

This Ipsos MRBI Survey and your personal data

- 21-077671 – Cancer Awareness Survey

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 MRBI

- Ipsos Limited is a specialist research agency, commonly known 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 ESOMAR and Market Research Society Code of Conduct and the associated regulations and guidelines. Ipsos MRBI is also part of AIMRO, the Association of Irish Market Research Organisations.

What personal data has Ipsos MRBI received for this survey?

- Ipsos MRBI has your personal data – in most cases phone number only - because we are conducting a telephone survey with the general public. The numbers dialled in this survey are mainly random digit dial.
- Random digit dial involves taking stems such as 086, 087 etc., and then generating the remaining digits. If your number was generated via random digit dial, we hold no information about you, and only your phone number is on the system.

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

- Ipsos MRBI requires a legal basis to process your personal data. Ipsos MRBI’s initial legal basis to invite you to participate is based on Ipsos MRBI’s legitimate interest. Any further legal basis for processing by us, is your consent to take part in this survey. 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 and you will only be identifiable if you consent.
- Ipsos MRBI will use your personal data and responses solely for research purposes and to produce anonymous, statistical research findings and insights for our client.

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.

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 our client 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 October 2022.

Your rights

- You have the right to access your personal data within the limited period that Ipsos MRBI holds it.
- If you want to contact Ipsos MRBI about data we hold about you, please see the contact details below.
- 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 by email at DPO.Ireland@ipsos.com
- 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 Commissioner if you have concerns on how we have processed your personal data. You can find details about how to contact the Data Protection Commissioner at <https://www.dataprotection.ie> or by sending an email to: info@dataprotection.ie

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, the United Kingdom and the EEA

Your personal data may be transferred to countries outside the European Economic Area. Some countries may not have laws that provide the same protections on personal data as inside the European Economic Area. Groups to whom Ipsos MRBI transfers personal data in such countries will be required to sign agreements to protect personal data or agree to data transfer agreements with third parties.

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

Email: DPO.Ireland@ipsos.com with “21-077671 – Cancer Awareness Survey” in the email subject line.

Post: 21-077671 – Cancer Awareness Survey
Data Protection Officer Ireland
Ipsos MRBI, Block 3, Blackrock Business Park
Carysfort Avenue
Blackrock
Co. Dublin