

This is a statement of the Data Protection Policy adopted by Ipsos MORI January 2021

Ipsos MORI depends on the collection and analysis of information about living individuals in order to carry out the business of market research. This information may be obtained from any individual or organisation. Ipsos MORI also needs to collect and use certain types of information about people with whom it deals in order to operate. These include current, past and prospective employees, suppliers, clients and others with whom it communicates.

As such, the protection of personal data is, and always has been, a top priority for Ipsos MORI as a leader in the Market Research industry and producer of information about people. Ipsos MORI complies with the Market Research Society's Code of Conduct, and adheres to the UK Data Protection Act (UK DPA) 2018 and the UK General Data Protection Regulation (UK GDPR) Principles, which states that personal data shall be:

- processed lawfully, fairly and in a transparent manner in relation to the data subject ('lawfulness, fairness and transparency');
- collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes;
- adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed ('data minimisation');
- accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay ('accuracy');
- kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed ('storage limitation');
- processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures ('integrity and confidentiality').

Ipsos MORI will, through appropriate management and application of procedures and controls:

- observe the conditions regarding fair and lawful collection, storage and use of personal information;
- meet the legal obligations to specify the purposes for which personal information is to be used;
- collect and process appropriate personal information only to the extent that is necessary to fulfil operational needs or to comply with legal or quality control requirements;
- ensure the quality of information used;
- apply checks to control the length of time personal information is held and ensure its secure destruction;

- ensure that the rights of people about whom information is held can be fully exercised under the UK General Data Protection Regulation and the Data Protection Act 2018. (these include: the right to be informed that processing is being undertaken; the right of access to one's personal information; the right to restrict processing in certain circumstances; the right to correct, rectify, block or cause to be erased information which is regarded as wrong; the right to data portability and the right to object to processing for marketing purposes and automated decision-making);
- take appropriate technical and organisational security measures to safeguard personal information; and
- ensure that personal information is not transferred abroad without suitable safeguards.

In addition, Ipsos MORI will ensure that:

- there is a Data Protection Officer with specific responsibility for data protection in the organisation;
- everyone managing and handling personal information understands that they are contractually responsible for following good data protection practice;
- procedures for handling personal information are clearly described and available to all staff;
- everyone managing and handling personal information is appropriately trained to do so;
- everyone managing and handling personal information is appropriately supervised;
- anyone needing to make enquiries, or respond to queries, about handling personal information knows where to seek advice;
- queries about handling personal information are promptly and courteously dealt with, and logged when appropriate;
- Ipsos' personal data breach procedure is followed should a member of staff suspect that a personal data breach may have occurred; and
- data protection and security reviews and audits are carried out to measure compliance; the results will be assessed, evaluated and where required action taken to address areas for improvement.

As required by the Data Protection (Charges and Information) (Amendment) Regulations 2019, we have registered with the Information Commissioner's Office (ICO) as an organisation that processes personal data.

Our notification registration numbers are Z5502515 and Z662886.

Authorised by Chief Executive Officer

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