



Logo of research organisation

Autumn 2018

[Dear]

European Social Survey 2018/2019

[You have/your address/household has] been selected to take part in an international study on what people think about various important issues affecting [country]. The study is being carried out simultaneously in more than 20 countries across Europe and will help to find out how much or how little people in different countries share the same views and beliefs. It is being paid for from both [country] and European sources.

The questionnaire covers a wide range of topics and no special knowledge is needed to answer any questions. Your [name/household/address] has been selected from [sampling frame] by scientific methods to ensure that we get a representative picture of people in [country]. We cannot therefore substitute any [name/household/address]. All information you provide will be treated in strict confidence and in accordance with EU's General Data Protection Regulation (GDPR) and national data protection laws. For more information, please refer to the enclosed brochure.

Most people taking part in the study find it an interesting and enjoyable experience, and we hope that you will too. An interviewer will [visit/call] you shortly to explain more about the study and, if you agree, will arrange a suitable time for the actual interview, which will be carried out in person. We certainly hope we can rely on your co-operation.

Meanwhile, if you wish to have any further information about the study, please feel free to contact me on the number above.

Thank you in advance for your help,

XXXX XXXXXX

The interviewer who will be contacting you is:

Using the advance letter template

The letter above is provided as a **guide** for participating countries to formulate their own advance letters. There is no need to follow the contents exactly: **countries should adapt the guide letter** so that it refers to the most relevant issues to their target respondents. It may be useful therefore, particularly for new entrants, to see how the letter template was mainly adapted in previous rounds:

- in some countries, more details were given about the **particular topics** included in the interview. It is obviously not possible to list all the topics covered, but the letter can mention those with the most appeal to target respondents in each country. The process of selecting topics that seem to appeal most to people can be part of the pretest;
- some countries placed more emphasis on how **respondents' confidentiality** was safeguarded;
- countries using an **incentive** can inform respondents about this in the advance letter;
- as well as contact details of the survey organisation, it could be useful to add contact details about the **survey** itself, e.g. the ESS home website. In previous rounds, some countries found it particularly useful to provide a link to a national website, where more information could be found;
- it is possible to use the **reverse page** of the letter to provide more information, although avoid making the letter look too 'crowded'.

These adaptations are, obviously, not exhaustive and there may be other changes that are required in individual countries.

Advance letters must refer target respondents or households to the data protection statement brochure (see below) and not contradict any information therein.

Using the brochure template

From Round 9, a brochure containing a data protection statement **must** be given to target respondents. In countries using an advance letter, every sample unit must be sent a brochure before the interviewer attempts contact, in the same envelope as the advance letter. In countries not using an advance letter, or using address, household and area-based samples, selected respondents must be given this brochure by the interviewer before the interview starts. All interviewers should carry spare copies of the brochure with them when out in the field.

Countries should not change the information given in the brochure template available from the NC Intranet, as that information is considered mandatory. If there is overlap between the advance letter and the brochure that NCs wish to avoid, it is essential that all the information from the brochure is conveyed in either the advance letter or the brochure.

However, countries may want to include more information in the brochure **in addition** to the data protection statement, e.g. for the following purposes:

- to underline the authority or reputation of the survey;
- to provide more, or more detailed, information about the study to target respondents, e.g. findings from previous rounds of the survey, either focusing on the country itself or comparing it with other countries;
- to make the project more salient to respondents as different types of information can be conveyed, e.g. the inclusion of graphs or pictures;
- to inform respondents about sources of support available to them, e.g. because we are asking about health issues.

The European Social Survey is a survey of social attitudes, beliefs and behaviours of individuals in European countries

Protecting your personal information is important to us. This leaflet outlines what we do with the information we collect and store.

Why are we contacting you?

[ESS has asked National statistics agencies to produce representative lists of possible participants, based on random sampling information about [your age, gender, address] or household].

If you are under **16** years of age at the time of the interview, a parent or guardian will be asked for permission for you to participate. As a parent/guardian you can request to see the questionnaire in advance.

Your participation in the ESS

During the ESS interview, you will be asked a number of questions about your attitudes, life events, as well as more factual questions. We will ask about, politics, religion, trade union membership and about your attitudes to social issues. Your answers from the interview will be recorded electronically. We also gather information about the area you live in.

Your participation in the survey is voluntary. You are free to choose which questions you want to answer, and you may stop the interview at any time without giving any explanation.

If you decide not to participate

If you decide not to take part in the ESS, for whatever reason, we will ask and record the reason(s) why, for example if this is due to a language barrier or illness/sickness. This information helps us to check that the people who participate in the survey are representative of the overall population in your country. For information about your privacy and rights, see below.

What happens with the collected information?

- ❖ We will treat all the information about you with strict confidentiality and in accordance with EUs General Data Protection Regulation (GDPR) and national data protection laws.
- ❖ Only the [FWO], that collects data, will have access to your contact (eg name and address) information.
- ❖ When the survey is finished, the [FWO] will send the ESS-data, without your name or contact details to the ESS Archive (NSD - Norwegian Centre for Research Data, Bergen, Norway).
- ❖ Your name and contact information will be deleted when the data is published and no later than June 2020.
- ❖ The rest of the collected ESS-data will be securely stored for an indefinite period. They are made available for use in scientific studies by researchers, students and others interested in Europeans' social attitudes.
- ❖ There is a possibility but it is unlikely that some information (such as citizenship, age, country of

ESS ERIC DATA PROTECTION STATEMENT

birth, occupation, ancestry and region may combine in a way that would identify you. This is a possibility only for the survey responses which are not published. Access to these data will only be given to researchers after approved applications and confidentiality agreements are in place.

- ❖ The results of the survey will be published on the ESS website within May 2020.
- ❖ We will make every effort to ensure that no participant is identifiable in the results of the survey or in any publications based on the study.

Your rights

As long as we can identify you in the ESS results (the survey responses), you have the right to object to the processing of your personal data, to access, rectify and erase any information about you, and to ask us what information we hold about you. Once details such as your name and address are removed, then it will no longer be possible to delete the information you provided.

You also have the right to lodge a complaint to your national supervisory authority or with the UK Information Commission's Office.

Who is responsible?

The European Social Survey European Research Infrastructure Consortium (ESS ERIC) undertakes the survey and is the Data Controller. Its headquarters are in London, UK.

What organisations are involved?

In [country], [Name of National Coordinator] at [Institution] and [the fieldwork agency] is responsible for the recruitment and carrying out the survey. See [link to national websites] for an overview of the key members of this team.

What gives us the right to collect your personal data?

The lawful bases used in ESS are that it is undertaken as a task in the public interest and necessary for research and archiving purposes, in accordance with the General Data Protection Regulation and national laws.

Where can I find out more?

To find out more about the study, visit [national ESS web page] and www.europeansocialsurvey.org

Contacts:

FWO/National team [enter phone number] [email]

Data Protection Officer, ESS ERIC (Data Controller): dpo.esseric@europeansocialsurvey.org

National Data Protection Authority: [enter contact details]

UK Information Commission's Office

ESS ERIC DATA PROTECTION STATEMENT

By Post : Wycliffe House
Water Lane
Wilmslow Cheshire
SK9 5AF
By Telephone 01625 545700
<https://ico.org.uk/global/contact-us/email/>

Full privacy notice at: www.europeansocialsurvey.org/about/privacy.html