

Central Force Quality Control Policy

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At **Central Force International Sdn Bhd** (“we,” “us,” or “our”), we are committed to maintaining the highest standards of data quality, integrity, and reliability across all research activities. This Quality Control Policy outlines how we ensure that all data collected, processed, and delivered meets rigorous internal standards and supports accurate decision-making.

Our quality control framework is designed to work in tandem with our data protection obligations under the Malaysian Personal Data Protection Act 2010 and its 2024 amendments, ensuring that both data quality and data privacy are upheld simultaneously .

1. Scope of Quality Control

Quality control is applied across all research methodologies, including but not limited to:

- Quantitative surveys (CATI, CAPI, Online)
- Qualitative research (FGDs, IDIs)
- Hybrid and AI-assisted methodologies

Our protocols cover the full research lifecycle—from questionnaire design to final data delivery.

2. Purpose of Quality Control

We implement quality control processes to:

- Ensure the accuracy and consistency of collected data
- Protect against fraudulent, duplicate, or ineligible respondents
- Maintain representativeness of research samples
- Uphold methodological integrity across teams, locations, and modes
- Safeguard client decision-making through reliable insights

3. Quality Control Measures

3.1 Logic Checks & Data Validation

We apply structured logic checks to identify:

- Inconsistent or contradictory responses
- Survey routing or programming errors
- Low-quality responses (e.g., straight-lining, speeding)

These checks are conducted both in real-time (where possible) and during post-fieldwork data processing.

3.2 Back-Checking Procedures

To ensure authenticity and respondent eligibility:

- A controlled proportion of respondents are re-contacted
- Participation and key responses are verified
- Screening criteria are reconfirmed

3.3 Audio Recording & Review (Where Applicable)

For applicable methodologies:

- Interviews may be audio recorded with respondent consent, in line with PDPA requirements
- Recordings are reviewed to assess:
 - Adherence to questionnaires or discussion guides
 - Interviewer neutrality and professionalism
 - Compliance with research protocols

3.4 Supervisor Monitoring

Supervisory controls are implemented across all operations including but not limited to:

- **Call Centre (CATI):** Real-time monitoring and call evaluations
- **Fieldwork (Face-to-Face):** On-site supervision and spot checks
- **Qualitative Research:** Monitoring of moderator performance

3.5 Quota & Sample Validation

We enforce strict controls to maintain sample integrity:

- Real-time quota tracking
- Verification of respondent demographics and screening criteria
- Monitoring of sample distribution across key segments

3.6 Interviewer Certification & Mock Interviews

All interviewers must undergo pre-deployment validation:

- Mandatory mock interviews prior to project assignment
- Evaluation criteria include:
 - Understanding of questionnaire and protocols
 - Interviewing technique and neutrality
 - Language fluency

- Interviewers are required to conduct mocks in the languages they intend to use, and are only approved for languages in which they demonstrate sufficient proficiency

3.7 Independent Quality Control Team

Central Force maintains a dedicated Quality Control (QC) team independent from operations:

- Ensures objective and unbiased validation processes
- Conducts audits without operational influence
- Upholds internal standards and compliance requirements

4. Alignment with Data Protection Principles

Our quality control processes are designed to operate in compliance with data protection requirements:

- Personal data used for validation purposes is handled in accordance with PDPA principles
- Respondent confidentiality is maintained during QC checks
- Audio recordings and back-checking activities are conducted only with appropriate consent
- Data shared for QC purposes remains restricted and controlled

5. Data Retention & Audit Trail

Quality control activities are documented to ensure traceability:

- Audit logs for data validation and back-checking
- Records of interviewer performance and certification
- Documentation of corrective actions taken

All records are retained only for as long as necessary to support research integrity and compliance requirements, consistent with our data retention policy .

6. Continuous Improvement

We regularly review and enhance our quality control processes by:

- Conducting internal audits and performance reviews
- Incorporating client feedback
- Updating protocols in line with industry standards (e.g., ESOMAR, WAPOR)
- Leveraging technology and automation to improve detection and efficiency

7. Accountability

All Central Force staff, interviewers, and partners involved in research projects are required to adhere to this Quality Control Policy.

Non-compliance may result in corrective action, retraining, or removal from project assignments.

At Central Force, quality control is fundamental to delivering data that clients can trust. By embedding rigorous validation processes alongside strong data protection practices, we ensure that every dataset we produce is both reliable and responsibly collected.

8. Contact

For any queries or questions, please contact Moon, Quality Assurance manager at moon@cforce-int.com