Active Lives Survey 19-054415-01

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 Survey is an online and postal survey of those who are 16, or older, in England. The survey includes questions about participation in sport and physical activity, attitudes to activity, wellbeing, self-efficacy, social trust, volunteering, and about some demographic characteristics such as ethnicity, gender and disability.

Participation in this survey is voluntary, and you are free to decide not to take part if you do not want to. Your decision will not affect your relationship with Sport England, Arts Council England, Public Health England or the Department for Transport in any way.

About Sport England and 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. More information about us can be found on our website https://www.ipsos-mori.com/.

• Sport England is a public body that works to encourage as many people as possible to become and remain physically active. As part of this work Sport England compiles statistics about the way people take part in sport and physical activity.

• In carrying out this survey, Ipsos MORI acts on behalf of Sport England. Sport England are the data controller and Ipsos MORI the data processor.

What is the legal basis for processing your personal data?

• Sport England has an obligation to compile and publish Official Statistics. Doing so is of great benefit to the public. Sport England promotes participation in sport or activity. Sport England will use the data from this survey to publish Official Statistics to inform investment into sport, through gaining better insight into people’s attitudes and behaviours regarding sport and activity.

• Sport England with funding from Arts Council England, Public Health England and the Department for Transport; have commissioned Ipsos MORI UK Limited to carry out the Active Lives Survey.
How will Ipsos MORI 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 MORI will keep your 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 use your personal data and responses solely for <research purposes> and to produce anonymous, statistical research findings and insights.

Who does Ipsos MORI share your data with?

- Ipsos MORI will keep your personal data and responses in strict confidence in accordance with this Privacy Policy.
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- Ipsos MORI will use your personal data and responses solely for research purposes and to produce anonymous, statistical research findings and insights.
- Individual level responses will be shared with Sport England. Data which could identify an individual, such as email address, detailed ethnicity information, written responses about identity or disability will be removed from the data before sharing with Sport England.

Sport England will not be provided with any data which may identify a participant.

- Ipsos MORI will not process the data of anyone who does not complete an online or paper questionnaire. Neither Sport England nor Ipsos MORI will hold any information for anyone who is invited to take part in the survey, but chooses not to do so.

Personal identifying data collected as part of the Active Lives Adults survey may include:

- Detailed ethnicity, gender, sexuality and religious information
- Email addresses, requested from the respondent
- Name, requested from the respondent
- Additionally, Ipsos MORI has been asked to append geo-demographic data to your results.

Once collected, personal data will be anonymised. The data listed above will therefore only be able to identify an individual in limited circumstances. For the majority of survey participants Ipsos MORI and Sport England will not be able to identify an individual’s personal data in the survey data.

How will Ipsos MORI ensure my personal information is secure?

- Responding to this survey is entirely voluntary. If you do not wish to take part in the Active Lives survey you have the right to opt out of receiving further communications from Ipsos MORI, by
contacting them using the details under ‘How can I contact Ipsos MORI about this survey and/or my personal data?’

• Ipsos MORI will keep all personal data and responses in strict confidence in accordance with this Privacy Policy, under the General Data Protection Regulations and in line with the Market Research Society’s Standards. Ipsos MORI can assure you that anyone who takes part in the survey will NOT be identifiable in any published results.

• Ipsos MORI will use all personal data and responses solely for research purposes and to produce anonymous, statistical research findings and insights for Sport England.

• 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.

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

• Ipsos MORI 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, we will securely remove your personal, identifying data from our systems.

• Ipsos MORI will retain your personal data securely for two years after which time personal data will be securely deleted from our systems.

• Your anonymised, nonidentifiable data will be retained to support the research project, findings and published reports.

Which organisations will be able to re-contact me if I give permission to Ipsos MORI?

Your name and email address will not be provided to Sport England or their partners, unless you provide your explicit consent to be recontacted for research purposes. Your name and email address would never be used for commercial purposes.

Recontact information will only be shared with partners who have a genuine interest in speaking with you specifically. These are:

1. Sport England recognised National Governing Bodies of Sport (NGBs) responsible for sports you have taken part in [https://www.sportengland.org/our-work/national-governing-bodies/sports-that-we-recognise/](https://www.sportengland.org/our-work/national-governing-bodies/sports-that-we-recognise/)

2. County, Unitary, District and Borough Local Authorities for the area in which you live [https://www.local.gov.uk/our-support/guidance-and-resources/communications-support/digital-councils/social-media/go-further/a-z-councils-online](https://www.local.gov.uk/our-support/guidance-and-resources/communications-support/digital-councils/social-media/go-further/a-z-councils-online)

3. Members of the County Sports Partnership network relevant to the area in which you live [http://www.cspnetwork.org/your-csp](http://www.cspnetwork.org/your-csp)
4. The following national partners of Sport England where there is a relevant interest: The Activity Alliance, Women in Sport, Sporting Equals

5. The Office for National Statistics for the Opinions and Lifestyle Survey

6. Appointed academic partners

**If I give permission to be re-contacted, what data will Ipsos MORI share with other organisations?**

If you agree to be re-contacted by Sport England or their partners, Ipsos MORI will forward your name and email addresses, alongside any relevant Active Lives survey responses. The information that we pass on may include the activities that you participate in or some of the classification data such as your age or sex.

**Which suppliers do we share your data with?**

- Ipsos MORI will be using certain supplier organisations to assist us in running the Active Lives Survey and we will need to disclose your personal data to these supplier organisations for that purpose.

These supplier organisations include:

- **Restore** (Scanning and courier delivery service): Ipsos MORI use Restore to scan the paper questionnaires and as such they may hold any information that is on this (name, email address, ethnicity, gender, and address in limited cases). Scanned data is automatically erased from their data centre after 31 days. Paper questionnaires are destroyed after 6 months

- **Adare SEC** (Printing suppliers): Address level information is provided to Adare SEC in order to print survey invitations and questionnaires. Data is erased from their records after 30 days

- **SVM Global** (Corporate Gift Cards Distributor): Respondents are provided with a £5 digital gift card as a thank you for taking part in the online survey, if they wish to receive one. An email address is requested to send this voucher to suppliers. SVM global will hold the data for a maximum of two years – to resolve any issues respondents may have with their gift card.

**Your rights**

- You have the right to access your personal data within the limited period that Ipsos MORI holds it.

As noted above, Ipsos MORI will only hold the data collected as part of the Active Lives Adults Survey in a way that can identify the participants for a limited time. This means that a participant will not be able to access his or her personal data once Ipsos MORI has removed it.

- 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.
• Personal data will not be shared in any way that is inconsistent with this Privacy Notice unless the participant has given its express written consent to Ipsos MORI to share the data
• In some instances, you may have the right to object to Ipsos MORI’s processing of your personal data. This is a different right to your right to opt out, which is discussed above
• You also have the right to rectify any incorrect or out-of-date personal data about you which we may hold. As noted above, Ipsos MORI will only hold the data in a way that can identify the participants for a limited time. This means that a participant will not be able to rectify or correct his or her personal data once Ipsos MORI has removed it.
• 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.
• To exercise any of your rights, please contact Ipsos MORI using the contact details below.

Where will my personal data be held & processed?
• All your personal data used and collected for this survey will be stored by Ipsos MORI in data centres and servers within the United Kingdom.

Does this survey use Cookies?
• Yes, the Active Lives Survey collects some information through the use of ‘cookies’. These are small files stored on your computer. 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.
• 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 do not capture any other information from your computer. Information captured about your device does not identify your location or you as an individual.

How can I contact Ipsos MORI about this survey and/or my personal data?
• Email: compliance@ipsos.com with “19-054415-01, Active Lives Survey” in the email subject line

• Post: [19-054415-01, Active Lives Survey”]

Data Protection Officer
Compliance Department
Market and Opinion Research International Limited
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 Survey” in the email subject line  
**Post:** Data Protection Officer  
Sport England  
First Floor  
21 Bloomsbury Street  
London  
WC1B 3HF

**Changes to this privacy policy:**
We keep our privacy policy under regular review and this policy was last updated on 1st November 2019.

**Useful Links**
- Ipsos MORI: [www.ipsos-mori.com](http://www.ipsos-mori.com)  
- Information Commissioners Office: [www.ico.org.uk](http://www.ico.org.uk)  
- Market Research Society: [www.mrs.org.uk](http://www.mrs.org.uk)