

## **Ipsos MORI marketing and communications 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 MORI**

Market & Opinion Research International Limited and Ipsos MORI UK 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 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 your personal data in relation to marketing and communications for business-to-business purposes is legitimate interests. If you wish to exercise your rights, please see the section below covering ‘Your Rights’.

### **How will Ipsos MORI use your personal data?**

- Ipsos MORI will keep your personal data in strict confidence in accordance with this Privacy Policy.
- Ipsos MORI will use your personal data solely for the purposes of sending marketing and communications.

### **Who we share your data with**

Ipsos MORI will not share your data with any third party organisations

### **How will Ipsos MORI ensure my personal information 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.
- 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 data for as long as you wish to continue receiving marketing and communications materials from us. You have the right to withdraw your consent and opt out at any time.

## Your rights.

- You have the right to access your personal data whilst Ipsos MORI holds it.
- You have the right to object to the processing for legitimate interests.
- You also have the right to rectify any incorrect or out-of-date personal data about you which we may hold.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 MORI address.
- If you have any complaints, we will appreciate if you give us an opportunity to resolve any issue first, by contacting us as set out below. You are, however, always entitled to contact our regulatory body, the UK Information Commissioner 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 my personal data be held & processed?

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

## How can I contact Ipsos MORI about my personal data?

- **Contact Ipsos MORI:**

**Email:** [compliance@ipsos.com](mailto:compliance@ipsos.com) with "Marketing and Communications" in the email subject line

**Post:** Marketing & Communications  
Data Protection Officer  
Compliance Department  
Market & Opinion Research International Limited and Ipsos MORI UK Limited  
3 Thomas More Square  
London E1W 1YW  
United Kingdom