



This Ipsos Survey & 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 MORI UK Limited is a specialist research agency, commonly known as “Ipsos UK”. Ipsos UK 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 UK’s legal basis for processing your personal data?

Ipsos UK requires a legal basis to process your personal data. Ipsos UK’s legal basis for processing is your consent to take part in the MobiTest Travel Survey. If you wish to withdraw your consent at any time, please see the section overleaf covering ‘Your Rights’.

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

Firstly, responding to this survey is entirely voluntary and any answers are given with your consent. Ipsos UK will keep your personal data and responses in strict confidence in accordance with this Privacy Notice. Ipsos UK can assure you that you will NOT be identifiable in any published results. Ipsos UK will use your personal data and responses solely for research purposes.

Who we share your data with

Ipsos UK will be using the supplier organisation, MGE Data, to assist us in running the research survey and we will need to disclose your GPS data to this supplier organisation for that purpose.

How will Ipsos UK ensure my personal information is secure?

Ipsos UK 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.

Ipsos UK 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 UK will only retain your data in a way that can identify you for as long as is necessary to support the research project and findings. In practice, this means that once we have satisfactorily reported the anonymous research findings, we will securely remove your personal, identifying data from our systems.

For this project we will securely remove your personal data from our systems within 1 year. If you opt in to be re-contacted for future projects we will hold your details for 2 years.

Your rights

You have the right to access your personal data within the limited period that Ipsos UK 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 at any time.

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 below Ipsos UK address. You have the right to lodge a complaint with the UK's 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.

Where will my personal data be held & processed?

All of your personal data used and collected for this survey will be stored and processed in the United Kingdom and/or the European Union.

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

Email: mobitest@ipsos.com with "MobiTest Travel Survey" in the email subject line

Post: MobiTest Travel Survey
Data Protection Officer
Compliance Department
Ipsos MORI UK Limited
3 Thomas More Square
London E1W 1YW
United Kingdom