

**This is a statement of the Data Protection policy adopted by Ipsos MORI.**

Ipsos MORI depends on the collection and analysis of information about living individuals in order to carry out the business of market research. This information may be obtained from any individual or organisation. Ipsos MORI also needs to collect and use certain types of information about people with whom it deals in order to operate. These include current, past and prospective employees, suppliers, clients and others with whom it communicates. In addition it may occasionally be required by law to collect and supply certain types of information of this kind to comply with the requirements of government departments for business data, for example.

All personal information must be dealt with properly however it is collected, recorded and used – whether on paper, in a computer file or database, or recorded on other material – and there are safeguards to ensure this in the Data Protection Act 1998. Ipsos MORI regards the lawful and correct treatment of personal information and maintaining the confidence of those with whom it deals as vital components of its business operations.

Ipsos MORI complies with the Market Research Society's Code of Conduct, and adheres to the eight principles of the Data Protection Act 1998, which states that personal data shall be:

1. processed fairly and lawfully;
2. obtained only for specified and lawful purposes, and not processed in a manner incompatible with those purposes;
3. adequate, relevant and not excessive in relation to the purposes for which they are held;
4. accurate and, where necessary, kept up to date;
5. kept for only as long as is necessary;
6. processed in accordance with the rights of data subjects under the Act, including the data subjects' right of access and right to object to the processing of their data in certain circumstances;
7. protected from unauthorised or unlawful processing accidental loss, destruction, or damage by appropriate technical and organisational measures;
8. only transferred to a country or territory outside the European Economic Area (EAA) where an adequate level of protection can be ensured.

**Ipsos MORI will, through appropriate management and application of procedures and controls:**

- observe the conditions regarding fair and lawful collection, storage and use of personal information;
- meet the legal obligations to specify the purposes for which personal information is to be used;
- collect and process appropriate personal information only to the extent that is necessary to fulfil operational needs or to comply with legal or quality control requirements;
- ensure the quality of information used;
- apply checks to control the length of time personal information is held and ensure its secure destruction;

- ensure that the rights of people about whom information is held can be fully exercised under the Act. (These include: the right to be informed that processing is being undertaken; the right of access to one's personal information; the right to prevent processing in certain circumstances; the right to correct, rectify, block or cause to be erased information which is regarded as wrong.);
- take appropriate technical and organisational security measures to safeguard personal information;
- ensure that personal information is not transferred abroad without suitable safeguards.

**In addition, IPSOS MORI will ensure that:**

- there is a Compliance Officer with specific responsibility for data protection in the organisation;
- everyone managing and handling personal information understands that they are contractually responsible for following good data protection practice;
- procedures for handling personal information are clearly described;
- everyone managing and handling personal information is appropriately trained to do so;
- everyone managing and handling personal information is appropriately supervised;
- anyone needing to make enquiries, or respond to queries, about handling personal information knows where to seek advice;
- queries about handling personal information are promptly and courteously dealt with, and logged when appropriate;
- reviews and audits are carried out of the way personal information is managed and methods of handling personal information are assessed and evaluated.

As required by the Act, we have notified the Information Commissioner of the personal data processing activities we carry out. Our notification registration numbers are Z5502515 and Z662886 .

Authorised by      Chief Executive Officer

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