

Qualitative follow-up research on the 2025 Cyber Security Longitudinal 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 UK

Ipsos (market research) Limited is a specialist research agency, commonly known as Ipsos and referred to in this privacy notice 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.

About this research

Ipsos UK has been asked by the Department for Science, Innovation and Technology (DSIT), to conduct important qualitative follow-up research amongst medium and large businesses and charities that completed the Cyber Security Longitudinal Survey (CSLS) in 2025. This research involves talking to the individuals who completed the CSLS in 2025 or the nominated individual to speak to if the individual who completed the CSLS in 2025 is unavailable.

We are collecting data for this study in the following ways:

- a telephone and online survey of medium and large businesses and charities
- follow-up qualitative interviews with those taking part in the survey

This Ipsos UK privacy notice applies to all these aspects of the research.

Participation in this research is voluntary – you are free to decide not to take part if you do not want to. You can withdraw your consent at any time. Your decision will not affect your relationship with DSIT or the government in any way.

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What personal data has Ipsos UK received for this research?

Ipsos UK has personal data relating to your organisation because we have been asked by DSIT to carry out research on their behalf.

- Ipsos has personal data relating to your organisation because we have been asked by the Department for Science, Innovation and Technology (DSIT) to carry out survey research including follow-up qualitative 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>
- 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](#).

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

Ipsos UK requires a legal basis to process your personal data. For this research:

- Ipsos UK 's legal basis for collecting charity contact details from the charity regulator websites is the legitimate interests of DSIT.
- Ipsos UK 's legal basis for processing personal data from each type of organisation or individual beyond this stage is their consent to take part in this research study. If you wish to withdraw your consent at any time, please see the section below covering 'Your Rights'.

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

Participating in this research is voluntary and any answers are given with your consent.

Ipsos UK will keep your personal data and responses private in strict confidence in accordance with this Privacy Policy. You will not be identifiable in any published results.

We will only share recorded material(s) from any qualitative interviews with the Project Team; the Project Team is the Ipsos UK project team, and supplier organisations working on this project such as

Ipsos UK will use your personal data and answers solely for research purposes, to produce anonymous research findings for DSIT. This will include the following being delivered to DSIT:

- Anonymised extracts of qualitative interviews with DSIT. This includes anonymised verbatim quotes. Any details that could identify you or someone in your organisation will be removed.

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Who will we share your data with?

Ipsos UK will be using certain supplier organisations to assist us with running the qualitative research and we will need to disclose your personal data to these supplier organisations for that purpose. These supplier organisations include:

- Paton Williamson Consultancy – this is to set up follow-up interviews with the individuals and organisations that have given their consent for this within the 2025 CSLS.

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How will Ipsos UK ensure my 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.

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How long will Ipsos UK retain my personal data and identifiable responses?

- Ipsos UK 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 within three months of project closure.
- If you agree to be recontacted, your contact details will be stored by Ipsos UK in data centres and servers within the United Kingdom, for the timeframe agreed when you gave permission.

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Your rights

This section sets out your rights to the personal data that Ipsos UK 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 UK holds it.
- Providing responses to this survey is entirely voluntary and is done with your consent. You have the right to withdraw your consent at any time whilst we hold your personal data at an identifiable level.
- You also have the right to request from us the deletion or erasure of the personal information we hold about you.
- 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 address.
- If you have any complaints, we will appreciate if you give us an opportunity to resolve any issue first, by contacting us as set out below. 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/make-a-complaint/>
- If instead you want to contact DSIT, who commission the research, to exercise your rights about any data they may hold about you, please contact them using the details provided below.

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Where will my personal data be held and processed?

All of your personal data used and collected for this research will be stored by Ipsos UK in data centres and servers within the United Kingdom.

If you participate via MS Teams, to be able to invite you to take part in the Microsoft Teams camera call and screen presenting, your email address will be processed on Microsoft servers located in the European Economic Area (EEA). Your interview responses will not be processed or stored on Microsoft servers.

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

If you have any questions or require further information our privacy policy, our compliance with data protection laws or information we hold about you, please contact our Compliance Department. They can be contacted by email sent to compliance@ipsos.com with as the subject line **25-014030-01 Cyber Security Longitudinal Survey (CSLS) 2025**.

Or by letter sent to:

Ref: 25-014030-01 Cyber Security Longitudinal Survey (CSLS) 2025 – Compliance Department
Market and Opinion Research International Limited
3 Thomas More Square
London
E1W 1YW
United Kingdom

You can email DSIT at dataprotection@dsit.gov.uk with 25-014030-01 Cyber Security Longitudinal Survey (CSLS) 2025 as the subject line.

Or reach DSIT by letter sent to:

Ref: 25-014030-01 Cyber Security Longitudinal Survey (CSLS) 2025
DSIT Data Protection Officer
Department for Science, Innovation and Technology
22-26 Whitehall

London
SW1A 2EG
United Kingdom

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Changes to this privacy policy

We keep our privacy policy under regular review. This policy was created on 10 June 2025.

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Useful links

- Ipsos UK: www.ipsos.com
- Information Commissioners Office: www.ico.org.uk
- Market Research Society: www.mrs.org.uk

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