

This Ipsos MORI Survey and your personal data

- PAMCo Study – How we use your information.

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.

For further details of this study, please contact the study team by email sent to PAMCohelp@ipsos-mori.com

This privacy policy only applies to this PAMCo study.

About Ipsos MORI

Ipsos MORI UK 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.

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

Ipsos MORI is required by law to identify the legal basis on which we process your personal data. Ipsos MORI’s legal basis for processing is your consent to take part in this PAMCo online research survey. If you wish to withdraw your consent at any time, please see the section below covering ‘Your Rights’.

Ipsos MORI will also collect some information about other members of your household. The legal basis used to process this personal data will be the legitimate interests of Ipsos MORI in order to carry out research on behalf of the survey sponsor PAMCo. The legitimate interest is the wish to produce national statistics on social grade which will inform the UK research industry. Members of your household have the right to object to processing of their personal data, please see the section below covering ‘Your Rights’.

What information will Ipsos MORI collect about you?

If you do take part in this study, we will collect the information you provide when you complete the online survey. If you contact us for any reason regarding this PAMCo research, we will also use any additional contact information you may provide to respond to your request. [Top](#)

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

Firstly, responding to this survey is entirely voluntary and any answers are given with your consent.

Ipsos MORI will keep your responses in strict confidence in accordance with this Privacy Policy. Ipsos MORI can assure you that you will NOT be identifiable in any published results.

Ipsos MORI will use your personal data and responses solely for research purposes and to produce anonymous, statistical research findings and insights.

All the information you provide will be stored separately from your name and any contact details you may provide when you complete the research survey. Your participation in this research, together with your individual responses to the questions will be kept strictly confidential by us, and we can assure you that you will NOT be identifiable in any research results passed to our clients or published.

Only anonymous, statistical results of the research will be published or made available to companies that use the research findings.

If you contact us for any reason regarding this research, your contact details will be used solely for the purpose of responding to your request.

We can assure you that any information you provide during this research will NOT be used for marketing, nor will we sell or pass on your information to any third party.

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Who we share your data with

Ipsos MORI will be using internal supplier organisations to assist us in running the PAMCo research survey and we will need to disclose your personal data to these supplier organisations for that purpose. This includes Ipsos Interactive Services who are hosting the survey. All Ipsos internal supplier organisations adhere to this privacy policy.

Access to your information will be limited to only those Ipsos MORI staff involved in this research project, or who need access in order to directly support the systems used for this research, such as research data analysis systems.

This may include staff in:

- Other Ipsos Group companies involved in this research.
- Our sub-contractors who may carry out some of the processing on Ipsos MORI's behalf, and under Ipsos MORI's control; including the service providers who host or provide technical support for our systems.

In the event that Ipsos MORI transfers the Personal Data outside of the European Economic Area, then such transfer shall only occur on the basis of a contract containing the EU Model Clauses.

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Will this survey collect information from children?

This research study is only open to participants aged 15 or over. We will always seek consent from a parent, legal guardian or other person legally responsible for the child before inviting anyone less than 16 years of age to take part in this research.

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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 PAMCo 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 survey, we will anonymise your data within 6 months from the date when you complete the online survey.

The anonymous research data will be kept permanently.

By anonymous research data we mean that the data collected from the survey cannot be linked to you and to your personal information.

If you take part by video interview: We will collect your email address for the purpose of inviting you to take part in a Microsoft Teams call and for the Interviewer to share their screen. Your email address will be deleted within 48 hours of taking part in the survey. After deletion your email address will be permanently removed from Microsoft servers within 31 days (please note this is separate to any personal data that might be collected within the survey itself – see bullet point below)

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Cookies

If you take part by a self administered online interview: We use cookies to store information on your computer and to collect certain information. A cookie is a small text file that is saved to your device using your browser, which allows sites to recognise you and store preferences and other information if you return to the site using the same device and browser.

There are two types of cookies:

- Persistent cookies remain on a user's device for a set period specified in the cookie. They are activated each time that the user visits the website that created the particular cookie.
- Session cookies are temporary. They allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Once you close the browser, all session cookies are deleted

These files are used as sparingly as possible and are used for quality control, validation and, more importantly, to help prevent us sending you reminders for an on-line survey you have already completed.

We also automatically capture information about your operating system, display settings and browser type in order to ensure that the survey questionnaire is delivered in a form suited to the software your computer is using. We do not capture any other information from your computer.

The cookies are not used for any purpose other than those described here.

It is possible for you to delete 'cookies' or to prevent their use by adjusting the browser settings on your computer. If you do this, please be aware that you may lose some of the functionality of this website.

By taking part in this online survey, you agree to our use of cookies and similar technologies and the collection of information from the device you use to complete the survey.

More information about cookies and how you can manage them on your device can be found by visiting the Information Commissioner's webpage on cookies:
<https://ico.org.uk/for-the-public/online/cookies/>

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How will Ipsos MORI ensure my personal information is secure?

We take our responsibilities to keep your personal information secure very seriously. As such we take every reasonable precaution to ensure your information is protected from loss, theft or misuse. These precautions include appropriate physical security of our offices, controlled access to computer systems, and use of secure, encrypted internet connections when collecting personal information.

As part of our commitment to the security of your information we carry out regular internal and external audits of our information security and are certified to the International Standard for Information Security, ISO 27001.

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Who to contact if you have any questions about this study or this privacy policy?

If you have any questions about this research or how your information will be used, please contact the study team. They can be contacted by email sent to PAMCohelp@ipsos-mori.com or by letter sent to: PAMCo Research Team, Ipsos MORI, King's House, Kymberley Road, Harrow, HA1 1PT.

If you have any questions or require further information about this privacy policy, Ipsos MORI's compliance with data protection laws or information we may hold about you, please contact our Compliance Department. They can be contacted by email sent to compliance@ipsos.com with "PAMCo Study" as the subject line.

Or by letter sent to: Ref: "PAMCo Study", Compliance Department, Ipsos MORI, 3 Thomas More Square, London, E1W 1YW.

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Where will my personal data be held & processed?

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

If you take part by video interview: In addition to the above, in order to be able to invite you to take part in the Microsoft Teams call and screen presenting, your email address will be processed on Microsoft servers located in the EEA. Your survey responses will NOT be processed or stored on Microsoft servers.

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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 to our processing of your personal data at any time. Household members have the right to object to the processing of their personal data at any time. If you, or a household member, want to exercise your rights, please contact us at the Ipsos MORI address below.

You also have the right to rectify any incorrect or out-of-date personal data about you which we may hold.

If you have any complaints, we would appreciate if you would give us an opportunity to resolve any issue first, by contacting us as set out above. You are, however, always entitled to contact our regulatory body, the UK Information Commissioner (ICO) at: <https://ico.org.uk/global/contact-us/> or by sending an email to: casework@ico.org.uk.

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

Ipsos MORI can provide a copy of your responses to this research, together with the personal information used to contact you for this research on request at any time before the results are anonymised. For further details, please contact our Compliance Department. They can be contacted by email sent to compliance@ipsos.com with "PAMCo Study" as the subject line.

Or by letter sent to: Ref: "PAMCo Study", Compliance Department, Ipsos MORI, 3 Thomas More Square, London, E1W 1YW.

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Changes to this privacy policy:

We keep our privacy policies under regular review and this policy was last updated on 02nd September 2020.

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Useful Links:

[Ipsos MORI](#)

[Market Research Society](#)

[Information Commissioner's Office](#)

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