

Health Literacy Survey 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

Ipsos is a specialist research agency, commonly known in Ireland as “Ipsos MRBI”. Ipsos MRBI 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. Ipsos is conducting this research on behalf of the Department of Health.

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

Ipsos MRBI requires a legal basis to process your personal data. The legal basis for processing by us is your consent to take part in the Health Literacy Survey. Other legal bases include that it is necessary for the completion of the Health Literacy Survey, which is being carried out by the Department of Health in the public interest, as well as the research meeting certain conditions related to 1) Health or social care, 2) Public health, and 3) Archiving, research and statistics. Taking part in this survey is entirely voluntary and any answers are given with your consent. If you wish to withdraw your consent at any time, please see the section below covering ‘Your Rights’.

How will Ipsos MRBI 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 MRBI will keep your personal data and responses in strict confidence in accordance with this Privacy Policy. Ipsos MRBI can assure you that you will NOT be identifiable by the Department of Health or in any published result. Ipsos MRBI will use your personal data and responses solely for research purposes and to produce anonymous, statistical research findings and insights for the Department of Health.

How will Ipsos MRBI ensure my personal information is secure?

Ipsos MRBI 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.

Your personal information is securely encrypted at all stages. This includes while on our servers and when transferred to back up servers. All researchers involved have undertaken training in data protection.

How long will Ipsos MRBI retain my personal data and identifiable responses?

Ipsos MRBI 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 to the Department of Health, we will securely remove your personal, identifying data from our systems.

For this project we will securely remove your personal data from our systems by March 2021.

What Personal Data will be collected?

Personal data that will be collected for this survey includes: mobile telephone numbers, age, gender, country of birth, country of birth of parents, education level, health status, healthcare utilisation (GP and hospital visits in the last 12 months), self-reported soft biometrics (height and weight), financial wellbeing, health behaviours, opinions and views related to your health literacy status, vaccinations and experience and behaviours related to Covid-19. However, as stated above, Ipsos MRBI 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. The Department of Health will not be able to identify you from this data.

Where will my personal data be held & processed?

All of your personal data used and collected for this survey will be stored by Ipsos MRBI in data centres and servers within Ireland and the European Economic Area.

Your rights

- You have the right to access your personal data within the limited period that Ipsos MRBI 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 and to object to our processing of your personal data at any time, by contacting us as set out in the section How can I contact Ipsos MRBI.
- 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 MRBI address.
- You are also entitled to request from us to provide you with the personal data you may have provided to Ipsos MRBI.
- You have the right to lodge a complaint with the Data Protection Commission, if you have concerns on how we have processed your personal data. You can find details about how to contact the Data Protection Commission at <https://dataprotection.ie> or by sending an email to: info@dataprotection.ie.

How can I contact Ipsos MRBI & Department of Health about this survey and/or my personal data?

Contact Ipsos MRBI

Email: dpo.ireland@ipsos.com with “Health Literacy Survey” in the email subject line

Post: Health Literacy Survey
Data Protection Officer
Ipsos MRBI
Block 3 Blackrock Business Park
Blackrock
Co Dublin

Contact Department of Health

Email: Research_Service_Mailing_List@health.gov.ie with “Health Literacy Survey” in the email subject line

Post: Research Services and Policy Unit
Department of Health
Block 1, Miesian Plaza
50-58 Lower Baggot Street
Dublin 2