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Amy Hawthorn
Research Manager
Ipsos MORI
79 - 81 Borough Road
London SE1 1FY

15th December 2008

Dear Amy,

Participation in Sport study for Sport England.

Under the Data Protection Act 1998, the British Canoe Union is required to put in place an agreement between the British Canoe Union and any organisation which processes personal data on its behalf governing the processing of that data.

Under an agreement made between the British Canoe Union (BCU) and Market & Opinion Research International Ltd (Ipsos MORI) ("the Agreement"), Ipsos MORI processes the following data ("the Personal Data") on behalf of the BCU:

- Title, full name, age, gender, email address, telephone number and post code of home address of participants.
- Club name
- Region

Ipsos MORI will process this personal data for the following purpose(s) only:

- To contact the participants in order to invite their participation in the study.
- To send reminder communications to participants,
- To append age, gender, region, club and post code details to participants responses for analysis purposes only.
- To depersonalise the results by removing participants identifying information, including truncating post code to first part of post code only leaving fully anonymised raw results data.
- To securely destroy the personal data supplied by the BCU in accordance with the requirements of Clause 10 of this agreement

The Personal Data above are and will remain the property of the BCU at all times

This letter evidences an undertaking by Ipsos MORI that it will process the Personal Data strictly in accordance with its obligations under the Agreement and with the following conditions:

1. Ipsos MORI shall employ appropriate operational and technological processes and procedures to keep the Personal Data safe from unauthorised use or access, loss, destruction, theft or disclosure. The organisational, operational and technological processes and procedures adopted are required to comply with the requirements of ISO/IEC 27002-2:2005 (ISO/IEC 17799:2005) as appropriate to the services being provided

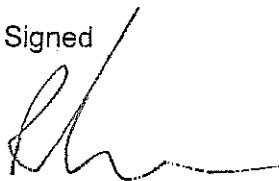
"Helping & inspiring people to go canoeing"

to the BCU. The BCU will use ISO/IEC 27002-2:2005 as a basis for auditing compliance with the guarantees Ipsos MORI provides in relation to this obligation;

2. Ipsos MORI will not keep the personal data on any laptop or other removable drive or device unless that device is protected by being fully encrypted, and the use of the device or laptop is necessary for the provision of the services under this agreement. Where this is necessary, Ipsos MORI will keep an audit trail of which laptops/drives/devices the personal data are held on
3. Ipsos MORI shall ensure that only such of its employees who may be required by it to assist it in meeting its obligations under the Agreement shall have access to the Personal Data.
4. Ipsos MORI shall ensure that all employees used by it to provide the services as defined in the Agreement have undergone training in the law of data protection, their duty of confidentiality under contract, the Market Research Society's code of conduct, and in the care and handling of Personal Data;
5. Ipsos MORI agrees to assist the BCU promptly with all subject information requests which may be received from the data subjects of the Personal Data;
6. Ipsos MORI shall not use the Personal Data for any purposes other than those detailed above
7. Ipsos MORI shall not disclose the Personal Data to a third party in any circumstances other than at the specific written request of the BCU.
8. Ipsos MORI agrees that it will ensure that any sub-contractor it uses to process the personal data complies with the terms of this agreement. Where a sub-contractor is used, Ipsos MORI agrees that the BCU may, upon giving reasonable notice and within normal business hours, carry out audits and checks of the sub-contractor to ensure adherence to the terms of this agreement.
9. Ipsos MORI will NOT transfer the Personal Data to any other country without explicit written agreement from the BCU.
10. Ipsos MORI will ensure that the personal data is **securely** removed from their systems and any printed copies securely destroyed at the end of this work, or on termination of the contract. In complying with this clause, electronic copies of the personal data shall be securely destroyed by either physical destruction of the storage media or secure deletion using appropriate electronic shredding software that meets HM Government standards. Any hard copy will be destroyed by cross-cut shredding and secure re-cycling of the resulting paper waste.
11. Each party shall indemnify the other against all costs, expense, including legal expenses, damages, loss, including loss of business or loss of profits, liabilities, demands, claims, actions or proceedings which the other party may incur arising out of any breach of this Agreement
12. This Agreement shall be governed by and interpreted in accordance with the laws of the United Kingdom.

The BCU reserves the right upon giving reasonable notice and within normal business hours to inspect Ipsos MORI's systems and processes in order to satisfy itself that Ipsos MORI is adhering to the terms of the letter.

Signed



Robert Deacon
Operations Director

On behalf of:

British Canoe Union



Amy Hawthorn
Research Manager

On Behalf of

Ipsos MORI