ISO 20252: 2026
Transition and compliance package

An overview for members certified to ISO 20252: 2019

Read this before you begin the five stage presentations

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
Global release ISO 20252: 2026	**ISO 20252 Transition Plan**	**ISO 20252: 2026 Framework**	**ISO 20252: 2026 Annexes A to G**	**3 yr Certification Cycle**
Allow 1 month	*Allow 2 months*	*Allow 2 months*	*Allow 1 month*	*Ongoing management*
• The global release • Key updates to satisfy your curiosity • Why update? • Technologies and ISO • Q&A and more Q&A	• Organise - purchase ISO 20252: 2026 Standard • Communicate - all levels in the organisation • Statement of Applicability SoA • ICT & AI + Technology Management Table (gap analysis) • Training and awareness	• Core framework and legal requirements • Personnel and infrastructure responsibilities • Information security and risk management • Subcontracting services • Planning, delivery and reporting on projects and research • Senior management review and improvements • Internal audits	• A: Sampling • B: Fieldwork • C: Physical observation • D: Digital and online observation • E: Self completion • F: Data management and processing • G: Panel development and lifecycle management	• Policies review and audit - annual • Risk management: technologies, cyber, data, privacy, AI - 6 monthly • Project and client continuous improvement - annual • Compliance systems internal audit - annual • Legal and regulatory compliance - bi-annual • Competency and training review - annual • Subcontractor management - annual

The five stages, with the indicative time allowance for each

No rush. Take your time.

ADIA is pleased to provide members certified to ISO 20252: 2019 with a complete five stage transition management package to ISO 20252: 2026 recertification.

Over a series of presentations and training materials, ADIA will walk you through why this happened, what has changed, and what you need to do to remain certified while transitioning to the 2026 version. It is a logical process. There is no time urgency.

The three things worth knowing before you start

The transition window is open from September 2026 through to September 2029, after which the ISO 20252: 2019 Standard expires and is no longer a recognised certification.

90% of the ISO 20252: 2019 Standard remains unchanged. Technology and risk are the drivers of what has changed.

Do not throw out existing systems. Update them to meet the changes.

How long it takes

A 6 month project plan for transition is worth considering, and Stages 1 to 4 total approximately six months of effort. Allow at least 12 months overall to implement the changes and build sufficient evidence for audit.

It is logical to recertify to the new Standard at your next scheduled recertification audit, as that is when all clauses and Annexes of your scope of certification are re-assessed.

Why the Standard has been updated

In a word, CHANGE. To remain relevant to the industry, change is necessary. Since the last ISO 20252 release in 2019:

- Artificial intelligence and automation exploded
- Workplace integration of people roles and technologies
- Global broadband functionality
- Remote working, video conferencing and working from home
- Economic and job market changes, with clients expecting more for less

The world has changed and the industry has changed with it, and so too must the ISO 20252 Standard change.

How the 2026 release came about

Year	What happened
2024	The ISO global organisation commenced a review of the ISO 20252: 2019 Standard.
2025	A committee of research practitioners and quality auditors released the draft version for public comment.
2026	ISO 20252: 2026 published in September - market, opinion and social research, including insights and data analytics.

The committee was drawn from Australia, Austria, Canada, China, Germany, Italy, Japan, Peru, Spain, Switzerland, the United Kingdom and the United States. More than 400 research agencies are currently third party certified to ISO 20252 globally.

What has changed

Area	What is different in the 2026 version
AI and technical automations	The biggest change is the inclusion of AI and automations throughout the research and project management processes, plus updates reflecting current best practice in respondent privacy, data protection and security.
Data quality	Strengthened data quality requirements in sampling and panel management, with traceability and replicability throughout a project lifecycle, considering technology interfaces and the use of human versus synthetic data.
Compliance alignments	Audit and compliance are aligned with other standards such as ISO 27001 or ISO 42001, plus industry codes, so compliance evidence is not unnecessarily duplicated.
Risk management	The requirement to take a risk managed approach to quality and information security has strengthened, given global pressures to manage risk associated with management controls.

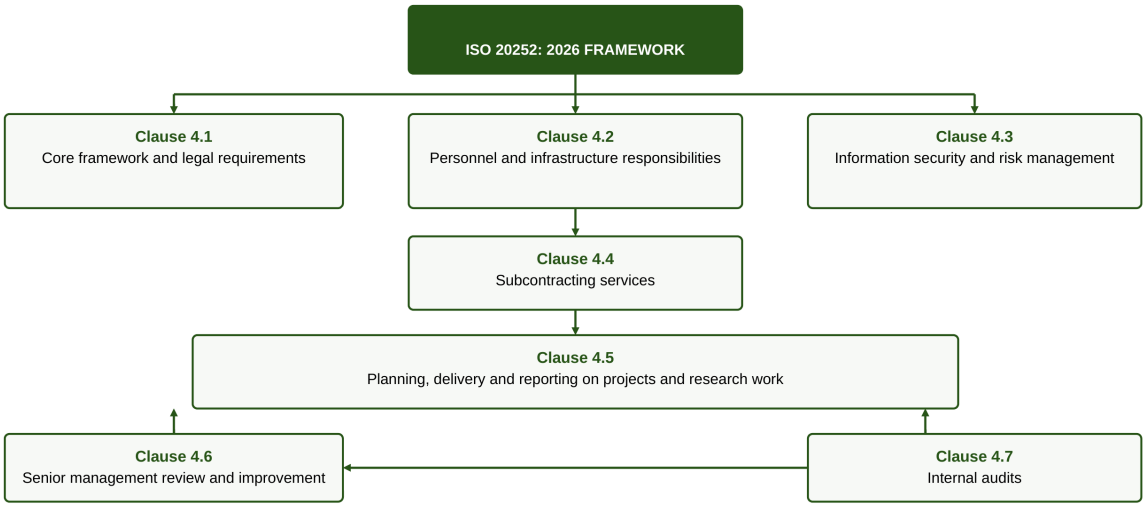
The five stage package

Each stage is a self-contained presentation. Work through them in order, and do not start the next stage until the work in the previous one has been implemented and internally audited.

Stage	What it covers
Stage 1 - Global release	Why the Standard was updated, what changed between 2019 and 2026, how technology and ISO are linked, and 22 frequently asked questions. Allow 1 month.
Stage 2 - Transition Plan	Organise, communicate, review your Statement of Applicability, address ICT and AI, and build your training and awareness plan. Allow 2 months.
Stage 3 - Framework	Clauses 4.1 to 4.7, worked through clause by clause with the changes identified. Allow 2 months.
Stage 4 - Annexes A to G	The methodology Annexes, including the new Annex G for panel development and lifecycle management. Allow 1 month.
Stage 5 - 3 year certification cycle	The seven recurring requirements that keep you compliant between audits. Ongoing management.

The framework you will be audited against

Clause 4.0 carries the core requirements, through subclauses 4.1 to 4.7. Each clause retains its existing 2019 requirements, including policies and procedures, unless identified as changed. Stage 3 works through each one.

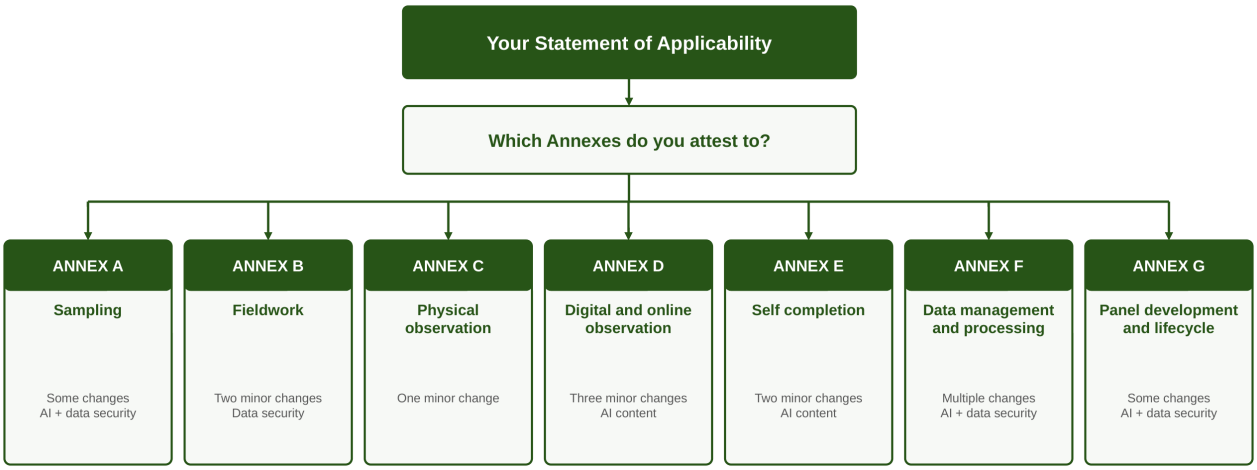


The ISO 20252: 2026 framework - Clauses 4.1 to 4.7

The Annexes

The methodology Annexes sit alongside the framework. Which of them apply to you is set by your Statement of Applicability, and you cannot be certified to ISO 20252 without at least one Annex.

The most significant structural change is that what was Annex A has been split in two: sampling remains Annex A, and panel management has moved to the new Annex G. The change was requested by organisations who have either sampling or a panel, but not both. If you previously attested to Annex A for panel work, you will now need Annex G.

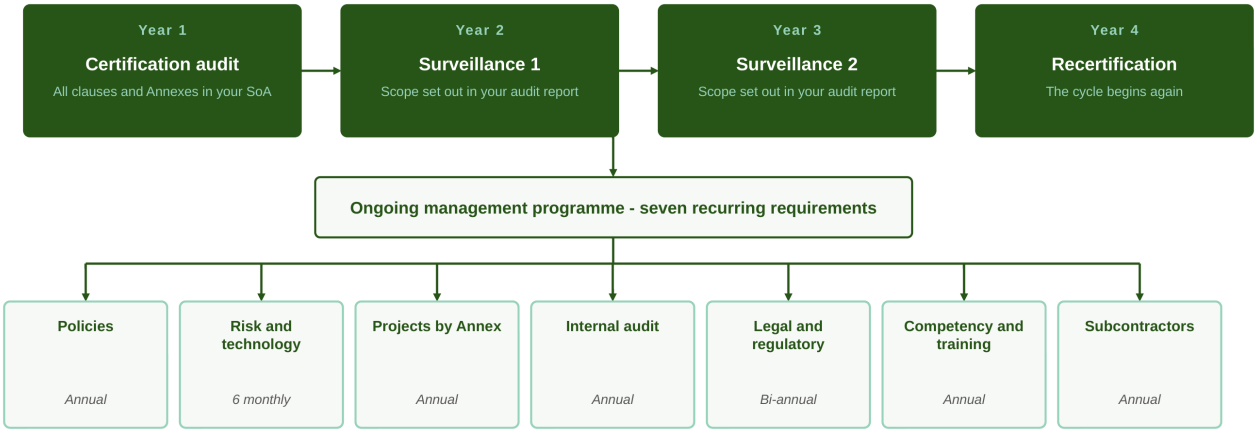


The seven Annexes, with an indication of how much has changed in each

What happens after certification

Certification is a three year cycle: an initial certification audit followed by annual surveillance audits to confirm compliance is being maintained. Once certified, the art of maintaining compliance is ensuring the system is being followed.

Stage 5 sets out seven recurring requirements. Managed on a cyclic basis, they mean you will have no issues producing evidence of compliance annually.



The three year certification cycle and the seven ongoing programmes that feed it

Break the plan into quarterly bites and assign roles to review, audit, confirm and update compliance. This is the best risk management strategy you could have.

Getting started

Three practical things to do before you open the Stage 1 presentation:

- Purchase a copy of the ISO 20252: 2026 Standard. Make sure you buy the 2026 version, as the 2019 Standard will remain on sale for some time yet.
- Inform senior management of the planned ISO changes. The Stage 1 presentation is written to be used for exactly this.
- Use the ADIA Gap Analysis Template to compare your existing system against the new requirements. It becomes your change management tool for the whole project.

What ADIA provides

Five stage presentations, one for each stage of the transition.

A gap analysis template, a Technology Management Table for ICT and AI, and an example training plan.

ADIA Academy training packages, updated in 2026: 10 modules for management and 6 for employees, each 5 minutes, available for initial training and annual refresher awareness.

Internal auditor training, for organisations that need more trained auditors.

If you are unsure about something, ask before you rebuild a system you did not need to touch.

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