



**Ipsos MORI**

## DCMS U.K Business Data Survey and your personal data

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 MORI

- Market & Opinion Research International Limited is a specialist research agency, commonly known as "Ipsos MORI". Ipsos MORI 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 MORI received for this survey?

- Ipsos MORI has personal data relating to your business because we have been asked by the Department for Digital, Culture, Media and Sport (DCMS) to carry out survey research on their behalf; the U.K Business Data Survey. The DCMS Privacy Notice can be reviewed at: <https://www.gov.uk/government/organisations/department-for-digital-culture-media-sport/about/personal-information-charter>.
- Personal data related to your organisation has been taken from the Dun & Bradstreet (D&B) business database.

### What is Ipsos MORI's legal basis for processing personal data?

- Ipsos MORI requires a legal basis to process your personal data. Ipsos MORI'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 MORI use any personal data, including survey answers provided by participants?

- Responding to this survey is voluntary and any answers are given with your consent.
- Ipsos MORI will use your personal data and answers solely for this statistical research purpose. This includes producing anonymous, aggregated statistical research findings for DCMS. Ipsos MORI will provide DCMS with a de-identified data file of responses for them to carry out their own 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 in this data file.



## Ipsos MORI

- Ipsos MORI will therefore keep your personal data in confidence, in accordance with this Privacy Notice. Ipsos MORI can further assure you that you will not be identifiable in any published results.

### **How will Ipsos MORI ensure personal information is secure?**

- Ipsos MORI takes its information security responsibilities seriously. We apply 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 MORI is accredited to the International Standard for Information Security, ISO 27001. In line with this, we have regular internal and external audits of our information security controls and working practices.

### **How long will Ipsos MORI retain personal data and identifiable answers?**

- Ipsos MORI will only retain any personal data and identifiable answers for as long as is necessary to support this research. In practice, this means that once we have reported the final anonymous research findings to DCMS, we will securely remove any personal data from our systems.
- For this project, we will securely remove your personal data from our systems by no later than July 2022.

### **Your rights**

This section sets out your rights to the personal data that Ipsos MORI holds about you, and the contact information you need to exercise your rights.

- You have the right to access your personal data within the limited period that Ipsos MORI holds it.
- Providing responses to this survey is entirely voluntary and is done so 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 Ipsos MORI address below.
- You have the right to lodge a complaint with the 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](mailto:casework@ico.org.uk).
- If instead you want to contact DCMS, who commission the research and are nominally the joint-controller of the data, to exercise your rights about any data they may hold about you (e.g. from the IDBR), please contact them using the details provided below.



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## **Where will personal data be held and processed?**

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

## **Contacting Ipsos MORI and DCMS about this survey and/or your personal data**

### **Contact Ipsos MORI:**

**Email:**

[ukbusinessdatasurvey@ipsos-mori.com](mailto:ukbusinessdatasurvey@ipsos-mori.com)

**Post:**

21-057521-01 Ipsos MORI U.K Business Data Survey  
Compliance Department  
Market and Opinion Research International Limited  
3 Thomas More Square  
London  
E1W 1YW  
United Kingdom

### **Contact DCMS:**

**Email:** [dcmsdataprotection@culture.gov.uk](mailto:dcmsdataprotection@culture.gov.uk) with "21-057521-01 Ipsos MORI U.K Business Data Survey" in the subject line

**Post:**

21-057521-01 Ipsos MORI U.K Business Data Survey  
FAO DCMS Data Protection Officer  
The Department for Digital, Culture, Media and Sport  
100 Parliament Street  
London  
SW1A 2BQ  
United Kingdom