

**This Ipsos Survey and your personal data**  
**Active Lives Children and Young People Survey carried out for**  
**Sport England**  
**Privacy notice for secondary school pupils**

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 in relation to this survey.

The Active Lives Children and Young People Survey is an online survey of school pupils from years 1-11. About 6,000 schools are invited to take part each year. The survey includes questions about taking part in sport and physical activity, attitudes to activity, wellbeing, resilience, social trust, volunteering, and some questions about you such as ethnicity, gender, disability and your home. Pupils take part on school or their own computers or tablets.

**About Sport England and Ipsos**

- Sport England is a public body that encourages as many people as possible to be physically active.
- 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. Ipsos abides by the Market Research Society Code of Conduct.
- Sport England has asked Ipsos to carry out the Active Lives Children and Young People Survey on its behalf.
- Active Partnerships are involved in asking schools to take part. Active Partnerships are locally based organisations who work collaboratively with local partners to promote an active nation. For more information please see: <https://www.activepartnerships.org/>

**What is the lawful basis for processing your personal data?**

- Sport England has to publish Official Statistics about the way people take part in sport and physical activity. Sport England will use the data from this survey to publish Official Statistics about children and young people’s attitudes and behaviours about sport and activity. This will help them to know how to spend money to help children and young people become more active.
- Ipsos need to collect and use personal data in order to carry out the Active Lives Children and Young People Survey on Sport England’s behalf.  
**Collecting this personal data is necessary for the performance of a task carried out in the public interest by Sport England.** The lawful basis is Article 6f (Public task).
- Ipsos ask questions on ethnicity and disability. These are called special category data and need special care in processing them. The **lawful basis for processing special category data** is Article 9j (Archiving, research and statistics). You can choose not to answer these questions.
- The research is being carried out in compliance with the Data Protection Act 2018.

### **Who does Ipsos share your data with?**

- Data will be shared with Sport England. Data which could identify you, such as written responses about identity or disability, and the name or number of your school will be removed from the data before sharing with Sport England.
- Sport England will be told which schools have taken part in the survey, but this will be separate from the information about pupils.
- **Sport England will not be given any data which may identify you.**
- At any time during this process, including after you have taken part in the survey, you or your parent may decide that you no longer want Ipsos to process your data. Please see the section below covering '**Your Rights**'.
- Ipsos will not process the data of anyone who does not complete an online questionnaire.
- Schools and teachers will know who, within their school, has been invited to take part in the survey. Schools and teachers do not see individual level answers or responses, unless you share these with the school or teacher while completing the survey.
- Personal identifying data requested as part of the Active Lives Children and Young People Survey may include:
  - Written responses about gender, disability, sport, volunteering and travel to school.

The data listed above will only be able to identify you in limited circumstances. These circumstances are set out in this Privacy Notice. For most pupils Ipsos and Sport England will not be able to find an individual's personal data in the survey data. This means they will not be able to know who you are from your answers.

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

- Responding to this survey is entirely voluntary.
- Ipsos will keep all personal data and responses in strict confidence in accordance with this Privacy Policy. Ipsos can assure you that you will NOT be identifiable in any published results.
- Ipsos will share the research findings with Sport England in a way which does not identify pupils.
- School level reports will be provided to each school where enough pupils at that school respond.

### **How will Ipsos ensure my personal information is secure?**

- Ipsos looks after your information carefully to protect it from loss, theft or misuse. Security precautions include physical security of offices and controlled access to computer systems.
- Ipsos 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.

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

- Ipsos will only hold the data collected as part of the Active Lives Children and Young People Survey in a way that can identify **you for as long as is necessary to support the research project and findings**. Ipsos will securely remove all personal data from its systems by 30 May 2025.

### **Your rights**

- **You have the right to access any personal data held by Ipsos or Sport England**, at any time when the data is held in a way which could identify you. You will not be able to access your personal data once Ipsos has removed it.
- When the data are held in a way which could identify you, you can also ask us to stop processing your data and can ask us to correct the information we hold about you.
- You have the right to make a complaint to the Information Commissioner's Office (the 'ICO') if you have concerns about how Ipsos have processed your personal data. You can find details about how to contact the ICO at <https://ico.org.uk/global/contact-us/> or by sending an email to: [casework@ico.org.uk](mailto:casework@ico.org.uk).
- Your parent or guardian can also do this for you.
- You can contact Ipsos at the contact details below.

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

- All personal data will be stored by Ipsos in Ipsos data centres and servers within the United Kingdom and EEA.

### **Does this survey use Cookies?**

- Yes, the Active Lives Children and Young People Survey collects some information through the use of 'cookies'. These are small files stored on your computer or device. These files are used as sparingly as possible and only for quality control and validation. It is possible for you to delete 'cookies' or to prevent their use by adjusting the browser settings on your computer. If you do so you will still be able to take part in the survey if you wish to.

### **Does Ipsos collect any information about the device I complete the survey on?**

- Ipsos will also automatically capture information about your operating system, device type, 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. Ipsos also captures device IP address. This is a unique number assigned to a user's device. We collect IP address for the purpose of identifying unique survey entries. We do not use IP addresses for tracking nor do we set tracking cookies based on IP addresses. IP address is not shared with Sport England. Ipsos do not capture any other information from your computer.
- Pupils may complete the survey on school computers or tablets and so information about the IP addresses of school devices is being captured.

## **How can I contact Ipsos about the Active Lives Children and Young People Survey and/or my personal data?**

**Email:** [activeliveschild.help@ipsos.com](mailto:activeliveschild.help@ipsos.com) with “Active Lives Children and Young People Survey 23-043792-01” in the email subject line

**Post:** 23-043792-01 - Active Lives Children and Young People Survey  
Data Protection Officer  
Compliance Department  
Market and Opinion Research International Limited  
3 Thomas More Square  
London E1W 1YW  
United Kingdom

You are also welcome to contact Sport England’s Data Protection Officer if you have general questions about the data that is being collected.

**Email:** [foi@sportengland.org](mailto:foi@sportengland.org) with “Active Lives Children and Young People Survey” in the email subject line

**Post:** Data Protection Officer  
Sport England  
SportPark  
3 Oakwood Drive  
Loughborough  
Leicestershire  
LE11 3QF