

Privacy Notice

This notice is here to tell you about how we use and keep information about you safe. We sometimes call the information we collect "data".



Who are we?

Ipsos UK is an **independent research company**. We have been asked by the **UK Government** to conduct some research to explore financial crime. Along with thousands of other people aged 18 or over, we are inviting you to tell us about your experiences, if any, of being involved in or affected by a type of financial crime known as 'money muling'. Money muling is when an individual moves the proceeds of crime through their financial accounts (e.g., bank accounts, crypto accounts) on behalf of criminals, sometimes in exchange for payment or other benefit. Some of these individuals move funds knowingly whereas others can be unaware that what they're doing is illegal, and some may feel they have no choice.

Ipsos (market research) Limited is a specialist research agency, commonly known as "Ipsos UK". Ipsos UK 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.

Ipsos UK requires a legal basis to process your personal data. Ipsos UK's 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'.



Will anyone see my answers?

Ipsos UK will be using the supplier organisation Roots Research (Take Part in Research), a recruitment agency, to assist us in running the research survey.

Anonymised answers will be seen by the research team at Ipsos UK who will handle the data carefully. Roots Research (Take Part in Research), the recruitment agency who will send you the link to the survey, will collect your name and email address, but this information will only be given to the research team at Ipsos UK if you agree to be re-contacted for further research. Your email address will not be linked to any of your answers in the survey.

**How long will Ipsos UK keep my information for?**

Ipsos UK 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, we will securely remove your personal, identifying data from our systems. For this project we will securely remove your personal data from our systems three months after project completion, currently assumed to be August 2025.

**How does Ipsos UK keep my information safe?**

We are very serious about the safety of your information. We have processes in place to make sure that your information is locked and protected from loss, theft or misuse.

Our security standards are regularly checked and we are certified to a high standard called the International Standard for Information Security, ISO 27001.

**What happens to the findings?**

The anonymised data from the survey will be analysed and shared with the UK Government. It will not contain your name or any details that can identify you. A report will be produced and may be published, although all data will be anonymised, so no one will be able to tell that you have taken part.

**My rights**

Taking part is entirely voluntary so you need to agree – we call that “consent”.

If there are any questions you don't want to answer or topics you don't want to talk about, you can skip these, using the 'next' button or the 'Prefer not to say' option. You do not have to answer questions you do not feel comfortable with. You can choose not to take part in this survey or withdraw without giving a reason.

- If you withdraw after starting the survey, you will need to change your previous answers to 'prefer not to say' or change them to be blank. If you do not clear your answers, they will be stored on the survey database, but nobody will be able to identify you and they won't be used in the research.

You have the right to access the information we have about you until we delete it. You also have the right to correct any information about you that we hold and that is incorrect or out-of-date. If you want to see the information we hold please contact us at **UK-PA-Financial-Research@ipsos.com**.

If you have any complaints about Ipsos UK or the way the research was run, we will appreciate it if you talk to us first, but you always have the right to contact the UK's Information Commissioner's Office (ICO), if you are worried about how we have used your information. 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.

You can also contact Roots Research (Take Part in Research) to remove any personal data they have collected from you. Email TakePart@TakePartInResearch.co.uk.



Where will my personal data be held and made accessible?

All of the data used and collected for this study will be securely stored electronically in password protected folders. The systems and servers that Ipsos UK use are all within the UK.



How can I contact Ipsos UK about this study?

You or can use the below information to contact us:

Contact Ipsos UK:

Email: UK-PA-Financial-Research@ipsos.com

Post: 24-055929-01 Financial Exploitation Research
Data Protection Office,
Compliance Department
Ipsos MORI UK Limited
3 Thomas More Square
London
E1W 1YW
United Kingdom

Research about financial crime

2024

Any questions, please contact:

UK-PA-Financial-Research@ipsos.com**How can I find out more about the study?**

If you are worried about anything in this study, please contact the research team by emailing us at **UK-PA-Financial-Research@ipsos.com**.

**Where can I get help or advice about any of the topics in the survey?**

If you have been upset by any of the topics covered and would like to speak to someone about this, the sources in the support leaflet we have provided may be useful.

Thank you for your help with this study.