PRIVACY POLICY

State of Evaluation Survey 2026

This online survey and your personal data

This Privacy Notice pertains to the online survey of the State of Evaluation in the UK, commissioned by the UK Evaluation Society (UKES) and co-delivered by Ipsos UK. The survey is being administered through an open link, using the software SmartSurvey.

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 the UK Evaluation Society (UKES)

- The UK Evaluation Society (UKES) is the UK's leading provider of evaluation training and the largest cross-sector community of evaluation professionals in the country. As a registered charity (No. 1211138), we advance education and training in evaluation for public benefit, promoting high standards of professionalism, education, and ethics across all sectors.

About Ipsos UK

- Ipsos MORI UK Limited and Ipsos (market research) Limited are a specialist research agency, commonly known as Ipsos and referred to in this privacy notice 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.

What is UKES and Ipsos UK’s legal basis for processing your personal data?

- UKES and Ipsos UK require a legal basis to process your personal data. Ipsos UK’s legal basis for processing is your consent to take part in this research study. If you wish to withdraw your consent at any time, please see the section below covering ‘Your Rights’.

How are UKES and Ipsos distributing this online survey?

- UKES and Ipsos UK will advertise and disseminate open links to this survey through social media channels and platforms such as LinkedIn.
- In addition, UKES will send out an invitation to participate in the study through its membership and newsletter lists.
- Members of the UKES Board and Ipsos will also disseminate the invitation, as appropriate, through their own networks.

How will UKES and Ipsos UK use any personal data including survey responses you provide?

- Responding to this study is entirely voluntary and any answers are given with your consent.
- UKES is the Data Controller for the study and Ipsos UK is the Data Processor.
- UKES will keep your personal data and responses in strict confidence in accordance with this Privacy Notice and you will only be identifiable if you consent (this is asked as a question in the survey itself).
- UKES or Ipsos UK will not be using any identifiable responses in the study, and you will NOT be identifiable in any published results.
- Ipsos UK and the client will only use your personal data and responses solely for research purposes.

How will UKES ensure your personal information is secure?

- UKES are careful to store your data securely in order to prevent unauthorised access. Security procedures in the form of electronic/digital and physical/hard copy data are in place as well as related managerial and staff training and procedures.
- Data is held electronically and is protected from unauthorised persons by password protection, multi-factor authentication (MFA) and security software.
- UKES will only share your data with Ipsos UK for the purposes of this survey, such as for inviting to interview or recontacting for future waves. We never pass personal data onto third parties for marketing purposes.
- Ipsos UK 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 UK 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 UKES and Ipsos UK retain your personal data and identifiable responses?

- 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.
- Your personal details used to invite you to take part in this study, will be securely deleted from Ipsos UK systems once the study and any quality control checks are complete; this is usually carried out on finalisation of the reporting outputs.
- In the case of this survey, we will be asking participants if they are happy to be recontacted for future waves of the study, since the research is designed to

understand changes in use of data over the course of the next few years. You will only be recontacted for future waves of the study if you consent to be recontacted. Should you consent, UKES will hold your data securely for up to 6 years throughout the duration of the study.

- UKES will only retain the data you provide in this survey for as long as is necessary to support the research project and findings in line with the above.

Your rights

- You have the right to access your personal data within the limited period that Ipsos UK holds it.
- If you want to contact either UKES or Ipsos UK about data they hold about you, please see contact details below.
- Providing responses to this study is entirely voluntary and is done with your consent. You have the right to withdraw your consent at any time.
- 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 as below.
- You have the right to lodge a complaint with the UK's Information Commissioner's Office (ICO), if you have concerns on how we have processed your personal data. 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.

Where will your personal data be held & processed?

- All of your personal data used and collected for this survey will be stored and processed in the United Kingdom.

How can you contact Ipsos UK and UKES about this study and/or your personal data?

- **Contact Ipsos UK:**

Email: Laura Hayward, laura.hayward@ipsos.com with "UKES State of Evaluation Study" in the email subject line

- **Contact UKES:**

Email: Nick Posford hello@evaluation.org.uk with "UKES State of Evaluation Study" in the email subject line