

Information Security Policy

Introduction

Information is an essential asset to the day-to-day operations of Ad Hoc Research. It must be protected through an appropriate level of security, in compliance with applicable laws, regulations, and contractual agreements.

Mission

Founded in 1984, Ad Hoc Research provides high-quality market research and marketing intelligence consulting services that deliver deep insights into consumers and markets. These insights help inform clients' business decisions and contribute to their success.

Ad Hoc Research distinguishes itself through its ability to uncover meaningful insights, its commitment to innovation, and the rigor of its work. Its multidisciplinary team serves national and international clients with passion, agility, and expertise.

Objectives

Ad Hoc Research pursues the following information security management objectives:

- Zero security incidents classified as severe;
- No confirmed system compromise attributable to new or emerging threats;
- Maintain compliance with legal, regulatory, contractual, and privacy protection requirements;
- Ensure the proper classification and labeling of information and information assets according to their sensitivity;
- Ensure the availability of critical services and business continuity in the event of an incident or disaster;
- Reduce the time required to address critical vulnerabilities;
- Minimize risks related to the human factor and protect information throughout the employee lifecycle;
- Maintain all residual risks within the approved risk tolerance threshold or obtain formal approval for any exception;
- Increase employee awareness to reduce risks arising from human error and unsafe behaviors;
- Manage information security risks related to suppliers, partners, and cloud services.

Commitments

Ad Hoc Research is committed to:

- Complying with the information security requirements of ISO 27001;
- Adhering to all applicable legal requirements;
- Following the highest industry standards, including the guidelines established by ESOMAR;
- Continuously improving its Information Security Management System (ISMS);
- Periodically reviewing this policy to ensure its relevance and compliance with applicable laws and industry standards.

Cathy Bourget, Managing Partner, Ad Hoc Research

