



DSIT Cyber Security Longitudinal Research 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

- Ipsos (market research) Limited is a specialist research agency, 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 received for this survey?

- Ipsos has personal data relating to your business because we have been asked by the Department for Science, Innovation and Technology (DSIT) to carry out survey research on their behalf; the DSIT Cyber Security Longitudinal Research. The DSIT Privacy Notice can be reviewed at: <https://www.gov.uk/government/organisations/department-for-science-innovation-and-technology/about/personal-information-charter>
- <https://www.gov.uk/government/organisations/department-for-digital-culture-media-sport/about/personal-information-charter>.

Ipsos has taken a random sample of UK businesses (England, Wales, Scotland and Northern Ireland) from the Market Location business database to invite to take part in the survey and follow-up qualitative interviews. Information on how Market Location collects this data can be found on their [website](#). **This research was previously commissioned by the Department for Digital, Culture, Media and Sport (DCMS).** In February 2023, the parts of UK government responsible for cyber security policy moved to the new Department for Science, Innovation and Technology.

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

- Ipsos requires a legal basis to process your personal data. Ipsos'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 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 will use your personal data and answers solely for this statistical research purpose. This includes producing anonymous, aggregated statistical research findings for DSIT. Ipsos will provide DSIT 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 will therefore keep your personal data in confidence, in accordance with this Privacy Notice. Ipsos can further assure you that you will not be identifiable in any published results.

How will Ipsos ensure personal information is secure?

- Ipsos 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 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 retain personal data and identifiable answers?

- Ipsos 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 DSIT, 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 November 2026 due to the longitudinal nature of the research.

Your rights

This section sets out your rights to the personal data that Ipsos 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 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 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.
- If instead you want to contact DSIT, 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, please contact them using the details provided below.

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

- 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).

Contacting Ipsos and DSIT about this survey and/or your personal data**Contact Ipsos:****Email:**

uk-dsitsurvey@ipsosresearch.com with "25-014030-01 Ipsos DSIT Cyber Security Longitudinal Research" in the subject line. This address is regularly monitored.

Post:

25-014030-01 Ipsos DSIT Cyber Security Longitudinal Research
Compliance Department
Ipsos
3 Thomas More Square
London
E1W 1YW
United Kingdom

Contact DSIT:

Email: dataprotection@dsit.gov.uk with "25-014030-01 Ipsos DSIT Cyber Security Longitudinal Research" in the subject line

Post:

25-014030-01 Ipsos DSIT Cyber Security Longitudinal Research
DSIT Data Protection Officer
Department for Science, Innovation & Technology
22-26 Whitehall
London
SW1A 2EG