



Ascent Market Research Ltd - Terms and Conditions

In commissioning Ascent Market Research Ltd to provide market research fieldwork services the client agrees to adhere to these terms and conditions.

All prices quoted are exclusive of VAT.

All quotations are provided in GB Pound Sterling and must be settled in GB Pound Sterling unless otherwise agreed.

Quotations are valid for 60 days from the date of quotation.

Projects above the value of £5,000 will be invoiced at 50% on commission, and 50% on completion of the fieldwork.

All invoices are payable strictly within 30 days of invoice date, unless agreed or specified otherwise on the invoice.

If the payment is not received within this time period, Ascent Market Research Ltd reserve the right to charge on monthly accrued interest at the rate of 8% plus the Bank of England base rate, with and additional administration fee of £100, from the due date of payment in accordance with **The Late Payment of Commercial Debts (Amendment) Regulations 2018**.

New clients to Ascent Market Research Ltd will be invoiced 50% of all project fees and 100% of all the incentives at commission and must settle the invoice on receipt, before the fieldwork begins. The remaining 50% fees will be invoiced on completion of the project with 30 days payment terms.

If the client has any invoice queries, you must notify us of these within 7 days of the invoice date.

We will charge a handling fee of 10% for paying incentives.

Any additional costs such as printing of questionnaires, pre task and postage will be included in the project costing if specifies in the brief. Unless specified our budget does not include any shipping (or back shipping) costs, nor potential customs clearance of products/material from clients. These will be invoiced at the end of the study at cost plus 10% handling fee, even if not included at the initial project costing stage.

On commission of a project, it is the client's responsibility to provide us with any purchase orders (PO's) and all correct accounts / invoicing details as necessary for timely payment of invoices.

In the event of cancellation once the project has been commissioned the following charges will apply:

- 100% project fee within 5 working days of the fieldwork
- 35% of the project fee plus all direct costs incurred in all other instances

In the event of fieldwork being postponed once the project has been commissioned the following charges will apply:

- 100% project fee within 3 working days (72 hours) of the fieldwork
- In all other incidences 25% of project fee plus any additional costs incurred due to the postponement of project

In the event of fieldwork being postponed, if it is not re-booked within 15 working days it will be treated as a cancellation and our cancellation charges above will apply.

In the unlikely event that recruitment / interviewing is not considered to be satisfactory for some reason, the liability of Ascent Market Research Ltd will be limited to the fieldwork recruitment / interviewing costs supplied for the project and no other costs associated with the project or the research.

Ascent Market Research Ltd will not accept responsibility for delays caused by transport difficulties, terrorist action, demonstrations, industrial action, weather, force majeure or any other circumstances beyond its control.

Ascent Market Research Ltd reserve the right to partner with other suppliers for the service to be delivered as and when required or necessary, such as sample purchase, telephone number look up, scripting & hosting, questionnaire writing, data processing, analysis, recruitment, moderation, fieldwork, to ensure successful and timely completion of a project.

Ascent Market Research Ltd reserves the right to increase or decrease the 'incentives' budget, or to reallocate it to recruitment or interviewing fees as required to deliver the project successfully. However, this will not affect the study's total budget that we decided on together.

All data is collected in line with the MRS code of conduct and all Data Protection laws governing the countries where the research is being conducted and also where the data is collected. All respondent data is anonymous and confidential unless we ask explicit consent and permission at the point of the recruitment / interviewing. This includes any observed data through live or recorded fieldwork. If sample is provided by you/client then it is the responsibility of those providing it to ensure that it does not contravene any data protection legislation.



If the final questionnaire and contact list (should one be provided by the client) is not supplied to schedule once interviewing dates are confirmed, this may result in postponement fees and/or delays in providing data.

As with MRS guidelines we would need a contact name and number for someone at either the client's organisation or your organisation so we can pass it to respondents should they wish further information/clarification that the research is bona fide.

Where client data is provided for research we are strictly working with client data on that basis that the client has gained informed consent (opt-in) to contact respondents for market research purposes.

If any changes are made to a project or the research criteria after commission or if the final project specification to the one quoted for, Ascent Market Research Ltd reserves the right to re-cost for the project or charge an additional fee to cover any extra costs incurred.