

Qualzy achieves ISO 27001 certification – confirming its enterprise-grade security for qualitative research at any scale

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Qualzy, the all-in-one asynchronous qualitative research platform, has announced that it has achieved ISO 27001 certification. ISO 27001 is an internationally recognised certification which demonstrates dedication to maintain and protect information security. Certification demonstrates Qualzy's commitment to protecting sensitive data and strengthening trust throughout the qualitative research supply chain. The process was guided by Sprinto, a simple yet powerful security compliance software for cloud-hosted companies.

Removing trust barriers

The Qualzy platform is already widely trusted by research insight agencies and brand teams around the world. Seeing the ISO 27001 certification removes not just concern about the prioritisation of data security, but also removes barriers to procurement.

Global consumer brands and other large enterprises who invest in qualitative research are increasingly making ISO 27001 a mandatory requirement for suppliers handling sensitive data. Researchers and agencies are frequently in possession of early stage creative concepts, brand plans and product strategies in order to plan and conduct insight research projects. They additionally handle sensitive customer and market data, making robust security business critical.

Reassuring research customers

Research agencies and their brand clients know that with ISO 27001 in place their research software platform will have strong compliance with privacy and data security expectations, spanning brand and research participant data.

Paul Kingsley-Smith, Commercial Director at Qualzy said *"All our clients – especially those representing high-profile consumer brands – need to know that every partner in their research workflow is secure and compliant with best practices. ISO 27001 provides them formal reassurance of that. It also shows that our approach to privacy and data security is thorough, structured, and externally audited."*

Qualzy chose to work with Sprinto, which is purpose-built for real-time monitoring of security controls at scale and was able to integrate seamlessly with Qualzy's systems. It delivers an audit-friendly console which presents both auditors and business customers with an easy-to-follow overview of the initiatives and controls that maintain data security. Qualzy's Trust Centre portal can be viewed online [here](#).

With Sprinto's support, Qualzy completed the process ahead of the target schedule by several weeks.

"Sprinto helped us navigate the complexity of this standard with confidence and understanding. Their platform ensured we didn't just meet the standard – we embedded it into our everyday operations. Now we and our clients know that we have not just met the right standard, but will benefit from continuous monitoring to ensure we stay there," said Paul Kingsley-Smith.

The ISO 27001 certification strengthens Qualzy's position as a premier enterprise-ready platform for qualitative research by in-house brand teams and global research agencies.

About Qualzy

Qualzy is a global platform and team based in Salisbury in the UK, Boston in the USA and Sydney in Australia, delivering service and technical support for its qualitative research tool. The Qualzy platform is the only complete all-in-one asynchronous qualitative research platform that puts researchers first. It helps researchers build high quality, profitable projects that enable their efficiency, enables moderators to engage participants, and allows stakeholders to hear the voices of their users, customers and consumers. Find out more at www.qualzy.com

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