

Specification for organizations conducting market research

ICS 03.100.99

Committees responsible for this British Standard

The preparation of this British Standard was entrusted to Technical Committee SVS/3, Market research, upon which the following bodies were represented:

- Association of British Market Research Companies (ABMRC)
- Association of Market Survey Organizations (AMSO)
- Association for Qualitative Research (AQRP)
- Department of Trade and Industry (DTI)
- Interviewer Quality Control Scheme (IQCS)
- Market Research Society

This British Standard was published under the authority of the Standards Policy and Strategy Committee on 21 January 2003

© BSI 21 January 2003

First published January 1998

Amendments issued since publication

Amd No.	Date	Comments

The following BSI references relate to the work on this British Standard:
Committee reference SVS/3
Draft for comment 02/400575 DC

ISBN 0 580 41001 3

Contents

	Page
Committees responsible	Inside front cover
Foreword	ii
Introduction	1
1 Scope	1
2 Normative references	1
3 Terms and definitions	2
4 Quality assurance	6
5 Managing the executive elements of research	9
6 Data collection	15
7 Data processing (DP)	36
Annex A (informative) Market Research Processes and the Data Protection Act (DPA) 1998 Summary	41
Bibliography	43
Table 1 — Minimum training content for interviewers	23
Table 2 — Minimum training content for recruiters	25

Foreword

This British Standard has been prepared by Technical Committee SVS/3. It supersedes BS 7911:1998, which is withdrawn.

In January 1996 the Market Research Quality Standards Association (MRQSA) published the *Service Standard for Market Research*¹⁾. This document had been developed by a consortium of professional bodies representing UK market research buyers and suppliers. Arrangements were made for market research organizations to be independently assessed against the requirements set out in this document. Following a general recognition of the benefits of standardization within the UK market research industry, BSI was approached and developed BS 7911 from the MRQSA's document.

This revision reflects a number of changes which have taken place within market research since the publication of BS 7911:1998. These include changes in market research processes (e.g. the use of internet research), the experience and feedback of the companies using the standard and many specific requests for changes and improvements.

NOTE Throughout this British Standard the use of the pronouns he, him, her, his, hostess, etc. is intended to be non-gender specific.

This publication does not purport to include all the necessary provisions of a contract. Users are responsible for its correct application.

Compliance with a British Standard does not of itself confer immunity from legal obligations.

Summary of pages

This document comprises a front cover, an inside front cover, pages i and ii, pages 1 to 43 and a back cover.

The BSI copyright notice displayed in this document indicates when the document was last issued.

¹⁾ Details of the assessment process are available from the MRQSA Scheme Administrator, c/o The Market Research Society, 15 Northburgh Street, London EC1V 0JR; website: <http://www.mrs.org.uk/>, email: info@mrs.org.uk; Tel: +44 (0)20 7490 4911; Fax: +44 (0)20 7490 0608.

Introduction

This British Standard specifies requirements for organizations and individual practitioners conducting market research. These requirements include the executive responsibilities, data collection and data processing activities, which occur in market research projects, together with quality assurance requirements. Where necessary, industry specific terminology is defined.

This standard also gives guidance, in the form of notes in the text, on the implementation of the requirements.

This British Standard is voluntary in application but gives organizations the opportunity to be recognized as complying with a specified set of market research industry standards.

If a market research organization undertakes any amount, however small, of a process for which requirements are specified in this standard, the organization has to comply with those requirements to be accepted as complying with this standard.

This British Standard specifies minimum service levels which organizations seeking assessment are required to meet. This standard, therefore, defines the substance of market research service quality. Any organization complying with this standard, however, also requires working methods to ensure that the standard is followed consistently and constantly in all client work undertaken. It is hoped that organizations will strive to achieve higher levels where possible.

For the quality assurance requirements, an organization may either comply with the relevant clause of this standard, or, by complying with BS EN ISO 9001:2000 is deemed to comply with these requirements.

All market research organizations will perform some element of the executive function, and therefore have to comply with Clause 5 of this standard.

The requirements of the Interviewer Quality Control Scheme (IQCS) data collection standard [1] have been incorporated into Clause 6 of this standard.

1 Scope

This British Standard specifies requirements for conducting market research. In particular, minimum service levels are specified for quality assurance, executive responsibilities, data collection and data processing to be applied in market research projects.

This British Standard is applicable to organizations and individual practitioners that supply market research and social research services. It applies to all types of research projects and to all staff responsible for and working on research projects.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

BS EN ISO 9000:2000, *Quality management systems — Fundamentals and vocabulary*.

The Market Research Society (MRS) *Code of Conduct and associated guidelines*, The Market Research Society, London.²⁾

The International Chamber of Commerce/European Society for Opinion and Market Research (ICC/ESOMAR) *International Code of Marketing and Social Research Practice*, European Society for Opinion and Market Research, Amsterdam.³⁾

²⁾ Available from The Market Research Society, 15 Northburgh Street, London EC1V 0JR; website: <http://www.mrs.org.uk/>, email: info@mrs.org.uk; Tel: +44 (0)20 7490 4911; Fax: +44 (0)20 7490 0608.

³⁾ European Society for Opinion and Market Research, ESOMAR, Vondelstraat 172, 1054 GV, Amsterdam, The Netherlands. Tel: +31 20 664 21 41; Fax: +31 20 664 29 22.

3 Terms and definitions

For the purposes of this standard, the terms and definitions given in BS EN ISO 9000:2000, Clause 3, and the following apply.

3.1

appraisal

regular review of performance and agreement on development needs and plans, with input and discussion from both appraiser and appraisee

3.2

assessor

person or body that audits a quality system to establish compliance with a standard such as BS 7911, BS EN ISO 9001 or IQCS [1]

3.3

auditor

individual in data collection who, on behalf of the organization, calculates volume sales by counting in-store stock and delivery invoices

NOTE The term “auditor” is a specific term used in market research and is unrelated to auditing within business in general or assessment auditing.

3.4

CAI

data capture by means of Computer Assisted Interviewing

3.5

CAPI

data capture by means of Computer Assisted Personal Interviewing

3.6

CATI

data capture by means of Computer Assisted Telephone Interviewing

3.7

client

person or organization commissioning the project or parts of the project

NOTE There may be more than one “client” per project.

3.8

code frames

list of codes used in coding responses to a question or questions; created through looking at a proportion of the responses in detail

3.9

coding

allocation of codes to groups of closely similar responses recorded against open-ended questions in order to analyse that information together with the rest of the data

3.10

data cleaning

correction of data records to make them consistent in relation to filters and data logic

3.11**data collection**

collection of information by:

- face-to-face interviewing in the home, the street, in a central venue or at place of work;
- group discussions or depth interviews;
- telephone interviewing from a telephone centre;
- telephone interviewing from interviewers' homes;
- auditors collecting in-store information;
- evaluators conducting mystery shopping and client service work;
- respondents completing self-completion postal questionnaires;
- electronic techniques, e.g. CATI, CAPI, etc.

3.12**data entry**

input of questionnaire information into electronic format ready for survey analysis

3.13**data preparation**

coding, data entry and editing/data cleaning that prepares data for analysis

3.14**Data Processing (DP)**

both the technical preparation for the execution of the survey and the processing of the survey data

NOTE Data processing tasks can, therefore, encompass:

Before fieldwork:

CAI scripting (CATI, CAPI, web, WAP, etc.)

Logic data entry scripting

Scanner set-up

Translation management

During/after fieldwork:

Version management of the above

Coding

Transcription of multi-media verbatim responses

Data entry

Data cleaning/reformatting/de-duplication

Data merging

Topline reporting

Tabulation (for primary analysis)

Preparation of delivered databases (for secondary analysis)

Data conversion

Statistical analysis

Data mining

Publishing of output

3.15**DP executive/analyst**

people with overall responsibility for the project during data preparation and/or data processing stages

3.16**data record**

data relating to the completed questionnaire of an individual respondent, item/transaction (i.e. reportable unit)

3.17**depth interview**

interview that is not confined to a structured questionnaire

3.18**Electronic Data Capture (EDC)**

use of computers to record or assist the recording of primary research data

NOTE This includes CATI and CAPI versions and other methods.

3.19

editing

comparison of actual responses with possible responses as defined by questionnaire structure and logic and then if necessary rejecting or amending some responses

3.20

executive

individual responsible for running singly or jointly a project or parts of a project

3.21

field based individual

individual in data collection who works alone without direct and full time supervision

3.22

forced editing

application of rules specified for any data items that are deemed to be incorrect

NOTE 1 An example of an incorrect data item is a multiple answer given when only a single answer is required.

NOTE 2 These rules are written as a computer program and applied to data records relating to a project.

3.23

group discussion

two or more respondents discussing an issue collectively

3.24

hall test

research conducted at a central venue

NOTE e.g. car clinic, product testing or advert testing.

3.25

hole count

summary count of individual data items on the computer file

NOTE This term is also known as frequency count.

3.26

interviewer

individual who, on behalf of the organization, recruits/interviews respondents face-to-face or by telephone

NOTE Those who conduct depth recruitment and interviews are treated as interviewers.

3.27

logic data entry

data entry processes which are programmed for specific projects to check question skips and response ranges

NOTE Automatic serial numbering alone does not constitute logic data entry.

3.28

moderator

individual who is responsible for facilitating the interaction of the group discussion members and for capturing the data generated

3.29

MRS freephone

independent service provided to the public to verify the legitimacy of UK market research agencies

3.30

mystery shopping

client service evaluation process involving individuals who, on behalf of the organization, collect information by behaving as customers and report their findings as a way of monitoring the quality of performance

3.31**observational research**

collection of information without the involvement of a respondent

NOTE Observational research excludes the processes of auditing and mystery shopping.

3.32**off-the-shelf product or methodology**

research product or methodology developed and made available to meet the needs of more than one client

3.33**organization**

market research or social research body

3.34**price quotation**

response to a client enquiry that is a priced response for specified work

NOTE This may reference the research design of another project

3.35**proposal**

response to client enquiry for work which includes some element of research design

3.36**questionnaire**

document used to collect answers to specified questions

NOTE This may be paper, electronic, audio or video format.

3.37**recruiter**

individual who, on behalf of the organization, recruits respondents for depth interviews or group discussions

NOTE Those who conduct depth and group recruitment are treated as recruiters if they do no other type of work.

3.38**remote listening-in**

method in data collection of validating the authenticity of responses and quality of interviewing in the telephone centre by the manager or supervisor listening to both sides of an operator's call

NOTE This may be by using monitoring equipment or voice recording media.

3.39**research universe**

scope of population segment included in the survey

3.40**sample**

respondents amongst whom the research will be conducted

NOTE 1 The sample may or may not contain respondent level information.

NOTE 2 Attention is drawn to the requirements of the UK Data protection Act 1998 [2] (see also Annex A).

3.41**second person review**

review carried out by a second suitable individual (i.e. with appropriate skills) to confirm that the research objective can be met by the proposed design

3.42**signed-off**

record kept on file confirming that the specified action(s) has been carried out by whom and on what date

3.43

simple data entry

data entry process containing no in-built logic checks

3.44

specialist interviews

interviews specifically related to executive/business to business/medical/specialist samples or depth interviewing

3.45

supervisor

individual who, on behalf of the organization, undertakes at least one of the following data collection tasks:

- interviewing and selecting new recruits;
- training;
- appraisals/accompaniments;
- allocating work, progress chasing and/or project and quota control

NOTE 1 If an individual only validates data collection work they are not deemed to be a supervisor.

NOTE 2 An individual employed full or part-time as an office-based member of staff is not deemed to be a supervisor unless they spend the large majority of their time undertaking supervisory tasks as defined above.

3.46

supplier

individual or organization that provides products or services that have an impact on the services delivered to the client by the research organization

3.47

telephone centre

central office housing a group of telephone lines used for market research recruitment/interviewing

3.48

verification

checking process during data coding and data entry stages undertaken by a second person

NOTE Data editing of computer files may also be carried out to minimize data errors.

3.49

viewing labs

venues specifically arranged to accommodate group discussions

3.50

virgin respondents

respondents who attend a group discussion for the first time

4 Quality assurance

NOTE 1 BS EN ISO 9001:2000 is an internationally defined and recognized model for quality assurance. The requirements of BS EN ISO 9001:2000 are more extensive than those specified for the minimum level of quality assurance in this clause. The quality assurance requirements of this standard are all covered by BS EN ISO 9001:2000, therefore any organization registered to BS EN ISO 9001:2000 will be deemed to meet the quality assurance requirements of this standard.

NOTE 2 Cross-references to BS EN ISO 9001:2000 are given in this clause and in Clause 5. The purpose of this is to show the overlap only and it should not be assumed that because a requirement is cross-referenced that it fully meets the particular clause of BS EN ISO 9001:2000.

4.1 Quality assurance procedures and personnel

The organization shall have a defined senior member of staff responsible for the implementation of an effective quality assurance system and adequate resources to ensure that it is effectively maintained (see BS EN ISO 9001:2000, 5.3).

The organization and the senior member of staff responsible for implementation shall ensure that the following codes are available to staff and that staff adhere to these codes in all work carried out.

- a) The Market Research Society (MRS) *Code of Conduct*.
- b) The International Chamber of Commerce/European Society for Opinion and Marketing Research (ICC/ESOMAR) *International Code of Marketing and Social Research Practice*.
- c) All Market Research Society (MRS) Code Guidelines relevant to the activities of the organization.

NOTE 1 Attention is drawn to the provisions of the UK Data Protection Act 1998 [2] (see also Annex A).

Documented quality assurance procedures shall be prepared and effectively implemented throughout the organization. The procedures shall enable the requirements of this standard to be effectively implemented (see BS EN ISO 9001:2000, 4.2.1).

NOTE 2 Any format of documentation may be used, including electronic.

The documented quality assurance procedures shall be maintained in such a way that staff have access to all procedures relevant to them whenever needed.

Changes to procedures shall be controlled so that it is clear that the latest issue is in use (see BS EN ISO 9001:2000, 4.2.3).

Compliance with procedures shall be auditable. It shall be possible after the event to establish whether a procedure has been followed (e.g. by examining files and documented records).

4.2 Planning controlling and checking research activities

The organization shall establish and maintain procedures to control all stages of the research process, including research design activities, to ensure that clients' requirements are met (see BS EN ISO 9001:2000, 6.3, 6.4, 7.3, 7.5.1 and 7.5.2).

Methods to achieve this shall include the following:

- a) allocation of work to suitably trained staff;
- b) relevant work instructions given to staff so that they are aware of any changes made in a client contract at any time after its commencement;
- c) attainment of a suitable quality level/efficiency of work (e.g. as defined by other clauses of this standard) through training, supervision and documented instructions;
- d) monitoring and checking of stages of the research process, including those specified in other clauses of this standard.

The organization shall establish and maintain procedures for unique project identification. There shall be procedures for checking the progress of work, the current status of a project and evidence that adequate control of the project has been maintained through monitoring or checking activities.

NOTE Keeping relevant project records in a project file might be appropriate. A project status checklist within the file is an effective mechanism.

4.3 Purchasing

4.3.1 Control of suppliers

The organization shall establish and maintain procedures to control suppliers whose product or service has a major impact on the external client, including suppliers of data collection and data processing (DP) services. These suppliers shall be identified by definition of products or services supplied to the organization (see BS EN ISO 9001:2000, 7.4.1).

For research conducted within the United Kingdom the organization where possible shall purchase fieldwork and DP services from suppliers complying with this standard or with the requirements of the IQCS standard [1]. Where it is not possible to purchase from such suppliers the reason(s) shall be recorded.

The organization shall be responsible for ensuring that internal and external suppliers are adequately briefed and the details shall be documented by either party and kept on file.

4.3.2 Evaluation of suppliers

The organization shall establish and maintain procedures to evaluate the performance of suppliers and maintain relevant records, including records of any unsatisfactory service received (see BS EN ISO 9001:2000, **7.4.1** and **7.4.2**).

NOTE The methods of evaluation and control used for individual suppliers may be dependent on the nature of the service or product supplied, its impact on the organization's own quality of work and the past record and capability of the supplier. The supplier's own quality system may also be considered relevant in assessing a supplier's capability.

4.4 Staff training

Personnel working on any part of a project shall be appropriately trained/experienced in the tasks they carry out and the requirements of the quality management system.

The organization shall establish and maintain documented procedures for training activities which shall cover the identification of existing and potential training needs and shall ensure that identified training needs are met (see BS EN ISO 9001:2000, **6.2.2**).

NOTE 1 This could be linked to an appraisal system.

Records shall be kept of training needs and training received.

NOTE 2 See also the training requirements specified for data collection in Clause 6.

4.5 Equipment

The organization shall establish and maintain procedures for the maintenance of equipment, including planned maintenance. This shall be appropriate to the consequences of failure or malfunction.

Where relevant the capability of equipment (including hardware and software) to produce the required output shall be confirmed prior to installation (see BS EN ISO 9001:2000, **6.3**).

4.6 Dealing with problems

4.6.1 Faulty work

The organization shall establish and maintain procedures for identifying, dealing with and recycling faulty work and unforeseen problems arising from the research process and the delivery of client services.

NOTE 1 Faulty work (identified through checking or otherwise) can take the physical form of documents or electronic records requiring revision, for example:

- questionnaires requiring amendment;
- data input/output requiring amendment;
- reports requiring revision.

Procedures shall ensure that faulty work is identified and handled in such a way that it is rejected or removed from subsequent processing and not used in error (see BS EN ISO 9001:2000, **8.3**).

NOTE 2 For documents this can be achieved by the noting on file of the current version of working documents (e.g. proposal questionnaire).

4.6.2 Problem solving

The organization shall establish and maintain procedures to deal effectively with problems identified with the process or the quality assurance system including clients' complaints. These procedures shall include the identification and documentation of the causes of the problems and the actions taken to solve them and prevent recurrence. There shall be a means to confirm that such actions are taken and are effective (see BS EN ISO 9001:2000, **8.5.2** and **8.5.3**).

4.7 Keeping and safeguarding records

4.7.1 Project identification

All projects shall be uniquely identified and this identification shall be shown on all key records relating to the project to allow full traceability (e.g. bought-in products and services needed for a project). These requirements shall be specified in documented procedures (see BS EN ISO 9001:2000, **7.5.3**).

NOTE Project numbers are an acceptable method of identification.

4.7.2 Project and quality records

The organization shall establish and maintain procedures to control records (e.g. records produced through managing the project and the quality assurance system) so that they can be practically used. These shall take account of the need for legibility, identification, collection, indexing, filing, storage, access and retrieval as required. Retention periods and what is done with the records at the expiry of these periods shall be defined (see BS EN ISO 9001:2000, 4.2.4).

NOTE 1 Such records may be in electronic form and special arrangements might need to be included in the procedures for such cases (e.g. backup copies, safekeeping).

NOTE 2 Attention is drawn to the provisions of the UK Data Protection Act 1998 [2] (see also Annex A).

4.7.3 Electronic/computer file records

Procedures shall be in place to ensure that records kept in electronic form (computer files) are backed up with at least a second copy of files kept off site and/or in a fire proof cabinet. See also 7.1.2.

5 Managing the executive elements of research

5.1 Quotations and proposals

The organization shall have in place defined methods for checking key resources and have available internal and external expertise before responding to a client's requirement and contractual brief.

The names of the key individuals involved in responding to a client enquiry shall be recorded in the organization's records.

The organization's key individuals shall be responsible for satisfying themselves that they understand the client's requirements and expectations for each research project.

NOTE 1 Where appropriate this should include understanding the purposes for which research results are intended to be used.

In response to each enquiry the executive shall establish what form of response the client requires, including whether research design work is entailed (see 5.2 and 5.3) or a price quotation without research design (see 5.4).

Communications which might form the basis of a contract shall have (as a minimum) a clearly defined specification of the work to be carried out.

If the price is not a fixed price the documentation shall clearly indicate that the price is not fixed or is dependent upon unknown factors, which shall be stated (e.g. penetration levels established during the course of fieldwork).

Where the organization and client have agreed a date by which the response (proposal or price quotation) shall be provided, this date shall be documented by the organization. If the response appears likely to be delayed beyond the agreed delivery date the client shall be informed at the earliest point possible and a new delivery date agreed.

NOTE 2 Information in a proposal/quotation may be specified as part of a formal proposal or letter proposal or as part of secondary documentation sent to or from the client prior to starting work.

NOTE 3 When describing the research objectives and methodology it is acceptable to reference a previous study.

(See BS EN ISO 9001:2000, 7.2.)

5.2 Responding to projects requiring research design

When responding to a client enquiry that involves developing or revising the research design, proposal documentation shall be prepared. The proposal shall include descriptions of the work to be undertaken or shall reference specific briefing documents or previous studies.

As a minimum formal proposals or letter proposals to the client shall include where relevant the following information:

- a) research objectives and background as agreed with the client;
- b) research methodology adequate to meet agreed research objectives taking into account accuracy levels needed and bearing in mind any constraints or known use to which the research might be put and including where relevant:
 - 1) *assumptions*: covering areas not adequately defined by the client;
 - 2) *error variance*: acceptance levels where this forms part of the specification;

3) *key project personnel*: identification of the individual with overall responsibility for the project (the key project leader) together with a statement of their relevant experience;

4) *primary data collection methods (qualitative)*: groups (with target number of respondents per group), depth interviews and recruitment methods;

5) *primary data collection methods (quantitative)*: face-to-face, street, home, place of work, at research venue, telephone, mystery shopping/observation, postal/self completion, type of questionnaire (e.g. use of electronic data capture);

6) *research universe*: definition of respondents;

7) *sample size*: in total and by significant (relevant to the research objectives) demographic or other breakdown;

8) *sampling technique*: e.g. probability (often referred to as random sampling), quota, other selection methods, type of sampling frame;

9) *timings*: suggested project time frame or confirmation of timings specified by the client;

10) *use of secondary data*: desk research, on-line search services or customer supplied data;

11) *use of subcontractors*: intended use of subcontractors specified and identified for fieldwork, DP and group moderating;

NOTE The client shall be informed if subsequently suppliers are changed/substituted.

12) *weighting data*: intended weighting approach;

c) general information detailing:

1) *costs*: exclusive of current rate of tax (and confirmed as such) and additionally where relevant any assumptions or conditions relating to foreign exchange;

2) *deliverables*: clearly specified form of reporting (e.g. debriefing, presentation, reports, computer media, data format);

3) *servicing*: where follow-up (after sales service) is part of the contract;

4) *terms and conditions*: of business (referenced or appended);

5) *version number or date of issue or page numbering*: as part of document control.

(See BS EN ISO 9001:2000, 7.3.)

5.3 Design review

Unless the research has been designed by a defined senior individual, the research design of the project, including the selection of any off-the-shelf products or methodology, shall be subject to a second person review. The organization shall define in its quality procedures those individuals whose seniority negates the need for second person review.

NOTE See 5.7 for design review of questionnaires and discussion guides.

The organization shall draw up a plan to show how an off-the-shelf product or methodology shall be reviewed and tested before being offered to a client.

(See BS EN ISO 9001:2000, 7.3.)

5.4 Responding to a price quotation request

In response to client enquiries not involving research design, a price quotation document shall be prepared. The price quotation shall include a description of the work to be undertaken or reference specific briefing documents or a previous study. As a minimum, a price quotation to the client shall include where relevant the following:

- a) *assumptions*: covering areas not adequately defined by the client;
- b) *costs*: exclusive of current rate of tax (and confirmed as such) and additionally where relevant any assumptions or conditions relating to foreign exchange;
- c) *deliverables*: clearly specified form of reporting (e.g. debriefing, presentation, reports, computer media, data format);
- d) *terms and conditions*: of business (referenced or appended);
- e) *timings*: suggested project time frame or confirmation of timings specified by the client.

5.5 Project set-up and management

5.5.1 Acceptance of work

Available resources and expertise shall be reviewed before accepting work from a client.

NOTE 1 Reviewing of resources and expertise includes both internal and external suppliers.

Acceptance (i.e. commission by the client) of work shall be confirmed in writing by the organization and/or the client.

(See BS EN ISO 9001:2000, 7.2.2.)

5.5.2 Changes to the specification of work

The executive shall be responsible for agreeing and confirming in writing with the client any changes including the deliverables, timing and cost of a project. If subcontractors are changed/substituted after the proposal documentation stage the client shall be informed.

NOTE Meeting the client's expectation should always be the aim of the organization. The quality of interpretation, presentation and reporting of the project are fundamental in meeting the client's expectation.

(See BS EN ISO 9001:2000, 7.2.2.)

5.5.3 Version control

The organization shall establish and maintain procedures to ensure that it is the final version of a document that is passed on to subsequent stages (including to the client). This shall include the identification of superseded documents (to ensure they are not used in error).

NOTE Effective mechanisms may include:

- unique identification of work through project numbers or similar;
- version numbering;
- project files;
- check list;
- labelling superseded or rejected documents as such.

[See BS EN ISO 9001:2000, 4.2.3c)]