



MEDIA RELEASE

22 October 2019

Sydney

TEG Insights affirms its commitment to data quality and consumer privacy with ISO accreditation

TEG Insights is proud to announce its accreditation to ISO 20252:2019 Market, Opinion and Social Research, confirming its long-held commitment to rigorous processes, quality data, consumer privacy and adherence to industry standards.

Accreditation to ISO 20252:2019 means that TEG Insights has been verified by an independent auditor to follow a strict and internationally recognised framework of best practice.

The recognition gives TEG Insights' existing and prospective clients an even higher level of confidence that they are receiving data and results that they can trust and rely on when they use TEG Insights' services. Accreditation to the standard confirms that TEG Insights:

- Uses consistent, transparent and traceable processes throughout the full lifecycle of the research project;
- Uses validated sampling methods in all its online and offline access panel usage, including recruitment and identity validation;
- Complies with legal and ethical standards;
- Ensures the privacy of respondents, information security and data protection.

Andrew Reid, General Manager of TEG Analytics and TEG Insights, said: "We are thrilled to have received this accreditation, which underlines TEG's commitment to data quality, industry best practice, consumer privacy and continued process improvement.

He added: "We are dedicated to providing excellent and reliable service to clients and to members of our consumer panel. This accreditation emphasises TEG Insights as a trusted and reputable partner because we take the security and privacy of our members so seriously."



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Lisa Salas, Head of Commercial at TEG Insights, said: “Our mission at TEG Insights is to deliver a high-quality service in everything we do, from the initial brief through the sampling design to the delivery of data or insights. We see ourselves as partners with our Clients’ success in mind. This accreditation legitimises the robust procedures that TEG Insights has always had.”

Elissa Molloy, CEO at AMSRS, said: “Certification to ISO 20252:2019 *Market, opinion and social research, including insights and data analytics* ensures that no matter where research is conducted, it will meet the same risk management standards of quality and constitutes a uniform benchmark for the robustness of processes and procedures when delivering research, insight and data services.”

About AMSRS

AMSRS is the Australian peak body for research, insights and data analytics and the provider of professional and quality research standards. It has also been the main driver behind the development of ISO standards globally.

About TEG

TEG is Asia Pacific’s leading Ticketing, Live Entertainment and Technology business, with a fast growing global presence. TEG includes Ticketek, TEG Live, TEG Dainty, TEG Analytics, TEG Insights, TEG Digital, Softix, Qudos Bank Arena, Eventopia, Ticketek Marketplace, TEG Experiences (including Life Like Touring, The Entertainment Store and Brickman Exhibitions), TEG MJR and TEG Asia.

www.teg.com.au

About TEG Insights

TEG Insights is a leading online research business, providing access to over 1 million consumers across Australia and New Zealand, for market segmentation, behavioural data and insight generation. <https://www.teginsights.com>

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