



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

This Privacy Notice explains who we (Ipsos MORI) 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 (please contact us using the details included later in this document).

#### **About Ipsos MORI**

Market and Opinion Research International 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.

#### **What personal data has Ipsos MORI received from Sport England for this survey?**

Ipsos MORI 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 MORI has been provided with no other personal data.

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

- Ipsos MORI requires a legal basis to process your personal data. Ipsos MORI's legal basis for processing is that the processing is necessary for the performance of a task carried out in the public interest.

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

- Ipsos MORI will use your email address only for the purpose of emailing your school-level report to your school. It will not be used for any other purpose.

#### **Who will Ipsos MORI share the data with?**

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

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

- Ipsos MORI 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 MORI in data centres and servers within the United Kingdom and EEA.



- Ipsos MORI 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 MORI retain my personal data?

- Ipsos MORI 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 2019-20 academic year is published. 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 2019-20 academic year, we will securely remove your personal data from our systems.
- For this project, we will securely remove your personal data by 31<sup>st</sup> January 2021.

#### Your rights

- You have the right to access your personal data within the limited period that Ipsos MORI 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 MORI 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 MORI about this survey and/or my personal data?

**Email:** [compliance@ipsos.com](mailto:compliance@ipsos.com) with "18-044410-01 Active Lives Children and Young People Survey" in the email subject line

**Post:** 18-044410-01 Active Lives Children and Young People Survey  
Catherine Bolton  
Compliance Department  
Market and Opinion Research International Limited  
3 Thomas More Square  
London E1W 1YW  
United Kingdom



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

You can contact Sport England's Data Protection Officer by emailing [DPO@sportengland.org](mailto:DPO@sportengland.org)