



# Ipsos/HMRC study with businesses that have claimed National Insurance contributions relief on the earnings of eligible veterans they employ

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 is a specialist research agency that 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.

## About this study

HMRC has commissioned Ipsos, an independent research organisation, to carry out a study of the National Insurance contributions (NICs) relief that employers can claim on the earnings of qualifying veterans they employ.

This study aims to understand how employers like you use the NIC relief and what you think of it. The research findings will improve HMRC's understanding of how effective this tax relief has been and help HMRC to improve the quality of support it provides to employers.

As part of this research, we will be conducting interviews with employers to understand their opinions and experience of this NIC relief

The interview will cover the following topics:

- An overview of your organisation
- Your awareness of the Veterans NICs relief
- How and why your organisation chose to claim NICs relief
- The impact of claiming Veterans NICs relief on your organisation and employees

## What data has Ipsos received for this study?

**Businesses that have claimed National Insurance contributions relief on the earnings of a qualifying veteran.**

Ipsos has received data from HMRC relating to a sample of businesses that have claimed NICs relief on the earnings of a qualifying veteran since April 2022, for the sole purpose of undertaking this research study. We have received:

- Employer name
- Employer postcode

## Supplementary information we have added

Where possible, Ipsos has supplemented the information provided to us with additional telephone numbers, emails and/or contact names taken from either commercial databases (such as the Dun & Bradstreet business database, the DBS Data business database and, in the case of individual investors, the DBS Data consumer database) or publicly available information (e.g. on LinkedIn or company websites).

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

Ipsos requires a legal basis to process your personal data. Ipsos' legal basis for processing is your consent to take part in this research. If you wish to withdraw your consent at any time, please see the section below covering 'Your Rights'.

## **How will Ipsos use any personal data, including responses provided by participants?**

- Taking part in an interview as part of this project is voluntary and any answers are given with your consent.
- Ipsos will use your personal data and answers solely for this research purpose. This includes producing anonymous transcripts and anonymised quotations for HMRC.
- Ipsos will keep your personal data in confidence, in accordance with this Privacy Notice.
- Ipsos can further assure you that you and your organisation will not be identifiable in any published results.

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

- Ipsos takes its information security responsibilities seriously. We apply 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 is accredited to the International Standard for Information Security, ISO 27001. In line with this, we have regular internal and external audits of our information security controls and working practices.

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

- Ipsos will only retain any personal data and identifiable answers for as long as is necessary to support this research. In practice, this means that once we have reported the final anonymous research findings to HMRC, we will securely remove any personal data from our systems.
- For this project, we will securely remove your personal data from our systems by July 2023.

## **Your rights**

This section sets out your rights to the personal data that Ipsos holds about you, and the contact information you need to exercise your rights.

- You have the right to access your personal data within the limited period that Ipsos holds it.
- Taking part in an interview is entirely voluntary and is done so with your consent.
- You have the right to withdraw your consent for up to two weeks after the interview is conducted.

- You also have the right to rectify any incorrect or out-of-date personal data about you that we may hold.
- If you want to exercise your rights, please contact us at the Ipsos address below.
- You have the right to lodge a complaint with the 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](mailto:casework@ico.org.uk).

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

- All of your personal data used and collected for this survey will be stored by Ipsos in data centres and servers within the United Kingdom.

## **Contacting Ipsos and HMRC about this survey and/or your personal data**

### **Contact Ipsos**

**Email:**

[compliance@ipsos.com](mailto:compliance@ipsos.com) with "22-045629-01 Ipsos/HMRC Veterans NICs Evaluation" in the subject line.

**Post:**

22-045629-01 Veterans NICs Evaluation  
Compliance Department  
Ipsos (market research) Limited  
3 Thomas More Square  
London  
E1W 1YW  
United Kingdom

### **Contact HMRC**

**Email:**

[personaltaxes.socialresearch@hmrc.gov.uk](mailto:personaltaxes.socialresearch@hmrc.gov.uk) with "22-045629-01 Ipsos/HMRC Veterans NICs Evaluation" in the subject line. Additionally, you can also email this address to confirm the genuine nature of this research study from HMRC directly.