

## Privacy Notice - This Survey and Your Data

### Smoking Drinking and Drug Use Among Young People in England Survey 2025

#### Who is this research for?

We are Ipsos, the research company conducting a study into smoking, drinking and drug use among young people, on behalf of NHS England.

NHS England runs the National Health Service (NHS) in England. They also collect data on smoking, drinking and drug use to plan services that support and protect young people.

#### What is a privacy notice?

This Privacy Notice is here to tell you who we are, how we collect and use information that you give us and how we keep it safe. We sometimes call the information we collect “data.”

#### What is the survey about?

The survey started over 40 years ago, in 1982. Each survey since then has asked young people like you about their views on smoking, drinking and drugs. The NHS, charities and government use the answers to help provide support and information for young people.

The survey starts in September 2025. Your participation in the survey will play an essential role in informing national health and education policies and planning health services for the future.

#### Legal basis

NHS England has a legal requirement to conduct research about matters connected with health services. This survey is being undertaken to meet NHS England’s responsibility in relation to creating policy and planning services for the population in relation to smoking drinking and drugs.

#### About Ipsos

NHS England has asked Ipsos UK to conduct this study on its behalf. Ipsos UK is a research company, commonly known as “Ipsos.” Ipsos is part of the Ipsos worldwide group of companies, and a member of the Market Research Society. This means that there are certain rules and guidelines Ipsos must follow.

#### Why is Ipsos allowed to process your data

NHS England has asked Ipsos to conduct this survey, collect the data and return the responses to NHS England. Ipsos does not collect or process any personal data from this study. If you wish to stop taking part in the survey at any time, please see the section below covering ‘Your Rights.’

## Your rights

- You can decide if you want to take part or not and you can change your mind and decide to stop answering the questions at any point. Please note that any incomplete responses will be used for analysis, but you can choose to select the 'prefer not to say' option for each question if you do not want to answer.
- If you have any complaints, we will appreciate it if you or an adult talk to us first, but your parent/guardian and you always have the right to contact the UK's Information Commissioner's Office (ICO), if you are worried about the survey. 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](mailto:casework@ico.org.uk).

## Will my answers be anonymous?

- The survey is anonymous, this means Ipsos does not collect personal data. Personal data is information about you, like your name, address, and other information about you that could identify you. This survey does not collect data that could identify you. This means that the information provided and collected by this study is anonymous.
- In this study you will **not** be asked to provide your name, personal details, or other information that could be used to identify you directly or indirectly.
- Everyone in your class will complete the survey using the same link, so there will be nothing to identify the answers given by you or anyone else.
- Your school may have access to screen surveillance software on your school computer or tablet which they manage in line with their own privacy policy. They are instructed not to access your computer or look at your answers while you are completing the survey.

## How will Ipsos use your data including the survey responses?

- Taking part in this survey is entirely up to you, and any answers are given voluntarily.
- Ipsos will keep the survey responses and share these with NHSE.
- All survey responses collected will be anonymous as described in this Privacy Notice. Ipsos can assure you that you will not be identified in the dataset by the information you have provided.
- Once your survey has been submitted no one will know which response are yours.
- NHS England and Ipsos will use the information in the responses for research purposes only.

## How will Ipsos ensure the data collected is secure?

- Ipsos in accordance with security standards to ensure information is safe from loss, theft, or misuse. Ipsos has regular internal and external checks to make sure we are storing information securely.

### How long will Ipsos keep the data?

- Information that you provide when you fill in the survey will be completely anonymous. Ipsos will securely store your anonymous responses until the end of the contract (31<sup>st</sup> March 2030) and all data is transferred to NHS England.

### Where will the data be kept & processed?

- All the data used and collected for this survey will be stored and processed in data centres and servers within the United Kingdom

### How can I contact Ipsos about this survey and/or my data?

You or your parent can contact a member of the Ipsos research team at [SDDsurvey@ipsosresearch.com](mailto:SDDsurvey@ipsosresearch.com), or by calling us on **0800 5422 157**

If you have any questions about data protection, you can contact the compliance team at Ipsos on:

**Email:** [SDDsurvey@ipsosresearch.com](mailto:SDDsurvey@ipsosresearch.com) with “Smoking, Drinking and Drug Use among Young People in England Survey” in the email subject line

**Post:** 24-086688-01 Smoking, Drinking and Drug Use study  
Data Protection Officer, Compliance Department  
Market and Opinion Research International Limited  
3 Thomas More Square  
London E1W 1YW  
United Kingdom

Contact details of our Data Protection Officer:

NHS England have appointed a Data Protection Officer (DPO). If you have any queries about this privacy notice or about how NHS England process personal data please contact our DPO by email or at the address below.

**Email:** [england.dpo@nhs.net](mailto:england.dpo@nhs.net) with “Smoking, Drinking and Drug Use among Young People in England Survey” in the email subject line

**Post:** Jon Moore (interim DPO)  
Delivery Directorate  
NHS England  
7 and 8 Wellington Place  
Leeds, West Yorkshire  
LS1 4AP

To contact the Information Commissioner’s Office please click on the [link](#).