

This Ipsos UK Research Study and your personal data

Research project for the Department Science, Innovation and Technology: Data use and productivity in the UK (24-062010-01).

This Privacy Notice explains who we are, the personal data we collect, how we use it, who we share it with, and what your legal rights are.

About Ipsos UK

- Ipsos MORI UK Limited and Ipsos (market research) Limited are a specialist research agency, commonly known as Ipsos and referred to in this privacy notice as “Ipsos UK”. Ipsos UK is part of the Ipsos worldwide group of companies, and a member of the Market Research Society. As such we abide by the Market Research Society Code of Conduct and associated regulations and guidelines.

What is Ipsos UK’s legal basis for processing your personal data?

- Ipsos UK requires a legal basis to process your personal data. Ipsos UK’s legal basis for processing is your consent to take part in this research study. If you wish to withdraw your consent at any time, please see the section below covering ‘Your Rights’.

What personal data has Ipsos UK received for this study?

- Ipsos UK has your personal data because we have been asked by the Department for Science, Innovation and Technology (the “Client”) to carry out a research study on their behalf. The Client’s privacy notice can be reviewed [here](#) and [here](#).
- We are working with a sample provider, Market Location, who hold records of organisations based on public information and commercially available lists. We have obtained:
 - Your company name
 - Your name and job title
 - Your email address and telephone number, in order to contact you for the study.

How will Ipsos UK use any personal data including survey responses you provide?

- Firstly, responding to this study is entirely voluntary and any answers are given with your consent.
- Ipsos UK will keep your personal data and responses in strict confidence in accordance with this Privacy Notice and you will only be identifiable to the client if you consent (this is asked as a question in the survey itself).
- Ipsos UK can assure you that we will not be sharing your identifiable responses with the client, and you will NOT be identifiable in any published results.
- Ipsos UK and the client will only use your personal data and responses solely for research purposes.

How will Ipsos UK ensure your personal information is secure?

- Ipsos UK takes its information security responsibilities seriously and applies various precautions to ensure your information is protected from loss, theft or misuse. Security precautions include appropriate physical security of offices and controlled and limited access to computer systems.
- Ipsos UK has regular internal and external audits of its information security controls and working practices and is accredited to the International Standard for Information Security, ISO 27001.

How long will Ipsos UK retain your personal data and identifiable responses?

- Ipsos UK will only retain your data in a way that can identify you for as long as is necessary to support the research project and findings.
- Your personal details used to invite you to take part in this market research study, will be securely deleted from our systems once the study and any quality control checks are complete; this is usually carried out within three months of project close August 2025.
- In the case of this project, we will be asking participants if they are happy to be recontacted for future waves of the study, since the research is designed to understand changes in use of data over the course of the next few years. You will only be recontacted for future waves of the study if you consent to be recontacted. Should you consent, we will hold your data securely for up to 6 years throughout the duration of the study.

Your rights

- You have the right to access your personal data within the limited period that Ipsos UK holds it.
- If you want to contact the client about data they hold about you, please see the client's contact details below.
- Providing responses to this study is entirely voluntary and is done with your consent. You have the right to withdraw your consent at any time.
- You also have the right to rectify any incorrect or out-of-date personal data about you which we may hold.
- If you want to exercise your rights, please contact us at the below Ipsos UK address.
- You have the right to lodge a complaint with the UK's Information Commissioner's Office (ICO), if you have concerns on how we have processed your personal data. You can find details about how to contact the Information Commissioner's Office at <https://ico.org.uk/global/contact-us/> or by sending an email to: casework@ico.org.uk.

Where will your personal data be held & processed?

- All of your personal data used and collected for this survey will be stored and processed in the United Kingdom.

How can you contact Ipsos UK and DSIT about this study and/or your personal data?

- **Contact Ipsos UK:**

Email: Jono Roberts, jono.roberts@ipsos.com with "24-062010-01 DSIT Data Use and Productivity" in the email subject line

Post: 24-062010-01 DSIT Data Use and Productivity
Data Protection Officer
Compliance Department
Ipsos UK Limited
3 Thomas More Square
London E1W 1YW
United Kingdom

- **Contact Department for Science, Innovation and Technology**

Email: Berkeley Zych, berkeley.zych@dsit.gov.uk

Post: 24-062010-01 DSIT Data Use and Productivity
DSIT Data Protection Officer, Department for Science, Innovation
and Technology,
22-26 Whitehall,
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