

Privacy Notice for the Start Small; Dream Big Primary Pilot evaluation: data protection rights

Who is this privacy notice for?

This privacy notice is for participants in the Start Small; Dream Big Primary Pilot evaluation – you could be:

- a pupil, teacher, parent, employer or member of Careers Hub staff completing a survey
- a pupil, teacher, parent or member of Careers Hub staff taking part in a focus group.

Who are we?

[ImpactEd Evaluation](#) is an independent organisation evaluating Start Small; Dream Big Primary Pilot. This is a pilot programme being run in primary schools aiming to increase children's aspirations so that they keep an open mind towards their career pathway choices throughout their education.

The pilot programme is being run by your local Careers Hub, funded by [The Careers & Enterprise Company](#) (CEC). CEC provide digital tools, resources, training, and support to schools to help teachers to enhance the careers education children receive in school.

CEC is the data controller for the personal information provided to the evaluation. They have asked ImpactEd Evaluation to process data on their behalf. ImpactEd Evaluation is therefore a data processor.

What is a privacy notice?

A privacy notice is one of the ways in which an organisation lets you know about how we collect, use, keep and share the information we hold about you. The privacy notice is part of our commitment to making sure that we process your personal data fairly.

All data processing and other handling of data referred to in this privacy notice relates specifically to the Start Small; Dream Big Primary Pilot evaluation.

Schools should inform parents of their child's participation in the evaluation, including details of the evaluation and its purpose and enable them the opportunity to opt out of their child taking part. An age-appropriate explanation of the evaluation should also be shared with children and children must not be required to take part.

What is personal data?

Personal data is any information that can be used to identify you. This, for example, could be your name or email address.

What type of personal data do we process?

We collect personal data to examine the impact of the Start Small; Dream Big Primary Pilot on pupils, teachers and schools. The personal data that we will be using for this project are as follows:

Who?	What type of personal data?
Pupils who respond to surveys at non-research schools	No personal data for survey respondents – responses are anonymous For focus group participants – name, school name, information collected through focus group
Pupils in all year groups at research schools only*	School name Demographic data - year group, gender, Pupil Premium and Free School Meals eligibility, English as an Additional Language, Special Educational Need/Disability, Looked After Child Behaviour and exclusions data For focus group participants – name, school name, any information collected through focus group
Teachers	Name, email address, school name and role in school
Parents	No personal data for survey respondents – responses are anonymous For focus group participants – name, email address and school name, information collected through focus group
Employers	No personal data for survey respondents – responses are anonymous For focus group participants – name, email address and school name, information collected through focus group
Careers Hub staff	Careers Hub name and role

* Additional data collected for pupils at research schools is pseudonymised, meaning that the researchers will not see pupil names and will not be able to identify pupils.

* This additional data is important for the purpose of the research as it will enable us to understand whether the impact of the pilot programme is different for different groups of pupils and whether there is an impact on their behaviour in school, over time.

What do we do with your personal information and who do we share it with?

Your personal data is accessible only to the ImpactEd Evaluation research team, who are separate from schools and CEC. Your data will be held safely on secure servers that meet with data protection rules. We use this data to investigate the impact of the Start Small; Dream Big Primary Pilot on teachers, pupils and schools.

ImpactEd Evaluation will combine your responses with other respondents' so it will not be possible to identify any individuals. They will share this combined and anonymised data with CEC for research and reporting purposes. This will help CEC and local partners to improve careers provision for young people across the country. CEC will not see your name and will not be able to identify you.

ImpactEd Evaluation make use of expert third party service providers to help us to provide and maintain our digital tools. We have contractual agreements in place with third party service providers and we ensure that they are compliant with data protection laws. There are no international transfers of this data.

ImpactEd Evaluation cannot share school-level pupil data with schools not identified as *Research Schools*.

If you have any questions about how your data is used in this evaluation, you can contact Danielle Jones at school-support@impactedgroup.uk. If there are any problems with our handling of participants' data, we will notify them and the organisation that is responsible for regulating this, where we are legally required to do so.

What is the lawful basis we rely on for processing your data?

This research will help us to examine the impact of the pilot programme on pupils, teachers and schools and relates to CEC's priority to secure higher standards, consistency and promote what works. Providing great careers education is in the interests of young people as well as wider society. This research is necessary for our tasks in the **public interest**.

When more sensitive 'special category' data is collected (at research schools only), we ensure that appropriate safeguards are in place to enable the data to be processed for **research purposes**.

We cannot use the data collected for any purpose unrelated to this evaluation.

What are your rights?

Under certain circumstances, you have the right to:

- Be told how we use your information.
- Ask us to see the information we hold about you.
- Ask us to change your information you think is incorrect: if it is inaccurate or incomplete.
- Ask us to remove information we hold about you.
- Ask us to only use your information in certain ways.
- Tell us you do not want your information to be processed.

Can you change your mind or access your data?

If you wish to end your involvement in completing a survey, you can do so at any time by closing the survey in your internet browser (or telling your teacher if you are a pupil).

If you wish to end your involvement in a focus group, you can do so at any time by informing the researcher.

If you change your mind after taking part, please contact Danielle Jones:

school-support@impactedgroup.uk. We will always try to help but once data has been anonymised, we will be unable to provide you with a copy of your data or delete it from this evaluation.

How long do we keep your data for?

For all personal data collected other than for pupils at research schools, we will only keep your personal data for as long as we need it for the purpose of this evaluation, after which point it will be securely destroyed – by 1st September 2025.

Personal data collected for pupils at research schools will be fully anonymised and retained by ImpactEd Evaluation for research purposes at the end of the pilot programme (1st September 2025). Prior to this point, schools will be able to access, export and delete personal data.

How do we store your data?

All personal data transfer and storage takes place through encrypted services. All personal data we handle is processed and stored within the UK or European Economic Area or under equivalent adequacy arrangements approved by the European Commission.

How to contact us

If you have any concerns or questions about any of the above, please contact Danielle Jones, school-support@impactedgroup.uk. To exercise your data protection rights, please address your query for the attention of our Data Protection Officer.

Alternatively, you have the right to raise any concerns with the Information Commissioner's Office (ICO) via their website at <https://ico.org.uk/concerns/>.

Latest update

We may need to update this privacy notice review to reflect the changes in law and/or our privacy practices. If there are significant changes in the way your personal data is processed, we will update this privacy notice. This version was last updated on 12th January 2024.