

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

	Process	Panel		
	Quarter	Follow up of Q1 report		
Sr no.	Area	Controls	Management Response	Remarks
1	Panel maintenance	Is there a standard SOP in place for Panel maintenance and is the SOP/TAT is adhered to?	Yes	Standard SOP for identifying maintenance needs of panel homes is in place and the SOP/ TAT is adhered to.
2	Panel de-installation	Is there a defined process for de-installation of panel HH, and is there any system to track movement of meters and stock at particular location?	Yes	Approved SOP is in place to execute & monitor every de-installation of panel home. Further, the movement of meters and stock is through Asset & Inventory Management Software (AIMS).
3	Incentive management	Is it ensured that incentives are provided as per the approved grid to the HH meeting the defined criteria?	Yes	There is an approved incentive grid. Depending on the grid, HH is communicated about the incentive. The incentive for the HH is fixed for duration it stays in the panel. Process of maker and checker is implemented to ensure accuracy of payout.

	Process	Technology		
	Quarter	Follow up of Q2 report		
Sr no.	Area	Controls	Management Response	Remarks
1	Incident Management	Does the company have incident response team in place to handle incidents?	Yes	BARC India has established a cross functional incident response team to effectively manage security incidents. Each function head is responsible for overseeing incident management within their respective areas, ensuring clear ownership and accountability.
2	Policy and Standards	Have IT - related policies and procedures been documented?	Yes	BARC maintains a comprehensive set of documented IT policies and procedures, regularly reviewing and updating them to address evolving challenges. The company reviews and enriches these policies to safeguard the interest of the Information Technology.
3	Privacy	Are there adequate procedures to ensure privacy of confidential information?	Yes	Data protection procedures are in place to maintain the privacy and confidentiality of information for

				both internal employees and third-party. Also, BARC enters into Non-Disclosure agreements with all third parties. The company has also implemented Mobile Device Management (MDM) protocols to safeguard the information on Mobile devices for information privacy.
4	Identity and Access	Does the company have Access Management processes and procedures that are standardized across the organization?	Yes	Role- Based Access Control (RBAC) is enabled to restrict system access according to the specific roles of individual users within the organization. This is complemented by Multi-factor Authentication (MFA), adding an extra layer of security to the authentication process.
5	Security Monitoring	Is security of data relating to the company being constantly monitored?	Yes	BARC India has established a Security Operations Center (SOC) to ensure continuous monitoring and analysis of its systems, networks, and data. This proactive setup enables the detection and response to potential security threats and breaches in real time.

	Process	Measurement Science		
	Quarter	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 households as per internal process?	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 audit function of BARC.

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