



Department for
Digital, Culture,
Media & Sport

Data use and productivity study Privacy Notice Department for Digital, Culture, Media & Sport

Data use and productivity study

The data use and productivity study is a telephone and online-based study of UK businesses. It is a longitudinal study which will run over several years from 2022 to 2027. It seeks to understand the ways in which businesses use digital data and how this impacts their overall productivity, contributing to productivity gains for the whole economy.

The Department for Digital, Culture, Media & Sport (DCMS) helps to drive growth, enrich lives and promote Britain abroad.

We protect and promote our cultural and artistic heritage and help businesses and communities to grow by investing in innovation and highlighting Britain as a fantastic place to visit. We help to give the UK a unique advantage on the global stage, striving for economic success.

DCMS have put together a webpage which explains the purpose of the study in more detail. This can be accessed here: <https://www.gov.uk/guidance/data-use-and-productivity-study-information-for-participants>

Purpose of this Privacy Notice

The purpose of this Privacy Notice is to explain how and why we process your personal data when you take part in the data use and productivity study.

Who is collecting my data?

Ipsos is collecting personal data on behalf of DCMS from participants of the data use and productivity study. Ipsos UK is a specialist research agency, commonly known as “Ipsos”. Ipsos UK is part of the Ipsos worldwide group of companies, and a member of the Market Research Society.

DCMS and Ipsos are Joint Controllers for the data collected as part of the data use and productivity study.

What personal data do we collect?

Personal data related to organisations which have been contacted to take part in the survey has been collected by Ipsos a sample provider, Sample Solutions, or provided directly from you during the survey interview. Sample Solutions, hold records of organisations based on public information and commercially available lists.

The following personal data is collected by Ipsos and is **not** provided to, or made available to DCMS:

- Personal identifiers such as your name and personal or business contact details if you choose to take part in the survey and consent to provide this information

We are also provided with non-personal data by Ipsos, which includes:

- Information about the business you are responding on behalf of, such as business size, sector and the region the business is based in
- Your anonymised survey responses

The following information is collected by DCMS:

- Information on how you use this website. This includes IP address and analytical cookies

How will we use your data?

Ipsos will use your personal data and answers solely for this statistical research purpose. Your personal data will be removed to produce anonymous, aggregated statistical research findings for DCMS.

Ipsos will provide DCMS with a de-identified data file of responses to carry out analysis and quality assurance of the results. This de-identified file may be made available to other approved Government Departments, partner organisations or researchers for statistical research purposes only. Your personal data (including any contact information) will not be included, as we will not receive this from Ipsos. Ipsos will keep your personal data in confidence, in accordance with their Privacy Notice.

DCMS will publish aggregated results from this survey, and you or your business will not be identifiable in any published results.

What is the legal basis for processing my data?

To process this personal data, the lawful basis for processing this data is:
Article 6(1) Consent - where you have agreed to participate in the survey
As Ipsos are conducting this survey on our behalf, they will request your consent.

What will happen if I do not provide this data?

Participation in the data use and productivity study is voluntary.

Who will your data be shared with?

Your personal data will not be shared with any third parties. Only Ipsos will have access to the personal data you provide and this will not be shared with us. Anonymised (de-identified) responses may be made available to other approved Government Departments, partner organisations or researchers for statistical research purposes only. Your personal data (including any contact information) will not be included in this data file.

How long will my data be held for?

For this project, Ipsos will securely remove your personal data from their systems by no later than July 2027.

Will my data be used for automated decision making or profiling?

We will not normally use your data for any automated decision making.

Will my data be transferred outside the UK and if it is how will it be protected?

All of your personal data used and collected for this survey will be stored by Ipsos in data centres and servers within the United Kingdom and European Economic Area (EEA).

What are your data protection rights?

You have rights over your personal data under the UK GDPR and the Data Protection Act 2018 (DPA 2018). The Information Commissioner's Office (ICO) is the supervisory authority for data protection legislation, and maintains a full [explanation of these rights on their website](#)

DCMS will ensure that we uphold your rights when processing your personal data.

Privacy policies of other websites

The Department for Digital, Culture, Media & Sport's [personal information charter](#) (opens in a new tab) explains how we deal with your information. It also explains how you can ask to view, change or remove your information from our records.

For further information on how Ipsos process your personal data, please view their Privacy Notice here:

<http://www.ipsos.uk/Productivity>

How do I complain?

If you wish to exercise your data protection rights or wish to make a complaint, the contact details for the data controller's Data Protection Officer (DPO) are:

Data Protection Officer
The Department for Digital, Culture, Media & Sport
100 Parliament Street
London
SW1A 2BQ
Email: dpo@dcms.gov.uk

If you're unhappy with the way we have handled your personal data and want to make a complaint, please write to the department's Data Protection Officer or the Data Protection Manager at the relevant agency. You can contact the department's Data Protection Officer using the details above.

How to contact the Information Commissioner's Office

If you believe that your personal data has been misused or mishandled, you may make a complaint to the Information Commissioner, who is an independent regulator. You may also contact them to seek independent advice about data protection, privacy and data sharing.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Website: www.ico.org.uk

Telephone: 0303 123 1113

Email: casework@ico.org.uk

Any complaint to the Information Commissioner is without prejudice to your right to seek redress through the courts.

Changes to our privacy notice

We may make changes to this privacy policy. In that case, the 'last updated' date at the bottom of this page will also change. Any changes to this privacy policy will apply to you and your data immediately.

If these changes affect how your personal data is processed, DCMS will take reasonable steps to let you know.

This notice was last updated on 13/03/2023.