# Active Lives Children and Young People Survey and your personal data (school data)

This Privacy Notice explains who we (Ipsos) are, the personal data we hold for issuing school-level reports, how we use it, who we share it with, and what your legal rights are. For details on how we treat Active Lives Children and Young People Survey data, a separate privacy policy is available ([www.sportengland.org/ALCYPprivacypolicy](http://www.sportengland.org/ALCYPprivacypolicy)).

## 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 from Sport England for this survey?

Ipsos has received personal data because we have been asked by Sport England to send school-level reports to schools that have participated in the Active Lives Children and Young People Survey on their behalf.

Sport England has shared up to two email addresses for your school, provided to them by your Active Partnership (AP), so that we can email the school-level report to your school. Ipsos has been provided with no other personal data.

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

* Ipsos requires a legal basis to process your personal data. Ipsos’ legal basis for processing is that the processing 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).

## How will Ipsos use the personal data they hold?

* Ipsos will use your email address only for the purpose of emailing your school-level report to your school and dealing with any associated queries. It will not be used for any other purpose.

## Who will Ipsos share the data with?

* Ipsos will not share the data with anyone outside the research team at Ipsos that is directly involved with issuing the school-level reports to your school.

## How will Ipsos ensure my personal data is secure?

* Ipsos 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.
* All of your personal data will be stored by Ipsos in data centres and servers within the United Kingdom and EEA.
* 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?

* Ipsos will only retain your personal data for as long as is necessary to issue the school-level reports. In practice, this means that we will retain the data until the publication of the national level Active Lives Children and Young People Survey report for the 2025-26 academic year. This will ensure that, should amendments to the data require the school-level reports to be reissued, we will be able to re-send your school’s report.
* Once Sport England have published the national-level Active Lives Children and Young People Survey report for the 2025-26 academic year, we will securely remove your personal data from our systems.
* For this project, we will securely remove your personal data by 29th May 2027

## Your rights

* You have the right to access your personal data within the limited period that Ipsos holds it.
* If you want to contact Sport England about data they hold about you, please see the contact details below.
* You 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 Ipsos at the below address.
* You have the right to lodge a complaint with the Information Commissioner’s Office (ICO), if you have concerns about 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).

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

**Email:** activeliveschild.help@ipsos.com with “24-078176-01 Active Lives Children and Young People Survey” in the email subject line

**Post:** 24-078176-01 Active Lives Children and Young People Survey

Data Protection Officer

Compliance Department

Ipsos (Market research) and Ipsos MORI UK Limited

3 Thomas More Square

London E1W 1YW

United Kingdom

## How can I contact Sport England about this survey and/or my personal data?

**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

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