LINKING DATA

what happens to your personal information

You complete the survey

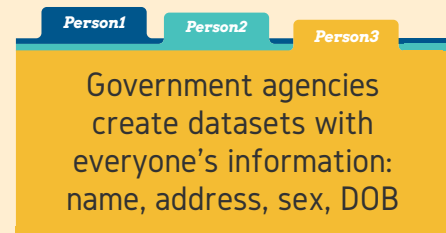### we create

a dataset with your anonymous answers

a dataset with a temporary ID, your name, address, sex and DOB

Government agencies collect data as a matter of course

This could be from NHS, DVLA, HMRC or education records

Person1 Person2 Person3

Government agencies create datasets with everyone's information: name, address, sex, DOB

we send this file to the government agency

they find your record

remove the personal information from it and send your data to us

we match

your survey answers

the government agency data

and create

a new anonymous dataset which combines the survey answers and the government agency data, but has no personal identifying information

the anonymous data are available to researchers