



**CASRO Institute for Research Quality
Announces ISO Certification of Full Circle Research**

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For Immediate Release

For More Information
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Port Jefferson, NY – The CASRO Institute for Research Quality (CIRQ) has awarded certification to Full Circle Research for compliance to the **ISO 26362:2009 Standard** (Access Panels in Market, Opinion and Social Research).

The scope of Full Circle's certification includes the supply of US, European, APAC and LATAM sample, project management and consulting services, including community/niche sample building, sample/community strategy and security/prescreener design to full-service market research firms. The certification covers the company's locations in Potomac, Maryland, and Shelton, Connecticut.

"We founded Full Circle to make an immediate mark in a saturated market," said Nate Lynch, co-CEO of Full Circle. "Our technology, security, sourcing—everything—had to meet stringent, exacting levels of quality. Earning the ISO 26362 certification validates every effort to date as worthwhile and verifies our unwavering commitment to data purity, the backbone of our clients' success."

ISO 26362 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. ISO 26362:2009 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).

Adherence and certification to such standards provides a basis of confidence for clients and other constituencies that the work produced is being executed with quality processes and controls in place. Implementation of this ISO standard improves an organization's productivity and efficiency by creating clear lines of accountability, reducing errors and rework, shortening cycle times, and reducing costs. The internationally recognized standard also provides a basis for subcontractor evaluation and can enhance global competitiveness.

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About CIRQ

CASRO formed CIRQ (The CASRO Institute for Research Quality) to provide assessment and certification services to research firms seeking certification to ISO 20252 and/or ISO 26362. CIRQ, a non-profit entity, is committed to providing timely, thorough, and impartial assessments of its customers' quality management systems in order to make a determination regarding certification to ISO 20252 and/or 26362. All CIRQ auditors have extensive experience in the research industry. CIRQ has been established in compliance with all ISO requirements for certification bodies that provide auditing and certification services for ISO 20252 and 26362. In order to conform to its mandate of objective and impartial audits to these ISO standards, CIRQ is independently operated and managed under the oversight of an Advisory Board and submits to an annual audit to ISO/IEC 17065 Standard for Conformity assessment *Requirements for bodies certifying products, processes and services* by external authorities on ISO certification bodies.

About Full Circle

Founded in 2013, [Full Circle Research Co.](#) is based in Maryland and marries advanced technology, flexible community strategies and a 120+ CATI phone center to up recruitment and validation in ways previously cost-prohibitive from an online provider. Its **Mixed-mode Validation Process™** (MVP) puts the company at the forefront of exceeding client niche segment demand. With more than 100 years of research experience in-house, Full Circle is committed to pushing the envelope on behalf of clients who want the purest, cleanest data available.

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