

Privacy Notice

Aimhigher West Midlands

Aimhigher West Midlands is a partnership of Higher Education Institutions which works with schools, academies and colleges to make sure that young people from less advantaged backgrounds have access to high quality, exciting and challenging experiences that enhance their careers education, motivate, inspire and provide accurate and impartial information, advice and guidance about higher education. We do this by delivering a range of outreach activities such as University Taster Days, Summer Schools, Masterclasses and study support. This work is known as 'widening participation'.

The Aimhigher West Midlands Partnership ('the Partnership') consists of the University of Birmingham, Aston University, Birmingham City University, Newman University, University College Birmingham and the University of Worcester. The University of Birmingham is the lead partner.

In relation to Aimhigher programmes, the University, as the lead partner, is the data controller, but the other members of the Aimhigher Partnership also act as data controllers. When they do, they will explain to you how they use data they collect and process.

Sometimes another organisation will also be a 'data controller' of your personal data (e.g. if you are applying or taking part within an outreach activity/programme delivered in collaboration with another organisation). That organisation should also explain this to you as well as how it uses your data.

This privacy notice provides information about how the University on its own behalf and on behalf of the Partnership uses the personal data we collect and process about you. It supplements the page on the University of Birmingham' website '[Data Protection – How the University Uses Your Data](#)'.

It is important that the personal information we hold about you is accurate and current. Please keep your personal information updated during your working relationship with us.

1. What personal data will be processed?

Applications and eligibility for outreach activities:

We will process the personal data you or your school provides to us when either you or your school /college make an application for your participation within an outreach activity/programme. This data will form the basis of your *outreach engagement record* and depending on the nature of the activity/programme this data will include some or all of the following:

- your name, home address and other contact details;
- your date of birth and year group;
- your gender;
- your learner ID number (UPN/ULN)
- the name of your school/college and in some cases, your previous school/college (e.g. if you took your GCSEs there),
- your qualifications/grades;
- whether you are entitled to free school meals;
- whether you are in care or are a care leaver;
- whether you are a young carer;
- information about your parents / carers (e.g. whether they have been to university/household income). We will assume that you have obtained consent from those individuals before you supply their contact details to us.

If your school or college provides this information to us, we will assume that they have your consent to do so.

In addition to this, we may need to process some data about you that is classed as 'special category' or sensitive personal data. This includes data about your ethnicity and health/disability status. We collect this for two reasons.

- Ethnicity data is important, as it enables us to analyse and carry out public interest research or statistical analysis into the diversity of the learners engaged with our programmes, which enables us to carry out our statutory obligations/conditions of funding and ensures our outreach activities are targeted at learners who are under-represented in higher education.
- Health and disability data will be used to provide support or reasonable adjustments at events. We will ask you for your consent for this.

Engagement data and tracking outcomes:

If you are accepted on to an Aimhigher activity, we will monitor your engagement within outreach activities and evaluate the impact these activities have had in terms of your attainment, aspirations and your post 16 progression (i.e. where you go after school/college).

- We will collect the outreach engagement data using registers within events.
- From time-to-time you may be asked to complete evaluation forms, so that you can provide feedback on outreach activities.

Obtaining information about you from third parties:

At key points in your educational career we may ask for your school/college to provide us with information about you (as outlined above). We may also ask third parties that hold national learner data sets to provide us with information about you; these will include the Higher Education Statistics Agency (HESA), University Central Admissions Service (UCAS), the Student Loans Company (SLC), the National Pupil Database (NPD). We may also ask for college/further education data from the Individual Learner Record (ILR). When requesting these national learner data sets, we will ask for information such as:

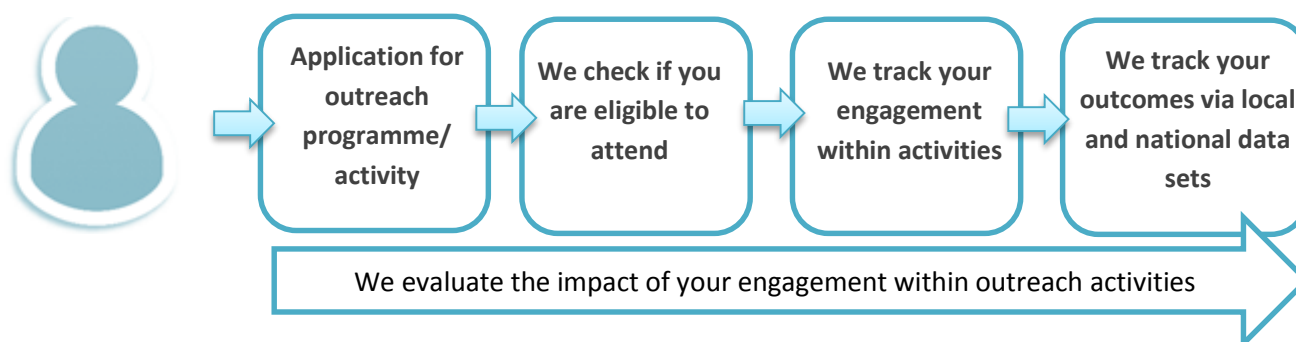
- your attainment at school/college;
- if you have/are receiving free school meals;
- if you have a disability and your ethnic group;
- the type/level of course you are studying; and
- whether you went to university.

We may also monitor and track your outcomes from these data sets if you have not engaged in outreach activities. This will allow us to compare your outcomes against outcomes of learners that have not engaged to support planning and provide a robust evidence base in terms of which outreach activities are most effective.

We may ask these third parties and/or your school/college to provide data on your background characteristics (e.g. from the school census), attainment and post 16 progression data (e.g. did you stay on in 6th form/go to college/go to university).

Sometimes a third party may ask us to obtain your consent to track your outcomes (as referred to above) using their data, and if this is necessary, we will make sure we do so.

Diagram 1. How Data Processed within Your Outreach Engagement Record



2. What is the purpose of the processing?

We will process your personal data in order to deliver the Aimhigher activities and agenda which includes:

- To consider the suitability of your application for the outreach event/programme to which you or your school/college has applied;
- To enable you to take part in outreach events, including putting in place any support which is appropriate;
- To monitor your subsequent engagement;
- To communicate effectively with you or your school/college by post, email, phone or other electronic media, including the communication of our decision on application to take part in an outreach activity / programme;
- To access national data sets, track your outcomes and identify if you progressed to higher education;
- To respond to any queries you or third parties may have about your participation within outreach activities;
- To fulfil our analysis and reporting obligations under the Aimhigher programme (e.g. monitoring your engagement in outreach activities to see if they have made a positive difference to your attainment and post 16 progression);
- To enable us to contact others in the event of an emergency (we will assume that you have checked with the individuals before you supply their contact details to us).

When we have collected data about you from third parties (as explained above), that data will be matched together and with data we hold to enable us to establish the impact of our activities / programmes and report to our funders/make statutory returns (e.g. the Office for Students). This data is not used to make decisions about you.

We will use your data to prepare aggregated and anonymised evaluation reports to enable us to carry out future statistical analysis in relation to the impact of outreach activities / programmes on learners from different socio-economic backgrounds or for historical or research purposes or to meet such reporting obligations as may be imposed on the University or Aimhigher by relevant authorities, for example the Office for Students.

3. What is the legal basis of the processing?

If your consent (or that of your parent/carer) is required for any specific use of your personal data, either we will collect it at the appropriate time, explaining why we are collecting the data and how we will use it, and outlining how you can withdraw at any time. Sometimes your school/college will collect this before forwarding information about you to us.

Other processing of your personal data is carried because it is necessary:

- to perform our outreach activities and programmes, which are tasks we carry out in the public interest;
- to deliver the outreach programme you have applied for in accordance with our contractual obligations
- to comply with a legal obligation (e.g. equal opportunities monitoring) or regulatory obligation (e.g. reporting to Government or governmental bodies).

We will only process special category data with your explicit consent or if it is necessary:

- For archiving purposes in the public interest, scientific or historical research purposes or statistical purposes;
- To perform our outreach activities in the substantial public interest where the law allows us to do so and in line with our Data Protection Policy;
- Very occasionally, when it is needed to protect your vital interests and you are not capable of giving their consent (for example, in an emergency);
- For the establishment, exercise or defence of any legal claims.

4. Who will my personal data be shared with?

Within the University, your data is shared with only those University staff who need access for the purpose of our programmes and activities.

Your personal data is shared with a range of external organisations as is necessary for the purposes set out above and as permitted or required by law, including the following:

- The Aimhigher Partnership, your school/college, The HE Statistics Agency (HESA), University Central Admissions Service (UCAS), The Student Loans Company (SLC), National Pupil Database (NPD), Individual Learner Record (ILR) as explained above (see 'What personal data will be processed').
This will include sharing special category data you provided as part of your application and subsequent engagement within outreach activities (e.g. your ethnicity and any details of the disability)
- Relevant Higher Education statutory regulatory bodies (e.g. the Office for Students in relation to National Collaborative Outreach Programmes);
- Third parties commissioned to deliver outreach activities or conduct evaluation or research on behalf of the Government, Government or non-governmental agencies in the public interest;
- Occasionally and when necessary internal and external auditors or regulators.
- Individuals, companies or organisations commissioned by the Office for Students to provide or evaluate outreach activities / programmes.

Your personal data is shared as is necessary, on a considered and confidential basis, with several external organisations which assist us with delivering our programmes and activities or who are commissioned to deliver outreach activities or conduct evaluation or research on our behalf. These organisations act on our behalf in accordance with our instructions and do not process your data for any purpose over and above what we have asked them to do. We make sure we have appropriate contracts in place with them. Sometimes your personal data is processed by these organisations outside the European Economic Area (for example, because they use a cloud-based system with

servers based outside the EEA), and if so, we make sure that appropriate safeguards are in place to ensure the confidentiality and security of your personal data.

We will not normally publish or disclose any personal data about you to other external enquirers or organisations unless you have asked us to do so or have consented to it, or unless it is in your vital interests to do so (e.g. in an emergency situation).

5. How long is my data kept for?

We will retain the personal data collected from you and your school/college during the application process, your subsequent engagement within outreach activities and data we collect to evaluate the impact of our outreach programmes until you reach the age of 25 years of age.

6. Do I have rights in relation to my personal data?

Details about your rights are set out on the website page '[Data Protection – How the University Uses Your Data](#)'. This also explains how to ask any questions you may have about how your personal data is used, exercise any of your rights or complain about the way your data is being handled.

7. Are changes made to this webpage?

This webpage is effective from 25th May 2018. It is reviewed when necessary and at least annually. Any changes will be published here and you will be notified by email or as appropriate.