

This Ipsos MORI Survey and your personal data
Active Lives Children and Young People Survey carried out for Sport England
Privacy notice for secondary school pupils

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 in relation to this survey.

The Active Lives Children and Young People Survey is an online survey of school pupils from years 1-11. About 6,000 schools are invited to take part each year. The survey includes questions about taking part in sport and physical activity, attitudes to activity, wellbeing, resilience, social trust, volunteering, and some questions about you such as ethnicity, gender and disability. Pupils take part on school or personal computers, tablets, laptops or smartphones.

About Sport England and Ipsos MORI

- Sport England is a public body that encourages as many people as possible to be physically active.
- 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. Ipsos MORI abides by the Market Research Society Code of Conduct.
- Sport England has asked Ipsos MORI to carry out the Active Lives Children and Young People Survey on its behalf.
- Active Partnerships are involved in asking schools to take part. Active Partnerships are locally based organisations who work collaboratively with local partners to promote an active nation. For more information please see: <https://www.activepartnerships.org/>

What is the lawful basis for processing your personal data?

- Sport England has to publish Official Statistics about the way people take part in sport and physical activity. Sport England will use the data from this survey to publish Official Statistics about children and young people’s attitudes and behaviours about sport and activity. This will help them to know how to spend money to help children and young people become more active.
- Ipsos MORI need to collect and use personal data in order to carry out the Active Lives Children and Young People Survey on Sport England’s behalf. **Collecting this personal data is necessary for the performance of a task carried out in the public interest.** The lawful basis is Article 6f (Public task).
- Ipsos MORI ask questions on ethnicity and disability. These are called special category data and need special care in processing them. The lawful basis for processing these data is Article 9j (Archiving, research and statistics). You can choose not to answer these questions.
- The research is being carried out in compliance with the Data Protection Act 2018.

Who does Ipsos MORI share your data with?

- Data will be shared with Sport England. Data which could identify you, such as ethnicity, written responses about identity or disability, and the name or number of your school will be removed from the data before sharing with Sport England.
- Sport England will be told which schools have taken part in the survey but this will be separate from the information about pupils.
- **Sport England will not be given any data which may identify you.**
- At any time during this process, including after you have taken part in the survey, you or your parent may decide that you no longer want Ipsos MORI to process your data. Please see the section below covering '**Your Rights**'.
- Ipsos MORI will not process the data of anyone who does not complete an online questionnaire or contact the technical helpline.
- Schools and teachers will know who, within their school, has been invited to take part in the survey. Schools and teachers do not see individual level answers or responses, unless you share these with the school or teacher while completing the survey.
- Personal identifying data requested as part of the Active Lives Children and Young People Survey may include:
 - Written responses about gender, disability, sport and volunteering.
- Those who contact the technical helpline by phone or email will need to provide their telephone number or email address in order to receive help. You do not need to give your name, though if you choose to, Ipsos MORI will process this data. Information you give to the technical helpline will never be linked with your survey answers. Personal data provided to the helpline will not be shared outside Ipsos MORI. If you receive a call back from the helpline team the call will be audio-recorded and stored securely for quality monitoring.

The data listed above will only be able to identify you in limited circumstances. These circumstances are set out in this Privacy Notice. For most pupils Ipsos MORI and Sport England will not be able to find an individual's personal data in the survey data. This means they will not be able to know who you are from your answers.

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

- Responding to this survey is entirely voluntary.
- Ipsos MORI will keep all personal data and responses in strict confidence in accordance with this Privacy Policy. Ipsos MORI can assure you that you will NOT be identifiable in any published results.
- Ipsos MORI will share the research findings with Sport England in a way which does not identify pupils.
- School level reports will be provided to each school where enough pupils at that school respond.
- Contact details and other information given to the technical helpline will be used only to deal with the query raised.

How will Ipsos MORI ensure my personal information is secure?

- Ipsos MORI looks after your information carefully to protect it from loss, theft or misuse. Security precautions include physical security of offices and controlled 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.

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

- **Ipsos MORI will only hold the data collected as part of the Active Lives Children and Young People Survey in a way that can identify you for as long as is necessary to support the research project and findings.** Ipsos MORI will securely remove all personal data from its systems by 31 May 2021.

Your rights

- **You have the right to access any personal data held by Ipsos MORI or Sport England, at any time when the data is held in a way which could identify you.** You will not be able to access your personal data once Ipsos MORI has removed it.
- When the data are held in a way which could identify you, you can also ask us to stop processing your data and can ask us to correct the information we hold about you.
- You have the right to make a complaint to the Information Commissioner's Office (the 'ICO') if you have concerns about how Ipsos MORI have processed your personal data. You can find details about how to contact the ICO at <https://ico.org.uk/global/contact-us/> or by sending an email to: casework@ico.org.uk.
- Your parent or guardian can also do this for you.
- You can contact Ipsos MORI at the contact details below.

Where will my personal data be held and processed?

- All personal data will be stored by Ipsos MORI in Ipsos MORI data centres and servers within the United Kingdom and EEA.

Does this survey use Cookies?

- Yes, the Active Lives Children and Young People Survey collects some information through the use of 'cookies'. These are small files stored on your computer or device. These files are used as sparingly as possible and only for quality control and validation. It is possible for you to delete 'cookies' or to prevent their use by adjusting the browser settings on your computer. If you do so you will still be able to take part in the survey if you wish to.

Does Ipsos MORI collect any information about the device I complete the survey on?

- Ipsos MORI will also automatically capture information about your operating system, device type, display settings and browser type in order to ensure that the survey

questionnaire is delivered in a form suited to the software your computer is using. Ipsos MORI also captures device IP address. This is a unique number assigned to a user's device. We collect IP address for the purpose of identifying unique survey entries. We do not use IP addresses for tracking nor do we set tracking cookies based on IP addresses. IP address is not shared with Sport England. Ipsos MORI do not capture any other information from your computer.

- Pupils may complete the survey on school or personal computers, tablets, laptops or smartphones and so information about the IP addresses of school or personal devices is being captured.

How can I contact Ipsos MORI about the Active Lives Children and Young People Survey and/or my personal data?

Email: compliance@ipsos.com with "Active Lives Children and Young People Survey 19-044417-01" in the email subject line

Post: 19-044417-01 - Active Lives Children and Young People Survey
Data Protection Officer
Compliance Department
Market and Opinion Research International Limited
3 Thomas More Square
London E1W 1YW
United Kingdom

You are also welcome to contact Sport England's Data Protection Officer if you have general questions about the data that is being collected.

Email: foi@sportengland.org with "Active Lives Children and Young People Survey" in the email subject line

Post: Data Protection Officer
Sport England
First Floor
21 Bloomsbury Street
London
WC1B 3HF