

## **This Ipsos Survey and your personal data Active Lives Children and Young People Survey carried out for Sport England**

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 in relation to this survey.

The Active Lives Children and Young People Survey is an online survey of school pupils from years 1-11, the parents of pupils in years 1-2 and one teacher from each selected school. About 6,000 schools are invited to take part each year. The survey includes questions about participation in sport and physical activity, attitudes to activity, wellbeing, resilience, social trust, volunteering, and about some demographic characteristics such as ethnicity, gender, disability and household circumstances. Children, parents and teachers take part on individual or school computers, tablets or smartphones.

### **About Sport England and Ipsos**

- Sport England is a public body that works to encourage as many people as possible to become and remain physically active. As part of this work Sport England compiles statistics about the way people take part in sport and physical activity.
- Ipsos (market research) Limited is a specialist research agency, commonly known as “Ipsos”. Ipsos is part of the Ipsos worldwide group of companies, and a member of the Market Research Society. As such Ipsos abide by the Market Research Society Code of Conduct and associated regulations and guidelines.
- Sport England has asked Ipsos to carry out the Active Lives Children and Young People Survey on its behalf.
- Active Partnerships are involved in liaising with schools. Active Partnerships are locally based organisations who work collaboratively with local partners to promote an active nation. For more information please see: <https://www.activepartnerships.org/>

### **What is the lawful basis for processing your personal data?**

- Sport England has an obligation to compile and publish Official Statistics. Doing so is of great benefit to the public. Sport England promotes participation in sport or activity. Following on from its strategy ‘Towards an Active Nation’ in late 2015, the remit of Sport England was expanded to include children and young people from age five and upwards. Sport England will use the data from this survey to publish Official Statistics to inform investment into children and young people through gaining a better insight into children and young people’s attitudes and behaviours regarding sport and activity.
- Ipsos need to collect and use personal data in order to carry out the Active Lives Children and Young People Survey on Sport England’s behalf.

**Collecting this personal data is necessary for the performance of a task**

**carried out in the public interest by Sport England.** The lawful basis is Article 6f (Public task).

- Ipsos also collect and use special category data on Sport England's behalf. This includes data on ethnicity and disability. The **lawful basis for processing special category data** is Article 9j (Archiving, research and statistics).
- The research is being carried out in compliance with the Data Protection Act 2018.

### **Who does Ipsos share your data with?**

- Individual level responses will be shared with Sport England. Data which could identify an individual, such as date of birth, detailed ethnicity information provided by parents for year 1-2 pupils, written responses about identity or disability, and the name or identifying number of their school will be removed from the data before sharing with Sport England.
- Sport England will be advised which schools have taken part in the survey. Although Sport England will not be provided with the name of any school in relation to the data provided, the school may be identifiable if only one school within a local authority has taken part. In this instance, individual level responses which also identify this local authority will be able to be linked with the individual school, even without the school name or identifying number having been provided.
- **Sport England will not be provided with any data which may identify a participant.**
- At any time during this process, including after you or your child have taken part in the survey, you or your child may decide that you no longer want Ipsos to process your data. Please see the section below covering '**Your Rights**'.
- Ipsos will not process the data of anyone who does not complete an online questionnaire or contact the technical helpline. Neither Sport England nor Ipsos will hold any information for anyone who is invited to take part in the survey but chooses not to do so unless they contact the technical help email and leave their contact details.
- Schools and teachers will know who, within their school, has been invited to take part in the survey. Schools and teachers do not see individual level answers or responses, unless the pupil shares these with the school or teacher while completing the survey.
- Personal identifying data requested as part of the Active Lives Children and Young People Survey may include:
  - The date of birth of the child participant if in Years 1 and 2. This may be provided by the child, or the child's parent or guardian. This data is only used to link a child's responses to their parent or guardian's.
  - Email address, requested in the parent survey only.
  - Free text or written responses about gender, disability, sporting and volunteering activities, and travel to school of the child or young

person participant. This may be provided by the child or young person or their parent or guardian.

- Detailed ethnicity information, requested in the parent survey only.
- Teachers may be asked about their role and for the identification information of the school where they are employed. They may also be asked about willingness to be recontacted about involvement in developing the survey and for this will be asked to provide their name and email address.
- Those who contact the technical helpline by email will need to provide their email address in order to receive help. They do not need to give their name, though if they choose to do so, Ipsos will process this data. Information they provide in connection with the technical help email will never be linked with their survey answers. Personal data provided to the helpline will not be shared outside Ipsos without consent.

The data listed above will only be able to identify an individual in limited circumstances. These circumstances are set out in this Privacy Notice. For the majority of survey participants Ipsos and Sport England will not be able to identify an individual's personal data in the survey data.

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

- Responding to this survey is entirely voluntary.
- Ipsos will keep all personal data and responses in strict confidence in accordance with this Privacy Policy. Ipsos can assure you that you and your child will NOT be identifiable in any published results.
- Ipsos will use all personal data and responses solely for research purposes and to produce anonymous, statistical research findings and insights for Sport England.
- School level reports will be provided to each school where enough pupils at that school respond. School level reports will contain anonymous pupil results for that school.
- Where a school level report is provided, the responses of an individual teacher may be included. In this instance, the individual teacher's response, although anonymised, may still be identifiable. The teacher's response will only include details about the school (for example, the length of PE lessons, and any participation in active travel schemes). Any responses which could identify the teacher, or which relate to the teacher as an individual, such as role, year groups taught or training and qualifications will not be included in the school level report.
- Contact details and other information provided to the technical helpline will be used only for the purpose of dealing with the query raised.

#### **How will Ipsos ensure my personal information is secure?**

- Ipsos 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 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 hold the data collected as part of the Active Lives Children and Young People Survey in a way that can identify the participants **for as long as is necessary to support the research project and findings**. In practice, this means that once Ipsos have satisfactorily reported the anonymous research findings, it will securely remove all personal, identifying data from its systems. Ipsos will securely remove all personal data from its systems by 29 May 2026.

### **Your rights**

- **You have the right to access any personal data** held by Ipsos or Sport England, at any time when the data is held in an identifiable format. As noted above, Ipsos will only hold the data collected as part of the Active Lives Children and Young People Survey in a way that can identify the participants for a limited time. This means that a participant will not be able to access his or her personal data once Ipsos has removed it.
- Personal data will not be shared in any way that is inconsistent with this Privacy Notice unless:
  - The participant has given their express written consent to Ipsos to share the data; or
  - Where appropriate, a parent or guardian of a participant has exercised the participant's rights on his or her behalf. This will not be applicable for all participants.
- In some instances, you may have the right to object to Ipsos' processing of your personal data or your child's personal data. This is a different right to your right to opt out, which is discussed above.
- You have the right to rectify or correct any incorrect or out-of-date personal data about you which Ipsos may hold. As noted above, Ipsos will only hold the data in a way that can identify the participants for a limited time. This means that a participant will not be able to rectify or correct his or her personal data once Ipsos has removed it.
- You have the right to lodge a complaint with the Information Commissioner's Office (the 'ICO') if you have concerns on how Ipsos have processed your personal data. You can find details about how to contact the ICO at <https://ico.org.uk/global/contact-us/> or by sending an email to: [casework@ico.org.uk](mailto:casework@ico.org.uk).
- In some circumstances, a parent or guardian of a participant may be able to exercise a participant's rights on his or her behalf. This will not be applicable for all participants.
- To exercise any of your rights, please contact Ipsos at the contact details below.

### **Where will my personal data be held and processed?**

- All personal data will be stored by Ipsos in Ipsos data centres and servers within the United Kingdom and EEA.

### **Does this survey use Cookies?**

- Yes, the Active Lives Children and Young People Survey collects some information through the use of 'cookies'. These are small files stored on your computer or device. These files are used as sparingly as possible and only for quality control and validation. It is possible for you to delete 'cookies' or to prevent their use by adjusting the browser settings on your computer. If you do so you will still be able to take part in the survey if you wish to.

### **Does Ipsos collect any information about the device I complete the survey on?**

- Ipsos will also automatically capture information about your operating system, device type, display settings and browser type in order to ensure that the survey questionnaire is delivered in a form suited to the software your computer is using. Ipsos also captures device IP address. This is a unique number assigned to a user's device. We collect IP address for the purpose of identifying unique survey entries. We do not use IP addresses for tracking nor do we set tracking cookies based on IP addresses. IP address is not shared with Sport England. Ipsos do not capture any other information from your computer.
- Pupils, parents and teachers complete the survey on a computer, tablet, laptop or smartphone and so information about the IP addresses of school or personal devices is being captured.

### **How can I contact Ipsos about the Active Lives Children and Young People Survey and/or my personal data?**

**Email:** [activeliveschild.help@ipsos.com](mailto:activeliveschild.help@ipsos.com) with "Active Lives Children and Young People Survey 24-039140-01" in the email subject line

**Post:** 24-039140-01 - Active Lives Children and Young People Survey  
Data Protection Officer  
Compliance Department  
Ipsos (market research) and Ipsos MORI UK Limited  
3 Thomas More Square  
London E1W 1YW  
United Kingdom

You are also welcome to contact Sport England's Data Protection Officer if you have general questions about the data that is being collected.

**Email:** [foi@sportengland.org](mailto:foi@sportengland.org) with "Active Lives Children and Young People Survey" in the email subject line

**Post:** Data Protection Officer  
SportPark  
3 Oakwood Drive  
Loughborough  
Leicestershire  
LE11 3QF