

Privacy Policy and Terms and Conditions



Growing Up
in the 2020s



RealityMine Ltd collects and processes your personal data on behalf of Ipsos. Ipsos has engaged RealityMine Ltd to provide software applications and data processing services for the purposes set out in this Policy. This document applies to all Ipsos respondents who agree to participate in research programs ("Program") that involves downloading and installing to their mobile device or computer a software application (the "App") developed by RealityMine Ltd. The Department for Education is the Data Controller, RealityMine Ltd and Ipsos are Data Processors. If you have any questions about this document, including any requests to exercise your Legal Rights, please use the details set out below.

1. Participation

By installing the VPN monitor, known as MediaLink App for Android devices and MediaLink VPN for iOS devices, you accept that you must abide by these Terms and Conditions. We reserve the right to amend or change these Terms and Conditions, which can be found here:

<https://growingup2020s.ipsos.com/key-documents>.

Participation in the study:

Is restricted to child participants in the Growing Up in the 2020s study.

- Participation is voluntary and your child can choose to leave the study at any point
- You will NOT be eligible to join the online behaviours study if:
 - You have already signed up to the study, this includes signing up twice or more for the same study. Any duplicate participants will be excluded from the study and will not be eligible for any gift vouchers
 - Your child will not be eligible for the study if you have not given your permission for them to participate (as well as them giving permission too).
- To the extent permitted by law, Ipsos shall not be liable for any losses, costs or expenses, (including indirect, consequential or incidental losses, costs or damages) howsoever caused, arising out of your participation in the Growing Up in the 2020s study, your use of MediaLink App/VPN or use of any additional Ipsos research apps.

By installing the MediaLink App/VPN monitor you are required to agree to:

- Your data being used for data analysis, but only once it has been anonymised to ensure your privacy
- These terms of use ("Terms").

Responsible Participation

- As part of your participation in the study, we encourage you to participate honestly and responsibly.

Purpose

- The purpose of the study is to understand children's use of the internet and how this relates to their wider education and wellbeing experiences.

Duration

- The study is intended to be conducted for each participant for a 4 week (28 day) period, with the 1st day being the day the MediaLink App/VPN is downloaded and sending data back to Ipsos.
- Ipsos will contact participants when their study period has begun, Day 1, and notify them when the study period has ended, Day 28. The gift voucher of £30 will be provided to the participant after the 28 day study period has been completed. It is the participant's responsibility to uninstall the MediaLink App/VPN after the study has finished.

2. Information

In order to register as a participant of the study, you will be asked to provide your name, personal email address and other personal information either about yourself or the child taking part in the study – please see our Privacy Policy for more details. You are responsible for ensuring this information is true and accurate, and for ensuring it is kept up to date.

Study Participants will be invited to download and install the MediaLink App/VPN on the Android and/or iOS Smartphone that your child uses.

The data collected via the passive monitoring app/VPN will be reviewed on an ongoing basis during the study for quality control purposes, if we feel the data does not correspond with the child's behaviour Ipsos may be in contact with you to discuss the device usage in more detail and help resolve any issues.

3. Medialink

MediaLink runs in the background whilst the device it is downloaded to is being used. It allows Ipsos to collect data (specifics below) from the following:

- Websites visited
- Apps visited

The specific data that will be collected from the websites and/or apps visited are:

- Website or app name
- Time/date/duration of visit to the website or app

Frequency of visits to the websites and/or apps

Search terms entered into search engines (although being collected as a default, these will not be shared with Ipsos)

The MediaLink App/VPN does NOT collect keystrokes or information that is entered into a web form on a website or app, such as website user IDs, passwords, credit card numbers, other financial account numbers or any other data presented on or entered into a secure (HTTPS) webpage. As a result, the MediaLink App/VPN will not have access to information regarding items in a website shopping basket or your interactions with financial or health-related websites that you may log into, as these are normally secure sites.

However, in the event that any such sensitive data is collected inadvertently, such as the collection of personal, health, financial, or password data by a badly designed website (e.g., user ID/password in the URL); any such data will be securely deleted from our systems as soon as it is found to have been collected in line with Ipsos's data protection and information security policies and procedures.

Participants will be invited to download and install the MediaLink App/VPN. We can reassure you that this app DOES NOT record any phone calls, nor does it collect the content of any emails or text messages.

We check if you are connected to Wi-Fi, but we do not collect any information about which Wi-Fi signal you are connected to.

Ipsos UK's registered address is 3 Thomas More Square, London E1W 1YW, UK and it is registered in England and Wales under number 01860855. Ipsos is a Company Partner member of the UK Market Research Society and complies with the Society's code of conduct.

Full details of the information collected and how it will be used can be found in the Privacy Policy on the study website: <https://growingup2020s.ipsos.com/using-your-data/#privacy>

Costs:

The MediaLink App/VPN is made available to you for free; however, the MediaLink App/VPN sends small amounts of data over the internet at intervals – for example approximately 3–6Mb per day for the MediaLink App/VPN (an average mp3 music file is 3Mb). However, this may be more or less, depending on how much you use your device. If you are using it on a device that has a mobile data plan and are not connected to your home Wi-Fi then this is likely to be covered in your data allowance, but if you do not have a mobile data plan you might incur a small cost. If this is a concern, please contact us and we may be able to restrict it to only send data over a Wi-Fi connection (depending on the device).

Ownership:

The MediaLink App/VPN remains the property of RealityMine. You must NOT make copies of the MediaLink App/VPN, give the MediaLink App/VPN to someone else, or try to sell them, make them available for other people to use or distribute them in any other way. You must not remove or attempt to alter any copyright, proprietary or legal notices contained within the MediaLink App/VPN. Nor are you permitted to attempt to decompile, reverse engineer or attempt to modify the MediaLink App/VPN in any way.

You can only use the MediaLink App/VPN on your own personal device. If someone else owns the devices, or pays the bills for the devices, you must have permission from the owner or person who pays the bills BEFORE you install the MediaLink App/VPN.

The study is controlled by Ipsos UK (Company No: 01640855), commonly known as "Ipsos". Ipsos is a specialist market research agency and part of the Ipsos Worldwide Group of market research companies. Ipsos is a member of the Market Research Society and, as such, abides by the Market Research Society's Code of Conduct and supporting market research regulations and guidelines.

Warranties and Liability:

The MediaLink App/VPN and all content, functionality, and features within it are provided "as is" and without warranties or representations of any kind either expressed or implied. To the greatest extent permitted by law, Ipsos disclaims all warranties of satisfactory quality and fitness for a particular purpose and that content, information displayed in or on the MediaLink App/VPN is accurate, complete up-to-date and/or does not infringe the rights of any third party.

While we use reasonable efforts to ensure that the MediaLink App/VPN is free from viruses and other malicious code, neither we nor any other party involved in producing or delivering the MediaLink App/VPN assumes any responsibility, or liability for any viruses or other malicious code that may infect your device passively as a result of downloading, installing or using the MediaLink App/VPN. Except where required by applicable law, Ipsos shall not be liable to any person for any loss or damage they suffer as a result of viruses or other malicious or harmful code that they access from or via the MediaLink App/VPN.

Save in respect of any liability for personal injury or death caused by our negligence, Ipsos shall not be liable for any damages, loss or injury arising in connection with these Terms and/or your use of, or the inability to use, the MediaLink App/VPN, or any function of the MediaLink App/VPN, howsoever caused.

4. Gift Vouchers

All correspondence on the payment of vouchers will be handled by Ipsos. The voucher for this part of the study is £30 and will depend on the satisfactory completion of the research.

The passive monitoring app/VPN data collected will be reviewed occasionally for quality control purposes. If we feel the data does not correspond with a/the child's behaviour we may be in contact with you to discuss the device usage in more detail and help resolve any issues. If we conclude data does not reflect the child's behaviour, we have the right to withdraw or reduce the voucher.

A full 28-day period of full data needs to be received from participants for the full voucher to be received.

5. Exiting

Participation in the study is voluntary. You can choose to end your participation at any point.

If you no longer wish to take part in our research study you may remove yourself by uninstalling the MediaLink App/VPN.

If a participant removes themselves from the study prior to the completion of the 28-day study finishing, then no incentive will be supplied.

You will need to follow uninstallation instructions found at <https://incompass.me.uk/uninstall/> to remove the MediaLink App/VPN from your device(s).

6. Governing Law and Jurisdiction

These Terms are governed by the laws of England and Wales and are subject to the exclusive jurisdiction of the courts of England and Wales.

7. Ipsos Contacts

- **Email:** growingup2020s@ipsos.com
- **Telephone:** 0800 182 2137
- **Post:** Growing Up in the 2020s
Ipsos
Links House
15 Links Place
Edinburgh
EH6 7EZ

Our standards and accreditations

Ipsos' standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a "right first time" approach throughout our organisation.



ISO 20252

This is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos UK was the first company in the world to gain this accreditation.



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001

International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) and the UK Data Protection Act 2018 (DPA)

Ipsos UK is required to comply with the UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA). These cover the processing of personal data and the protection of privacy.



HMG Cyber Essentials

Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet. This is a government-backed, key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessed and validated for certification in 2016.



Fair Data

Ipsos UK is signed up as a "Fair Data" company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of data protection legislation. .

For more information

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<http://twitter.com/lpsosUK>