

This Ipsos MORI Survey and your data

Smoking Drinking and Drug Use Among Young People in England 2021

This study has been commissioned by NHS Digital. The survey has been reviewed by NHS Digital to ensure it is GDPR compliant.

This Privacy Notice explains who we are, the data we collect, how we use it, who we share it with, and what your legal rights are.

About 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.

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

- Ipsos MORI requires a legal basis to process your personal data. Ipsos MORI’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’.
- Article 6 of the GDPR asks organisations to justify the processing of the data. For this study, processing is necessary for compliance with a legal obligation to which the data controller (i.e. NHS Digital) is subject (article 6, para 1c). The specific legal obligation is the Health and Social Care Act 2012 Commencement Order. Responsibility for continuation of the study was one of the pieces of work that transferred from the Department of Health to NHS Digital when it was first created in April 2005.
- The study includes a question on ethnicity which is one of the special categories of personal data as defined in article 9 of the GDPR. Any publications based on the survey data may look to see if there are any differences in behaviours for children in different ethnic groups (although it will not be possible to identify any schools or children). Therefore, processing of ethnicity data is necessary for:
 - a. Reasons of public interest in the area of public health (article 9, para 2i).
 - b. Archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) (article 9, para 2j).

How will Ipsos MORI use your data including the survey responses pupils provide?

- Firstly, responding to this survey is entirely voluntary and any answers are given with your consent. Schools can choose whether or not to take part in the study, and pupils taking part in the survey is also completely voluntary.
- Ipsos MORI will keep your data and responses in strict confidence in accordance with this Privacy Notice. Ipsos MORI can assure you that schools and individual pupils will NOT be identifiable in any published results. We ask that pupils do NOT put their names on their questionnaires, so once the questionnaires have been collected no one can identify an individual pupil’s responses.
- Ipsos MORI will use your data and responses solely for research purposes.

What is the data for?

- The findings from the survey will be written up in a report, which is planned to be published on the NHS Digital website in summer 2022. Pupils' answers will be combined with more than 10,000 other people's answers and only anonymous data will be reported, so they will not identify any schools, pupils or local authorities that take part. The results will be presented in statistical reports including breakdowns by age, gender and ethnicity in a way in which no individual child or school can be identified. This data file will be added to the UK Data Service, which is a website that holds data for hundreds of the UK's most important research studies. Researchers will be able to look at the data but they will not be able to identify which schools or pupils have taken part in the study.
- Participating schools' headteachers will also be emailed a short report with information on how their school's data compares to the national averages. The data in the report will not allow readers to identify individual respondents and will not be shared with anyone else.

How will Ipsos MORI ensure the data collected is secure?

- 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 the data?

- 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 any identifying data from our systems.
- Ipsos MORI will store respondents' information securely and the name and address of your school and of the class groups that take part will not be passed on to any other organisation. This information will be securely deleted on 31/10/22.

Your rights

- Providing responses to this survey is entirely voluntary and is done so with your consent. Schools can withdraw their consent to take part at any time. Pupils have the right to withdraw their consent at any time until they hand their questionnaire in (after this point we will no longer be identify which survey belongs to any individual pupil as we do not ask for pupils' names on the completed questionnaires).
- 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 MORI address.
- 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 the data be held & processed?

- All of the data used and collected for this survey will be stored and processed in data centres and servers within the United Kingdom and/or the EEA.

How can I contact Ipsos MORI about this survey and/or my data?

If you have any questions about the research, you can contact a member of the Ipsos MORI research team, at SDDsurvey@ipsos.com.

If you have any questions about data protection, you can contact the compliance team at Ipsos MORI on:

Email: compliance@ipsos.com with “21-029214-01 Smoking, Drinking and Drug Use study” in the email subject line

Post: 21-029214-01 Smoking, Drinking and Drug Use study
Data Protection Officer, Compliance Department
Market and Opinion Research International Limited
3 Thomas More Square
London E1W 1YW
United Kingdom