

## IM Educators – Teachers and leaders advisory panel

**This Privacy Notice explains who we are, the personal data we collect, how we use it, who we share it with, and what participants' legal rights are.**

### About Ipsos MORI

- Market & 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.

### About IM Educators

- IM Educators is Ipsos MORI's advisory panel comprising of teachers and leaders.
- All teachers and leaders in the United Kingdom are eligible to join (from Nursey, to Further Education).
- The educational professionals that sign-up to this panel will be eligible to be invited to take part in short (up to 30-minutes) telephone interviews.
- The purpose of these interviews is to gather views 'on the ground', allowing Ipsos MORI's Education, Children and Families (ECF) team to gain a better understanding of educational policy in practice.
- These interviews may also relate to specific research projects. For example, you may be asked to provide feedback on research tools and materials that will be used in an education setting.
- You may be invited to take part in one of these telephone interviews several times a year – it is up to you whether you take part in any of these.
- For each interview you take part in, you will be sent a £20 Love2Shop voucher, which can be used in over 150 high street shops.

### 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 consent.
- By joining this panel, you consent to being contacted to be invited to take part in research. It is up to you whether you take part in any of this research.
- Before each telephone interview, you will be provided the opportunity to ask any questions, before being asked whether you are happy to continue.
- If you wish to withdraw your consent at any time, please see the section below covering 'Your rights'.

### How will Ipsos MORI use any personal data including any responses you provide?

- Firstly, participation in this advisory panel and any of the telephone interviews is entirely voluntary.

- Your contact details will be used to invite you to take part in research (please note you may be contacted several times a year to take part, but it is entirely up to you if or when you participate in any research).
- We may also use your contact details to share any research reports we publish that we think may be of interest – this is likely to happen only a few times a year.
- The responses you provide as part of the telephone interviews will be used for research purposes only. Your responses will provide Ipsos MORI with a better understanding of an issue or policy in education and/or will be used to inform research tools and materials that will be used in an educational setting.
- Ipsos MORI will keep your responses in strict confidence in accordance with this Privacy Notice.
- Ipsos MORI can assure you that you will NOT be identifiable in the use of any responses.

### **Will Ipsos MORI share my data?**

- Ipsos MORI may share your information confidentially in outputs to clients. All information collected will be anonymised, meaning you will not be identifiable in any outputs. Any verbatim quotes included will not be attributed to you and any identifiable information will be redacted to ensure confidentiality.
- Ipsos MORI can assure you that no one from your school or any external organisation (such as the Department for Education) will know whether you are part of this advisory panel, or whether you have taken part in any of the research.

### **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.
- If you provide consent to having your telephone interview audio recorded, a password-protected encrypted digital recorder will be used for this purpose. Your recording will then be transferred and stored on the Ipsos MORI secure network with your other data (accessible only by the ECF team).

### **How long will Ipsos MORI retain my personal data and identifiable responses?**

- For the purpose of the panel, Ipsos MORI will be retaining your contact details until further notice.
- If you take part in any research, Ipsos MORI will also retain an anonymised copy of the information collected as part of the telephone interviews. Any personally identifiable information shared as part of these interviews (including an audio recording of the interview, where permission was given) will be securely deleted from our systems within three months of taking part.

## **Your rights**

- You have the right to access your personal data within the period that Ipsos MORI holds it.
- Providing responses to this advisory panel 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.
- 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.
- 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:caserwork@ico.org.uk)

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

- All of your personal data used and collected for this advisory panel will be securely stored by Ipsos MORI (on a secure network, accessible only by the ECF team) within the United Kingdom.

## **How can I contact Ipsos MORI about this panel and/or my personal data?**

**Email:** [compliance@ipsos.com](mailto:compliance@ipsos.com) with "IM Educators, ECF team" in the email subject line

**Post:** IM Educators, ECF team  
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