



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

If you are registered on one of the following websites as a **charity** or **education institution**, we have collected your personal data from one of these websites in order to invite your organisation to take part in the Cyber Security Breaches Survey. This is a research survey commissioned by the Department for Digital, Culture, Media and Sport (DCMS).

- [The Charity Commission for England and Wales web pages on GOV.UK](#)
- [The Office of the Scottish Charity Regulator website](#)
- [The Charity Commission for Northern Ireland website](#)
- [The Get Information About Schools database on GOV.UK](#).
- Educational institution databases from Scotland ([schools](#) and [colleges](#)), Northern Ireland ([schools](#) and [colleges](#)) and Wales ([schools](#) and [colleges](#)).

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.

Case	Purpose	Data collected/processed	Legal Basis
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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, organisation name, telephone number, email address, voice, income (if charity)	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 statistical research purposes. 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 or outputs.

## 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 31 May 2023.

## 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 have the right to object to our processing of your personal data which we collected from the aforementioned website.
- 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. DCMS's contact information is also provided below, as the commissioner of the research and in their capacity as joint-controller of the data as a whole.
- 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](mailto:casework@ico.org.uk).

## 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](mailto: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](mailto: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