

**BROADCAST AUDIENCE RESEARCH COUNCIL  
SELF - ASSESSMENT & AUDIT CHECKLIST**

	<b>Process</b>	<b>Panel</b>		
	<b>Quarter</b>	<b>Q4 (2019-20) – Follow up of Q1 report</b>		
<b>Sr no.</b>	<b>Area</b>	<b>Controls</b>	<b>Management response</b>	<b>Remarks</b>
1	<b>Panel recruitment</b>	Are there controls in place to ensure that the data used for recruitment is as per the data provided by Measurement Science team?	Yes	PMS application workflow ensures data used for recruitment as per the data provided by Measurement Science team
2	<b>Panel installation</b>	Is it ensured that installed meters are appropriately reflected in the data?	Yes	The cockpit application ensures that all installed meters are reflected, and their live status can be determined at any given point of time.
3	<b>Panel training</b>	Are the HH trained adequately so that data generated is useful for research analysis purposes?	Yes	Training is automatically scheduled for a household on PMS application post installation is complete. There are two trainings conducted for every household.



	Process	Information Technology (Follow up of Q2 report)		
	Quarter	Q4 (2019-20)		
Sr no	Area	Controls	Management response	Remarks
1	<b>Asset Management</b>	Is a centralised repository maintained by the company for IT assets?	Yes	An automated tool has been implemented by BARC which provides a centralised repository of assets.
2	<b>Policies &amp; Procedures</b>	Does the company have formal IT policy and procedures?	Yes	Policies and procedures have been defined.
3	<b>Log management</b>	Are all relevant information sources (i.e. logs, alerts, threat, intelligence, remediation/mitigation, vulnerability scans) being maintained by the company?	Yes	Logs have been configured for applications used. VAPT review is being performed once in a year.
4	<b>Data Protection</b>	Are there sufficient controls for data protection in the company?	Yes	BARC has implemented Data Leakage Prevention (DLP) for data protection.
5	<b>Identity and Access</b>	Does the company have Access Management processes and procedures that are standardized across the organization?	Yes	BARC has implemented access management procedures.

	Process	Measurement Science		
	Quarter	Q4 (2019-20) – Follow up of Q3 report		
Sr no.	Area	Controls	Management response	Remarks
1	Capturing of viewership data	Has the viewership data been captured from the selected households on a daily basis?	Yes	
2	Pre - processing of data	Has the viewership data been technically pre - processed prior to Market analytics team analyzing the data?	Yes	

Management has represented the existence and operation of the above controls, and the same has been validated by internal auditors.

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**Please note that Post March 16<sup>th</sup> 2020, due to current COVID crisis, certain processes were modified and adjusted to facilitate the Work From Home (WFH) without impacting the output.**

**Further, these testing were done before the COVID Crisis started.**