



The Cyber Security Breaches Survey 2023 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”. Ipsos 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 Digital, Culture, Media and Sport (DCMS) to carry out survey research on their behalf; the Cyber Security Breaches 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>.
- For all businesses in England and Wales, and some in Scotland,
- Ipsos purchased sample from Market Location Records, from a frame from a commercial supplier, DataScope. This was securely shared and will be destroyed on 31/05/2023.
- The personal data that DCMS has shared with Ipsos for this survey is:
 - organisation registered and trading names
 - organisation address and postcode
 - organisation telephone number
 - contact name within the business where available.
- Based on this information, Ipsos has also obtained personal data (name and contact details of individuals in charge of cyber security) for the purpose of the survey.

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

DCMS’s legal basis for processing on the Cyber Security Breaches Survey is that it is necessary for the performance of a task in the public interest, as the information gathered helps DCMS to monitor the policies it oversees.

When Ipsos conducts surveys, their invitations/platforms and questionnaires clearly identify them and explain the purpose(s) of their contact and if applicable, the purpose for collecting your personal data. You may decline to answer any questions or withdraw from participation in a survey at any time.



When Ipsos have contacted you on behalf of DCMS by telephone, email or by post, they have done so for the following purposes:

Case	Purpose	Data collected/processed	Legal Basis
Inviting you to participate in surveys	To provide the opportunity for a representative sample of businesses to participate in surveys	Telephone number, email address, postal address	Legitimate interest. Ipsos UK has a legitimate interest to contact a representative sample of businesses to invite them to participate in surveys.
Surveys	To understand your organisation's approach and attitudes towards cyber security, your organisations' experience of breaches and any cybercrime committed against your business	Name, unique identifier, company name, telephone number, email address, voice, business sector, business size, region	Voluntary participation in a survey whereby Ipsos UK ask for your consent to use your personal data.

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 DCMS. Ipsos 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 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 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 24 May 2023 unless you agree to be recontacted in the next 24 months.

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 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 or Sample Solutions), 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 DCMS about this survey and/or your personal data

Contact Ipsos:

Email:

compliance@ipsos.com with " 22-034904-01 Cyber-Security Breaches Survey 2023" in the subject line



Post:

22-034904-01 Cyber-Security Breaches Survey 2023
Compliance Department
Ipsos (market research) Limited
3 Thomas More Square
London
E1W 1YW
United Kingdom

Contact DCMS:

Email: dpo@dcms.gov.uk with " 22-034904-01 Cyber-Security Breaches Survey 2023" in the subject line

Post:

22-034904-01 Cyber-Security Breaches Survey 2023
FAO DCMS Data Protection Officer
The Department for Digital, Culture, Media and Sport
100 Parliament Street
London
SW1A 2BQ
United Kingdom