

This Ipsos UK Survey and your personal data

Client: Department for Science, Innovation and Technology (DSIT) via Perspective Economics

Project name: AI Sector Study 2025

Project number: 24-096416-01

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 (market research) Limited is a specialist research agency based in the UK, commonly known 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 personal data has Ipsos UK received for this survey?

- Ipsos UK has your personal data because we have been asked by our research partners, Perspective Economics, to carry out the research survey on their behalf. Perspective Economics and glass.ai have compiled a list of businesses in the UK AI sector from several sources. They have added contact details to this list in order for Ipsos to be able to carry out the survey. These contact details come from:

- business websites and Google Places API data

The data Perspective Economics has shared with Ipsos includes:

- business name
- business telephone number where publicly available (e.g. on business websites)
- business email address where publicly available
- contact names and job titles within the business where publicly available.

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 survey. If you wish to withdraw your consent at any time, please see the section below covering ‘Your Rights’.

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

- Firstly, responding to this research 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. You will only be identifiable to Perspective Economics if you consent to take part in the survey. You will not be identifiable to DSIT or in any published results.
- Ipsos and Perspective Economics will use your personal data and answers solely for research purposes and to produce anonymous, statistical research findings for DSIT.
- Ipsos may use Large Language Models (Artificial Intelligence e.g., Open AI) within a closed Ipsos-dedicated environment to support transcription and analysis.

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. In practice, this means that once we have satisfactorily reported the research findings to the client, we will securely remove your personal, identifying data from our systems.
- For this project we will securely remove your personal data from our systems by May 2025 and from any third-party online hosting platforms by November 2025, unless you consent to us holding your details for longer (for example, to be invited to take part in future research).

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 Perspective Economics about data they hold about you, please see their contact details below.
- Providing responses to this survey is entirely voluntary and is done with your consent. You have the right to withdraw your consent.
- 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 contact details or by reaching out to Ipsos UK's EU Representative.
- 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 and European Economic Area (EEA).

How can I contact Ipsos and DSIT about this project and/or about my personal data?

Contact Ipsos:

Email: compliance@ipsos.com with "24-096416-01 AI Sector Study 2025" in the subject line

Post: 24-096416-01 AI Sector Study 2025

Compliance Department
Ipsos (Market Research) Limited
3 Thomas More Square
London
E1W 1YW
United Kingdom

Contact Perspective Economics:

Email: info@perspectiveeconomics.com with "24-096416-01 AI Sector Study 2025" in the subject line

Post: 24-096416-01 AI Sector Study 2025

Perspective Economics
Clockwise
River House
48-60 High Street
Belfast
BT1 2BE

Contact the Department for Science, Innovation and Technology (DSIT)

Email: dataprotection@dsit.gov.uk with “24-096416-01 AI Sector Study 2025” in the subject line

Post: 24-096416-01 AI Sector Study 2025

FAO DSIT Data Protection Officer

Department for Science, Innovation and Technology

22-26 Whitehall

London

SW1A 2EG

United Kingdom