

Research on cyber security skills

Ipsos MORI privacy policy

Ipsos MORI has been commissioned by the Department for Digital, Culture, Media and Sport (DCMS) to conduct research on cyber security skills needs among UK businesses, public sector organisations and charities. This includes businesses offering cyber security products and services, and a wider set of businesses across different sectors with regards to their own cyber security needs. The research includes a survey of these groups and follow-up interviews with some of the organisations taking part in the survey.

Ipsos MORI is a specialist research agency in the UK. 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 (MRS) Code of Conduct and associated regulations and guidelines.

Participation in this research is voluntary – you are free to decide not to take part if you do not want to. You can withdraw your consent at any time. Your decision will not affect your relationship with DCMS or the government in any way.

This privacy policy only applies to this research project.

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What personal data has Ipsos MORI received for this survey?

Ipsos MORI has personal data relating to your business because we have been asked by the Department for Digital, Culture, Media and Sport (DCMS) to carry out survey research on their behalf about cyber security skills. The DCMS Privacy Notice can be reviewed at:

<https://www.gov.uk/government/organisations/department-for-digital-culture-media-sport/about/personal-information-charter>.

We have received contact details for four types of organisations:

1. businesses and public sector organisations, taken from the Inter-Departmental Business Register (IDBR) held by the Office for National Statistics (ONS)
2. charities, taken from the charity commission databases
3. phone numbers from Office of the Scottish Charity Regulator (OSCR) made via a request from DCMS
4. cyber sector firms, taken from a DCMS database of this sector.

For all the samples received, we have supplemented the list of telephone numbers we received with additional telephone numbers, emails and contact names matched from the Dun & Bradstreet database, from company websites and from other publicly available sources (e.g. publicly available LinkedIn pages).

Businesses and public sector organisations

We have used the Inter-Departmental Business Register (IDBR) to select a sample of businesses and public-sector organisations. The IDBR is a list of UK enterprises maintained by the Office for National Statistics (ONS) for statistical purposes. The ONS securely transferred this sample to DCMS, who transferred it to Ipsos MORI. It includes:

- organisation registered and trading names
- organisation address and postcode
- organisation telephone number.

Charities

If you are a registered charity on one of the following charity regulator websites, we have collected your personal data from one of these websites. This is in order to invite your charity to take part in the survey.

- [The Charity Commission for England and Wales web pages on GOV.UK](#)
- [The Office of the Scottish Charity Regulator \(OSCR\) website](#)
- [The Charity Commission for Northern Ireland website.](#)

In addition, the OSCR provided DCMS and Ipsos MORI with additional telephone numbers for charities in its database for the purpose of this research project only.

Cyber sector firms

DCMS controls a database of cyber sector firms. The database has been compiled based on publicly available information about these firms, including contact details. The information come from the following sources:

- the Bureau van Dijk Fame database
- the Orbis database
- the Beauhurst database
- a DCMS list of businesses involved in various cyber security start-up initiatives
- business websites.

The data DCMS have shared with Ipsos MORI from this database includes:

- business name
- business telephone number
- contact name and job title within the business where available.

The database of cyber sector firms also includes contact details collected in an earlier survey carried out by Ipsos MORI on behalf of DCMS, where respondents had given permission for these contact details to be reused for this latest research.

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

Ipsos MORI requires a legal basis to process your personal data.

- Ipsos MORI's legal basis for collecting charity contact details from the charity regulator websites is the legitimate interests of DCMS.
- Ipsos MORI's legal basis for processing personal data from each type of organisation beyond this stage is their consent to take part in this research study. If you wish to withdraw your consent at any time, please see the section below covering 'Your Rights'.

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

- Responding to this survey is voluntary and any answers are given with your consent.
- Ipsos MORI will keep your personal data and responses private in strict confidence in accordance with this Privacy Policy. You will not be identifiable in any published results.
- Ipsos MORI will use your personal data and answers solely for research purposes, to produce anonymous research findings for DCMS.

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

- Ipsos MORI will only retain any personal data and identifiable answers for as long as is necessary to support this research. In practice, this means that once we have reported the final anonymous research findings to DCMS, we will securely remove any personal data from our systems.
- For this project, we will securely remove your personal data from our systems by **24 April 2022**.

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Your rights

- You have the right to access your personal data within the limited period that Ipsos MORI holds it.
- If you want to contact Ipsos MORI about data they hold about you, please see the contact details below.
- 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 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.

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Where will my personal data be held and processed?

- All of your personal data used and collected for this survey will be stored by Ipsos MORI in data centres and servers within the United Kingdom.

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How can I contact Ipsos MORI and DCMS about this project and/or about my personal data?

If you have any questions or require further information our privacy policy, our compliance with data protection laws or information we hold about you, please contact our Compliance Department. They can be contacted by email sent to compliance@ipsos-mori.com with **21-016089-01 – Ipsos MORI cyber security skills research** as the subject line.

Or by letter sent to:

Ref: 21-016089-01 – Ipsos MORI cyber security skills research
Compliance Department
Market and Opinion Research International Limited
3 Thomas More Square
London
E1W 1YW
United Kingdom

You can email DCMS at dcmsdataprotection@culture.gov.uk with **21-016089-01 – Ipsos MORI cyber security skills research** as the subject line.

Or reach DCMS by letter sent to:

Ref: 21-016089-01 – Ipsos MORI cyber security skills research
FAO DCMS Data Protection Officer
The Department for Digital, Culture, Media and Sport
100 Parliament Street
London
SW1A 2BQ
United Kingdom

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Changes to this privacy policy

We keep our privacy policy under regular review. This policy was created on 7 July 2021.

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Useful links

- Ipsos MORI: www.ipsos-mori.com
- Information Commissioners Office: www.ico.org.uk
- Market Research Society: www.mrs.org.uk

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