



BSI Standards Publication

**Digital analytics and web analyses for purposes
of market, opinion and social research —
Vocabulary and service requirements**

National foreword

This British Standard is the UK implementation of ISO 19731:2017.

The UK participation in its preparation was entrusted to Technical Committee SVS/3, Market research.

A list of organizations represented on this committee can be obtained on request to its secretary.

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

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Amendments/corrigenda issued since publication

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