

This Ipsos UK Survey and your personal data

- 23-064760-01 MaPS (Money and Pensions Service) Customer Pulse

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 UK

- Ipsos (market research) Limited is a specialist research agency based in the UK, commonly known as “Ipsos UK”. Ipsos 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 personal data has Ipsos UK received from MaPS for this survey?

- Ipsos UK has your personal data because we have been asked by MaPS (“the Client”) to carry out an anonymous research survey on their behalf, The Pension Wise Service Evaluation. The client’s privacy notice can be reviewed here: <https://maps.org.uk/en/about-us/privacy-notice>
- The Client has shared a limited amount of your personal data so that we can invite you to take part in this research survey.
- The personal data that the Client has shared with us for this survey is:
 - A - Customer name and surname (where available)
 - B - Customer telephone number (where available)
 - C - Customer email address (where available)
 - D - Postcode (where available)
 - E - gender (where available)
 - F - Age (where available).
 - G - Employment Status (where available)
 - H - Ethnic Background (where available)

Non-customers

- Ipsos is carrying out a separate telephone survey and online survey of people who are eligible to use the MaPS service but have not done so.
- For the telephone survey, Ipsos has taken your name and telephone number from the Electoral Register and the UK Changes consumer database that people can opt into.
- For the online survey, Ipsos has taken your name and email address from our own online panel.

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

- Ipsos UK requires a legal basis to process your personal data. Ipsos UK’s legal basis for processing is your consent to take part in this research survey. If you wish to

withdraw your consent at any time, please see the section below covering 'Your Rights'.

How will Ipsos UK 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 UK will keep your personal data and responses in strict confidence in accordance with this Privacy Notice and you will only be identifiable to the client if you consent.
- Ipsos UK and the client will only use your personal data and responses solely for research and analysis purposes.
- Ipsos UK will also provide anonymised verbatim comments to the Client which may be used to promote the Client's services to other people via social media if you give your consent for this. No personal details will be included with verbatim comments.

How will Ipsos UK ensure your personal information is secure?

- Ipsos UK 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 UK 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 UK retain your personal data and identifiable responses?

- Ipsos UK 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 research findings to the 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 12/2025.

Your rights.

- You have the right to access your personal data within the limited period that Ipsos UK holds it.
- If you want to contact the client about data they hold about you, please see the client's contact details below.
- Providing responses to this survey is entirely voluntary and is done with your consent. You have the right to withdraw your consent.
- 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 UK contact details.
- You have the right to lodge a complaint with the UK's 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.

Where will your personal data be held & processed?

- All of your personal data used and collected for this survey will be stored and processed in the United Kingdom.

How can you contact Ipsos UK & the client about this survey and/or your personal data?

- **Contact Ipsos UK:**

Email: maps-customer-pulse-survey@ipsosresearch.com with "23-064760-01 MaPS Customer Pulse" in the email subject line

Post: 23-064760-01 MaPS Customer Pulse
Data Protection Officer
Compliance Department
Ipsos (market research) Limited
3 Thomas More Square
London E1W 1YW
United Kingdom

- **Contact MaPS**

Email: dpo@maps.org.uk

Post: 23-064760-01 MaPS Customer Pulse
FAO Data Protection Officer
Money and Pensions Service
120 Holborn
London
EC1N 2TD