

This Ipsos MORI and Royal Foundation Market Research Project and your personal data

Early Years Research (19-056556-01)

This Privacy Notice explains who we are, the data we collect, how we use it, who we share it with, and what your legal rights are. As part of The Royal Foundation's work on the Early Years, Ipsos MORI has been commissioned to undertake a piece of research.

About Ipsos MORI

- Market and 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.

About the Royal Foundation

- The Royal Foundation is the charitable foundation of The Duke and Duchess of Cambridge, which aims to unite people to tackle some of today's biggest challenges. The Royal Foundation's privacy policy can be reviewed here: <https://www.royalfoundation.com/privacy-policy/>

What personal data is being collected?

- The survey features five key questions about early years. These questions do not require you to share any personal information about yourself.
- There is an optional open-box at the end of the survey, where you may write any further comments. It is up to you what information you share here, if any.
- The online survey automatically captures information about your operating system, display settings and browser type to ensure that the survey questionnaire is delivered in a form suited to the software your computer is using.
- Depending on your settings, the online survey may also capture your IP address.

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

- Ipsos MORI requires a legal basis to process personal data regarding this project. Ipsos MORI's legal basis for processing is your consent to take part in this research project.

How will Ipsos MORI use any personal data collected during the research?

- Firstly, participating in this research is entirely voluntary and only undertaken with your consent.
- Ipsos MORI and its approved suppliers will keep the very limited personal data that we may collect about you (i.e. IP address and any personal data that you may

disclose in the comments box of the survey) and responses securely and in accordance with this Privacy Notice.

- Ipsos MORI will use your responses solely for research purposes and to produce anonymous research findings and insights. This means you will not be identifiable in any of the reporting.
- If you provide any identifying information as part of the open question, this will be kept confidential, the personal data will not be attached to your responses and will not be published.
- The sole purpose of collecting your IP address is to determine whether the survey response is from the UK (and if in England, which region the response came from) and will not be used for any other purpose.

Who will we share your data with?

- The survey is hosted by one of Ipsos MORI's approved supplier organisations, Questback Research. Only Questback Research and Ipsos MORI will have access to your personal data (i.e. IP address and any personal data disclosed by you in the comments box in the survey).
- Your survey responses and a flag for which country/region you are in (based on your IP address) will be sent to The Royal Foundation and their research partner.
- The open responses will be analysed and shared as a research report with The Royal Foundation and their research partner. This report will not contain any personal data.

How will Ipsos MORI ensure my personal information is secure?

- Ipsos MORI 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 MORI 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 MORI retain my personal data and identifiable responses?

- Ipsos MORI 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 anonymous research findings, we will securely remove your personal, identifying data from our systems.
- For this project, we will securely remove the limited personal data we may hold from our systems by 31 July 2020.

Your rights

- Providing responses to this survey is entirely voluntary and is done so with your consent.
- The 5 Big Questions survey does not require you to share any personal information about yourself. This means your responses are not linked to your identity. As we cannot identify how a specific individual has answered, we cannot share your responses with you, and we cannot amend or remove your responses once you have taken part.
- If you have any complaints, we will appreciate it if you give us an opportunity to resolve any issue first, by contacting us as set out below. You are, however, always entitled to contact our regulatory body, the Information Commissioner’s Office (ICO), if there are concerns on how we have processed 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 my data be held & processed?

All of your data used and collected for this survey will be stored by Ipsos MORI in data centres and servers within the United Kingdom and EEA.

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

- **Contact Ipsos MORI:**

Email: compliance@ipsos.com with “Early Years Research – 19-056556-01” in the email subject line

Post: 19-056556-01 Early Years Research
Data Protection Officer
Compliance Department
Market & Opinion Research International Limited
3 Thomas More Square
London E1W 1YW
United Kingdom