Department for
Business, Innovation,
Science and Trade

Public Attitudes to Animal Research Survey Privacy Notice

This notice sets out how we will process your personal data, and your rights. It is made under Articles 13 and/or 14 of the UK General Data Protection Regulation (UK GDPR).

This privacy notice explains how the Department for Business, Innovation, Science and Trade (BIST), through the Office for Life Sciences, will handle personal data collected from people who choose to take part in the Public Attitudes to Animal Research survey. The survey will help BIST understand public awareness of and attitudes towards the use of animals in scientific research, and will inform policy development, communications and evaluation.

The Department for Business, Innovation, Science and Trade is the Data Controller for the use of personal data covered by this privacy notice.

1. Your Data

We will process the following personal data:

- Age,
- Gender or sex
- Region, postcode
- Working status and social grade or socio-economic classification
- IP address (automatically collected by the survey software to prevent duplicate completes)
- Email addresses (automatically collected by online panel providers about their members)
- Name and phone number (asked optionally of the face-to-face sample only for BMG to conduct fieldwork quality assurance calls. Respondents can refuse to provide this information if they wish to)

We will process the following special category data:

- Personal data revealing racial or ethnic origin

Where personal data has not been obtained from the data subject
Your personal data were obtained by us from:

- Panel providers for email addresses
- Qualtrics software for IP addresses

2. Purpose

The purpose(s) for which we are processing your personal data is:

- To run and manage the Public Attitudes to Animals in Research survey;
- To understand public awareness of, and attitudes towards, the use of animals in scientific research in Great Britain or the UK;
- To analyse how views vary across demographic groups and over time, including comparison with previous waves of the survey where appropriate;
- To produce aggregated statistics, analysis and reports which do not identify individual respondents;
- To inform BIST and Office for Life Sciences policy development, communications, stakeholder engagement and evaluation relating to animals in science and non-animal technologies; and
- To manage the survey contract, quality assure the research and meet audit, transparency and records management requirements.
- To prevent duplicate completion of surveys by the same respondent.
- For data collection quality assurance purposes.

3. Legal basis of processing

The legal basis for processing your personal data under Article 6 of the UK GDPR is:

1(e)Public task: Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the data controller. The task is to commission and use research evidence to inform government policy and communications on the use of animals in scientific research and related life sciences policy responsibilities.

The legal basis for processing your special category data under Article 9 of the UK GDPR is:

9(2)(g) Processing is necessary for reasons of substantial public interest, for the exercise of a function of the Crown, a Minister of the Crown, or a government department; the exercise of a function conferred on a person by an enactment; the exercise of a function of either House of Parliament; or the administration of justice; and an appropriate policy document is in place. The substantial public interest is enabling the Department to develop, implement and evaluate government policy, ensure effective administration of public functions, and support evidence-based decision making in the public interest.

4. Recipients

Your personal data will be shared by us with:

- The contractor appointed by BIST and acting as a data processor on behalf of BIST to design, administer, analyse and report on the survey;
- The contractor's sub-processors acting on the contractor's' instructions for survey administration, fieldwork, panel management, data processing, analysis, quality assurance, IT hosting or reporting.

As part of our IT infrastructure, your personal data will be stored in the UK on systems provided by our data processors - Microsoft and Amazon Web Services. This does not mean we actively share your personal data with these entities; rather, they are technical service providers who host infrastructure supporting our IT systems.

5. Retention

Your personal data will be kept by us for until the survey supplier BMG has produced a report outlining the survey results and this report has been signed off by OLS. Signed off of the report is planned for 5th March 2027.

6. Automated decision making

We will not use your personal data for automated decision-making that produces legal or similarly significant effects for you.

7. International Transfers

Your personal data will only be processed in the UK.

8. Your Rights

You have the right to request information about how your personal data are processed, and to request a copy of that personal data.

You have the right to request that any inaccuracies in your personal data are rectified without delay.

You have the right to request that any incomplete personal data are completed, including by means of a supplementary statement.

You have the right to request that your personal data are erased if there is no longer a justification for them to be processed.

You have the right in certain circumstances (for example, where accuracy is contested) to request that the processing of your personal data is restricted.

You have the right to object to the processing of your personal data where it is processed.

To exercise your rights please contact the Data Protection Officer using the contact details below.

9. Contact Details

The data controller for your personal data is the Department for Business, Innovation, Science and Trade (BIST). You can contact the BIST Data Protection Officer at:

Department for Business, Innovation, Science and Trade

Old Admiralty Building

Admiralty Place

London

SW1A 2DY

data.protection@businessandtrade.gov.uk

If you are unhappy with the way we have handled your personal data, please write to the department's Data Protection Officer in the first instance using the contact details above.

10. Complaints

If you consider that your personal data has been misused or mishandled, you may make a complaint to the Information Commissioner, who is an UK independent regulator. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113
https://ico.org.uk/make-a-complaint/

Any complaint to the Information Commissioner is without prejudice to your right to seek redress through the courts.

11. Updates to this notice

If this privacy notice changes in any way, we will place an updated version on this page. Regularly reviewing this page ensures you are always aware of what information we collect, how we use it, and under what circumstances we will share it with other parties. The ‘last updated’ date at the bottom of this page will also change.

If these changes affect how your personal data is processed, we will take reasonable steps to let you know.

Last updated: 10 September 2026