

PRIVACY NOTICE FOR PARENTS/CARERS

Introduction

University of St Mark & St John (known as "Plymouth Marjon University") is the controller responsible for the personal data we collect about you ("**we**" and "**our**").

Our details are:

- Name: University of St Mark & St John
- Company number: 07635609
- Address: University Of St Mark & St John Derriford Road, Derriford, Plymouth, PL6 8BH

If you have any questions about this privacy notice or our data protection practices, please contact the Data Protection Officer dpandfoi@marjon.ac.uk.

The types of personal data we collect about you

- We collect and process your personal data when you provide information to us for this research project.
- We only collect the personal data about you that you provide to us as part of the research project.
- We will only use your personal data for the purpose for which we collected it, being the research project or as otherwise permitted under applicable law.
- We also collect, use and share aggregated data such as statistical or demographic data which is not personal data as it does not directly (or indirectly) reveal your identity. For example, we may aggregate individuals data to calculate the percentage of users falling within a particular category in order to analyse general trends for the research project.
- Information that you provide to us about your child will not be purposefully matched with any information that they provide to us.
- However, if your child or you provide information that enables matching to the information shared by you or your child, the information shared about you/your child will become personal data about you/your child.

How we collect your personal data

We only collect personal data about you that you provide to us through the survey you complete and the information you share in any focus groups/interviews you participate in.

You are under no obligation to provide us with your personal data.

How we use your personal data

We are required to have a legal basis for collecting and processing your personal data. We rely on the basis of legitimate interests to carry out the research the data has been provided for. These interests are to investigate the reasons behind variation in school attendance among students in Cornwall.

We may share your data with others

- We may share your personal data external third parties such as our suppliers who process the data on our behalf (e.g. Microsoft to store your data, Survey Monkey to help issue and allow you to complete our survey).
- We may share an anonymised version of the comments you share in the survey and focus groups/interviews with a research version of the AI ChatGPT, called AIXGEO. It is managed by the University of Cambridge and follows their policies and helps us to find patterns in the comments shared. We will anonymise the information before sharing it with AIXGEO and no one there will be able to tell the comments were made by you.
- We may share your personal data with our research partner the University of Cyprus and with our external funder for the research project Cornwall County Council.

We may transfer your data overseas

We may transfer, store and process your personal data outside the UK to the EU.

All transfers that we make will be subject to appropriate safeguards as set out in applicable law. If you would like details of the safeguards applied to these transfers, please contact us using the contact details set out above.

We keep personal data about you secure

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions or in accordance with applicable law and they are subject to a duty of confidentiality.

We keep your personal data for ten years after the project is completed

The personal data we hold about you will be deleted ten years after the project is completed to allow time for any future research and other academic and non-academic outputs to be produced.

Your rights under data protection

You have the following rights in respect of the data we hold about you:

- The right to be informed
- The right of access
- The right to rectification
- The right to erase
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

More detail on these rights is provided below or at the Information Commissioner's Office website under the heading "[For the public](#)":

- Request access to your personal data (commonly known as a "subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal data in certain circumstances. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) as the legal basis for that particular use of your data (including carrying out profiling based on our legitimate interests). In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your right to object.
- You also have the absolute right to object any time to the processing of your personal data for direct marketing purposes. We will not be using your personal data for this purpose.
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in one of the following scenarios:
 - If you want us to establish the data's accuracy;
 - Where our use of the data is unlawful but you do not want us to erase it;
 - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or
 - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

How to make a complaint

You have the right to make a complaint at any time to the Information Commissioner's Office, the UK regulator for data protection issues (www.ico.org.uk) but please make sure you have

first raised your complaint with us or asked for more information if there is something you would like to better understand.

PRIVACY NOTICE FOR STUDENTS – PLEASE SHARE WITH YOUR CHILDREN

Who we are and what are we doing?

- The name of our university is the University of St Mark & St John and we are known as "Plymouth Marjon University".
- Our address is University Of St Mark & St John Derriford Road, Derriford, Plymouth, PL6 8BH
- We have done a lot of work with children and young people and want to understand more about what it is like for young people attending school in Cornwall.
- This research project is about understanding why some students don't go to school as much as other students. We want to help your school and Cornwall County Council see what can be done to make students want to come to school more often.

Do I have to fill in this survey?

- You do not have to fill in this survey if you do not want to. Please let a teacher know if you do not want to fill in this survey.

Who do you ask if you have questions?

- If you need any help understanding anything, ask a grown-up you trust to go through this notice with you.
- You or a grown-up you trust can contact us by emailing dpandfoi@marjon.ac.uk if you have any questions.

How do we collect your personal information?

- We only get your personal and sensitive information from you when you fill in in our survey and share with us in our focus groups/interviews. We will collect the information you share in these surveys and focus groups/interviews.
- The information you share can be quite sensitive and personal information about what has happened and how you are doing, but it is your choice to decide what information to share with us.
- We will collect the following types of sensitive and personal information from the school or Cornwall Council (but we will not know your name and this will not be linked to the answers you give in the surveys):
 - Ethnicity.
 - School attendance data (for example, attendance rates, authorised and unauthorised absences, the recorded reason for non-attendance, including where for religious reasons/purposes, due to medical/dental appointments or illness causing absence).
 - SEND status.
 - Sex.
 - Free School Meals.
 - Pupil Premium.

- English as an Additional Language .
 - Looked After Children.
- Although your parent/carer may also participate in our parents research survey, we do not try to match any information they may provide to us about you with the information you provide to us.
 - However, if you or your parent/carer provide information that means the information shared by you can be matched to the information shared by your parent/carer, the information shared about you/your parent/carer will become personal data.
 - You do not have to share any information with us at all or about certain issues. You only have to tell us things that you want to share.
 - We have asked your school to share this notice with your parent/carer before you take part in the survey.

How do we keep your information safe?

- Our research team has been trained to keep your data safe.
- We will keep your information on our password-protected servers.
- 10 years after we have completed our research project, we will delete your information.

How do we use this information?

- We use the information you give us to help us find out more about why some students don't go to school as much as other students.
- We will then write reports on the findings of the research but you will not be identifiable from any of these reports.

Who do we share your information with?

We share your information with the team involved in the research project and also with:

- some of our team at the University of Cyprus who are helping us with the research project.
- the company that holds your data for us, Microsoft.
- a research version of the AI ChatGPT called AIxGEO. It is looked after by the University of Cambridge and follows their rules. It helps us to find patterns in the comments you wrote in the survey and what you told us in the focus groups/interviews. We'll take out anything that shows who you are before we use your answers. No one there will be able to tell it's you.

We may share your personal data with your school and with our external funder for the research project Cornwall County Council. But this will only be done as a collection of information provided to us by you and other students and your school and the council will not be able to identify you from the collection of information we provide to them.

We may transfer your data overseas

- We may transfer, store and process your personal data outside the UK and EU.

- All transfers that we make will be subject to appropriate safeguards as set out in applicable law. If you would like details of the safeguards applied to these transfers, please contact us using the contact details set out above.

What lawful reason do you have to use my personal information?

- We rely on our research work being a task we have been given by law as a university in order to lawfully use your personal information.
- We rely on the basis of legitimate interests to carry out the research your data has been provided for. These interests are to investigate the reasons behind why some students don't go to school as much as other students in Cornwall.
- Where we are using sensitive personal data about you, we can do so for research and statistical purposes in the public interest under the relevant laws.

How long do we keep your information for?

- We keep the information you share with us for ten years after the project is completed. It is then deleted.

What rights do I have to the personal information you hold about me?

- You have all the same 'rights' in respect of your personal information as adults do, which includes:
 - The right to be told about how we collect and use your personal information (which is set out in this notice).
 - The right to have a copy of the information we hold about you.
 - The right to correct any information we hold about you if it is wrong.
 - The right to have us delete information we hold about you.
 - The right to restrict how we use the information we hold about you.
 - The right to have a copy of the data we hold about you in a common type of computer file so that it can be shared by you with others.
 - The right to object to how we use the information we hold about you.
 - Rights in relation to us using a computer to make decisions about you and trying to guess things about you using the information we hold about you.
- Full details of your rights can be found at the Information Commissioner's Office website under the heading "[For the public](#)".

How do I make a complaint?

- You can complain to us by using the email address at the top of this notice.
- You have the right to make a complaint at any time to the Information Commissioner's Office, the UK regulator for data protection issues (www.ico.org.uk) but please make sure you have first raised your complaint with us or asked for more information if there is something you would like to better understand.