

26 March 2020



Coronavirus statement

Business continuity plans outlined

Critical Research continues to closely monitor the evolving situation with regards to the outbreak of the Coronavirus (COVID-19). This includes close attention to the latest guidance from the WHO (World Health Organisation), as well as from UK authorities.

Our top priorities are the health and welfare of our employees, clients and suppliers, whilst maintaining business continuity during this challenging time.

Steps to try and minimise the impact on our services are in place.

As the spread of Coronavirus continues to escalate, we are closely following government advice to minimise the risk amongst our staff. In line with the latest government guidelines our staff are now working remotely from home, including some of our telephone interviewers, but all our Face to Face interviewing has been suspended.

All hardware and software will maintain its integrity when working remotely to ensure ongoing compliance with GDPR and ISO20252 governance. Clients will be able to phone or email their usual contact via existing details, although they may be provided with an alternative contact number in some cases.

Whilst inevitably there will be some disruption to our services, we expect this adapted way of working to maintain our business continuity. As an ISO20252 registered organisation, we have comprehensive contingency plans and technology in place, and we regularly test to ensure they operate as expected.

We are also working closely with our suppliers to ensure that they have equivalent plans in place and clear visibility of any potential impacts. The current status of our supply chain is positive, with all suppliers contacted giving us strong assurances of uninterrupted support over the coming months.

Our management team are closely monitoring the situation and reviewing guidance issued by the WHO and the UK government, with regular meetings scheduled to continually assess the risk level and ensure appropriate measures are in place to minimise the potential impact to our services.

If you have any specific questions relating to your services received from Critical Research, and how the Coronavirus outbreak could affect them, please contact your Critical Research account manager who will respond or redirect your query accordingly.

Inevitably, future changes to Government policy and legislation might impact on our current plans.

Best Wishes,

Ben Farr
Managing Director



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