



UK cyber sectoral analysis 2023 and your personal data

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

Ipsos (Market Research) Limited is a specialist research agency, commonly known as “Ipsos UK” or “Ipsos”. Ipsos 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 received for this survey?

Our research partners, Perspective Economics, have compiled a list of businesses in the UK cyber sector from several sources. Perspective Economics and DCMS have then added contact details to this list in order for Ipsos to be able to carry out the survey. These contact details come from:

- the Bureau van Dijk Fame database
- the Orbis database
- the Beauhurst database
- a DCMS list of businesses involved in the following programmes
 - Cyber Security Academic Startup Accelerator Programme (ASAP)
 - Cyber101
 - the NCSC Cyber Accelerator
 - the Cyber Security Immediate Impact Fund (CSIIF)
 - HutZero
 - the London Office for Rapid Cybersecurity Advancement (LORCA)
 - the Tech Nation Cyber Programme
 - Cyber Runway
- business websites.

The data Perspective Economics and DCMS have shared with Ipsos includes:

- business name
- business telephone number where publicly available (e.g. on business websites)
- business email address where publicly available
- contact names and job titles within the business where publicly available.

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



Ipsos requires a legal basis to process your personal data. Ipsos' 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 use any personal data including survey responses you provide?

- Responding to this survey is voluntary and any answers are given with your consent.
- Ipsos will keep your personal data and responses private in strict confidence in accordance with this Privacy Notice; you will not be identifiable in any published results.
- Ipsos will use your personal data and answers solely for research purposes and to produce anonymous, statistical research findings for DCMS and our partners Perspective Economics.

How will Ipsos UK ensure my 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 retain my personal data and identifiable responses?

- Ipsos 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 and our partners, Perspective Economics, 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 6 March 2023.

Your rights

- You have the right to access your personal data within the limited period that Ipsos holds it.
- If you want to contact Ipsos 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 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.

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 in data centres and servers within the United Kingdom and European Economic Area (EEA).

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

Contact Ipsos:

Email: compliance@ipsos.com with "22-019289-01 UK cyber sectoral analysis 2023" in the subject line

Post:

22-019289-01 UK cyber sectoral analysis 2023
Compliance Department
Ipsos (Market Research) Limited
3 Thomas More Square
London
E1W 1YW
United Kingdom

Contact DCMS:

Email: dcmsdataprotection@dcms.gov.uk with "22-019289-01 UK cyber sectoral analysis 2023" in the subject line

Post:

22-019289-01 UK cyber sectoral analysis 2023
FAO DCMS Data Protection Officer
Department for Digital, Culture, Media and Sport
100 Parliament Street
London
SW1A 2BQ
United Kingdom



Contact Perspective Economics:

Email: info@perspectiveeconomics.com with "22-019289-01 UK cyber sectoral analysis 2023" in the subject line

Post:

22-019289-01 UK cyber sectoral analysis 2023

Perspective Economics

Clockwise

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