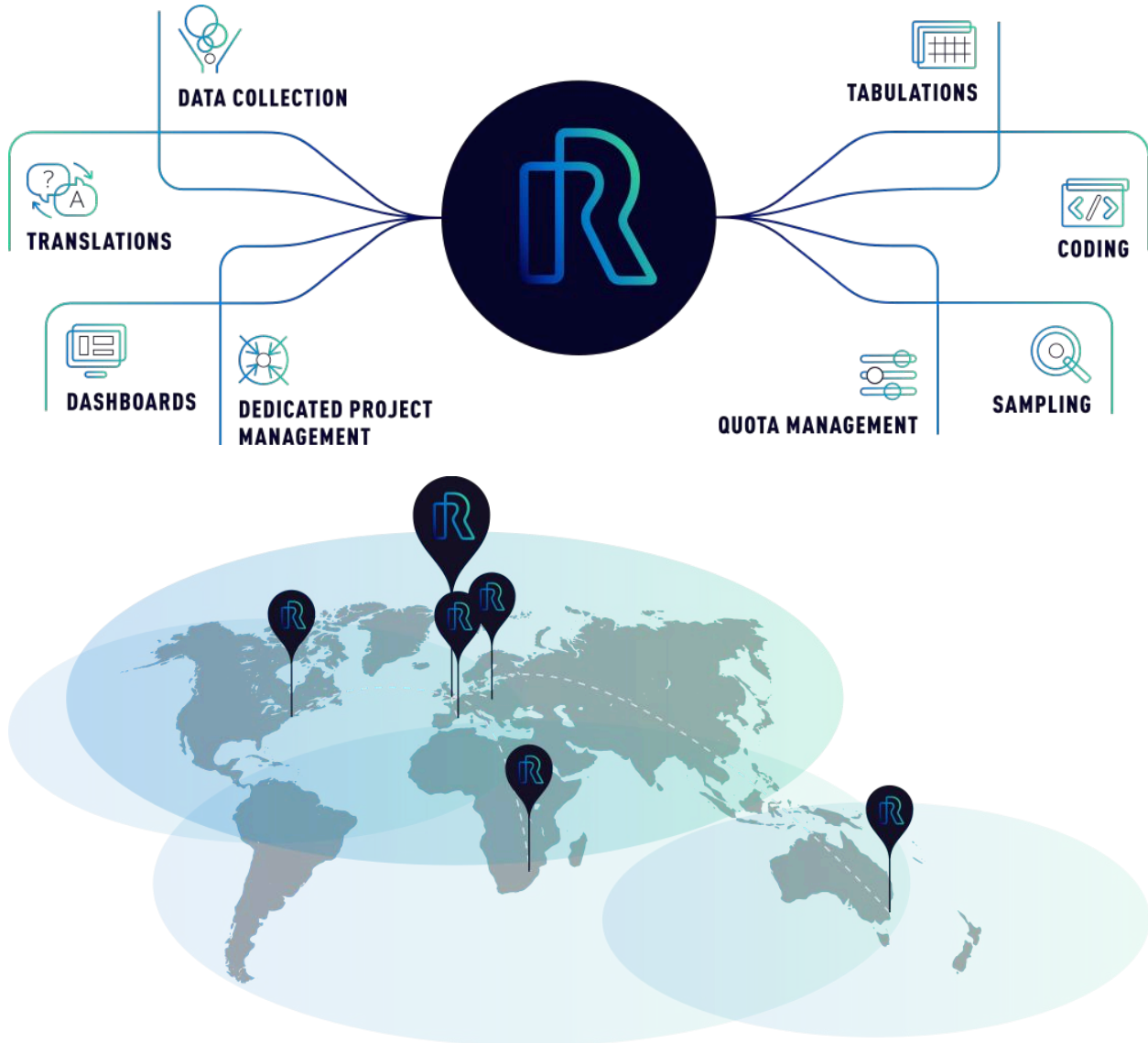
By doing this on an ongoing basis, we ensure your projects are delivered on time, on budget and with quality at the heart of everything we provide.

Fraud vs Disengagement

In addition to the Fraud checks above, we also consider disengagement in questionnaires, which prevents legitimate respondents from completing the survey.

We compensate respondents appropriately and are clear on the length of the survey so they are more likely to engage by being informed on the time the task will take.

We ensure surveys are device-agnostic. Where that is not possible, we recruit respondents advising if the survey needs to be taken on a particular device for the best engagement with the survey and user experience.



About us

An established, experienced and fully accredited data collection and analysis agency, Rigour's purpose is to provide a comprehensive, reliable and bespoke service that enables our clients to deliver and grow.

Our clients include independent research consultants; small to medium market research agencies; public relations; media and international blue chip corporations. We enjoy one of the highest client retention rates in the industry.