

## **Ipsos 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 in the UK**

Ipsos (market research) Limited and Ipsos MORI UK Limited is a specialist research agency, commonly known as “Ipsos”. Ipsos in the UK 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’s legal basis for processing your personal data?**

Ipsos requires a legal basis to process your personal data. Ipsos’s legal basis for processing your personal data in relation to marketing and communications for business-to-business purposes is legitimate interests. Our legal basis for processing your personal data when you attend events hosted by Ipsos is with your consent. If you wish to exercise your rights, please see the section below covering ‘Your Rights’.

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

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

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

- Ipsos will not share your data with any third-party organisations in relation to marketing and communications.
- For event management, we will only share your personal data with third-party organisations with your consent.

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

- Ipsos 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 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 retain my personal data?**

- Ipsos will only retain your data for as long as you wish to continue receiving marketing and communications materials from us and for as long as you wish to attend Ipsos events. 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 holds it.
- You have the right to withdraw your consent at any time.
- 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 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?**

When we process your personal data for marketing and communications purposes, it will be stored by Ipsos in data centres and servers within the United Kingdom and EEA. For event management, your personal data may be processed outside the United Kingdom and EEA.

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

Contact Ipsos:

Email: [info@ipsos.com](mailto:info@ipsos.com) with “Marketing and Communications” in the email subject line.

Post:

Marketing & Communications,  
Data Protection Officer, Compliance Department  
Ipsos (market research) Limited and Ipsos MORI UK Limited  
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