



An Roinn Sláinte  
Department of Health

## The Healthy Ireland Survey 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 B&A

Ipsos B&A is a global research organisation that operates in Ireland through its local office in Dublin. It is the third largest research company in the world and operates to the highest standards in survey research.

### What is Ipsos B&A legal basis for processing your personal data?

Ipsos B&A requires a legal basis to process your personal data. The legal basis for processing by us is your consent to take part in the Healthy Ireland Survey. If you wish to withdraw your consent at any time, please see the section below covering 'Your Rights'.

### How will Ipsos B&A use any personal data including survey responses you provide?

Firstly, responding to this survey is entirely voluntary and any answers are given with your consent. Ipsos B&A will keep your personal data and responses in strict confidence in accordance with this Privacy Policy. Ipsos B&A can assure you that you will NOT be identifiable by the Department of Health or in any published result. Ipsos B&A will use your personal data and responses solely for research purposes and to produce anonymous, statistical research findings and insights for the Department of Health.

### How will Ipsos B&A ensure my personal information is secure?

Ipsos B&A 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.

Your personal information is securely encrypted at all stages. This includes while your responses are being recorded by the interviewer, while being transferred to the servers and while being retained on the servers.

### How long will Ipsos B&A retain my personal data and identifiable responses?

Ipsos B&A 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 to the Department of Health, we will securely remove your personal, identifying data from our systems. For this project we will securely remove your personal data from our systems by December 2026.

### 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 B&A in data centres and servers within Ireland, the UK and the European Economic Area. This is done in compliance with the General Data Protection Regulation (GDPR).

## Your rights

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- You have the right to access your personal data within the limited period that Ipsos B&A holds it.
- Providing responses to this survey is entirely voluntary and is done so with your consent. You have the right to withdraw your consent and to object to our processing of your personal data at any time, by contacting us as set out in the section How can I contact Ipsos B&A.
- 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 B&A address.
- You are also entitled to request from us to provide you with the personal data you may have provided to Ipsos B&A.
- You have the right to lodge a complaint with the Data Protection Commission, if you have concerns on how we have processed your personal data. You can find details about how to contact the Data Protection Commission at <https://dataprotection.ie> or by sending an email to: [info@dataprotection.ie](mailto:info@dataprotection.ie).

## How can I contact Ipsos B&A & Department of Health about this survey and/or my personal data?

### Contact Ipsos B&A

**Email:** [dpo.ireland@ipsos.com](mailto:dpo.ireland@ipsos.com) with “Healthy Ireland Survey” in the email subject line

**Post:** Healthy Ireland Survey  
Data Protection Officer  
Ipsos B&A  
Block 3, Blackrock Business Park  
Blackrock  
Co Dublin

### Contact Department of Health

**Email:** [healthyireland@health.gov.ie](mailto:healthyireland@health.gov.ie) with “Healthy Ireland Survey” in the email subject line

**Post:** Healthy Ireland  
Department of Health  
Block 1, Miesian Plaza  
50-58 Lower Baggot Street  
Dublin 2