A partnership of Sheffield Hallam University and the University of Sheffield

Hepp & HeppSY privacy notice 2025/6

The Hepp, HeppSY, and our outreach activities

Hepp and HeppSY both deliver higher education outreach activities aimed at showing students the opportunities available at higher education and the benefits of progressing to higher education and gaining higher level skills. The activities may also work to support student academic confidence and attainment.

Hepp (Higher Education Progression Partnership) aims to increase the number and proportion of young people progressing to university and higher education from underrepresented groups. Hepp are jointly funded by Sheffield Hallam University and the University of Sheffield.

HeppSY (Higher Education Progress Partnership South Yorkshire) is part of the Uni Connect Programme (UCP), which aims to increase the number of students progression to higher education, regardless of their background. HeppSY is funded by the Office for Students (OfS).

Both teams are made up of a collection of practitioners who deliver impartial information advice and guidance related to university progression. You may have the opportunity to take part in outreach activities such as university campus visits, workshops and assemblies at school, and other higher education opportunities. More information about Hepp, HeppSY and our partners can be accessed through the links below:

Higher Education Progression Partnership (Hepp) – https://www.hepp.ac.uk/
HeppSY (Uni Connect Programme) - https://www.heppsy.org
Sheffield Hallam University (SHU) – https://www.shu.ac.uk/about-us/schools-and-community-outreach
The University of Sheffield (UoS) - https://www.sheffield.ac.uk/schools

Why do we need to collect data and evaluate higher education activities?

To make sure the activities we provide are useful and effective for students, we need to gather certain information which we use purely for monitoring, research, and evaluation purposes. Under current data protection legislation, we are able to process this data as the activities are a task carried out in the public interest. It is important to evidence the work that we are undertaking. We must:

- ensure that the activities we offer are appropriate;
- identify the most effective activities and best practice;
- measure the impact of our activities.

Collecting individual information

We ask partner school/colleges to provide information about all of the students in the school/college at the start of the academic year. We collect this information to identify participants for outreach activities, monitor and evaluate our work in line with other datasets. This enables us to track individual students over time to find out whether or not they eventually apply to any form of higher education and, depending on project, whether students achieved higher attainment outcomes. HeppSY may also ask students who have taken part in HeppSY activities or used a HeppSY resource online to fill in a short form or register on an approved platform that allows us to monitor and evaluate what is used and by whom.

The categories of data we collect are:

Full name	Ethnicity	Young carer status	Service children status
Date of birth	Disability	Looked after child/care leaver status	Year group
Postcode	Free school meals eligibility	Estranged status (if available)	School/college attended
Sex	Pupil premium eligibility	If first generation of family to access HE (if available)	Other equal opportunity monitoring information where appropriate
Details of activity attended/undertaken	Attainment data such as teacher-assessed, predicted and actual grades	School/college attendance data (if available)	

Data sharing and protection

Data will be processed in accordance with the UK General Data Protection Regulation (UK GDPR) and Data Protection Act 2018, as well as all legislation enacted in the UK in respect of the protection of personal data. As Hepp and Uni Connect are collaborative programmes, this information will be shared between Hepp, HeppSY, Sheffield Hallam University, the University of Sheffield and the Higher Education Access Tracker (HEAT – see below). HeppSY may share information with The Sheffield College, Barnsley College, RNN Group and South Yorkshire Mayoral Combined Authority (SYMCA). For specific activity HeppSY may also share data gathered with other collaborative and funding partners including Local Authorities, partner schools and colleges, and the Office for Students.

Hepp and HeppSY use trusted third-party services to help us deliver and evaluate our work. This includes a survey processing company (Papersurvey, which scans and processes some of our student surveys) and a data facilitator (Wonde) which helps us securely access relevant student data from schools' systems. These providers only process the minimum data needed for these purposes, act on our instructions, keep your data secure, and delete it in line with our retention policy.

The overall data controllers for Hepp and HeppSY are Sheffield Hallam University and the University of Sheffield, unless otherwise stated in specific agreements. The safety of students is paramount, and we rely on the safeguarding provisions of the Data Protection Act 2018 where concerns around safety and wellbeing are raised. Hepp and its partners will not release individual information to anyone who is unauthorised. More details about this can be found on Sheffield Hallam University and the University of Sheffield websites:

https://www.shu.ac.uk/outreach-data
https://www.sheffield.ac.uk/outreach/data

All data will be stored securely on university servers, with access restricted only to staff members who require it for data analysis and evaluation purposes. Any reporting will be done using aggregated data, meaning that individual students will not be identifiable, unless specific separate consent is collected. Our reports can be found on our websites: https://www.hepp.ac.uk/ and https://www.heppsy.org/.

HEAT (Higher Education Access Tracker)

Secure storage of student data will be done using the Higher Education Access Tracker (HEAT). The HEAT service and database is a national database which is used to record the students attending outreach activities, with the aim of following their potential progression towards higher education. The data protection and storage processes set in place by HEAT ensure that the data is stored securely and not shared without your permission. For research and evaluation purposes only, data held on HEAT may be shared with educational organisations such as government departments or contracted agencies, including: The Department for Education, UCAS, OfS, organisations contracted by the OfS to undertake the national UCP evaluation (including CFE Research and Ipsos Mori) and the Higher Education Statistics Agency (HESA).
The HEAT privacy notice can be found at - https://heat.ac.uk/privacy-notice/
The HESA privacy notice can be found here - https://www.hesa.ac.uk/about/website/privacy

Data retention

We will retain records securely for the durations detailed below and will review retention periods annually in line with ICO guidance and sector best practice.

Where an outreach participant has supplied a first name, last name, date of birth, and postcode and has not withdrawn or denied permission for their data to be included in research, their record is considered expired and should not be retained for longer than 15 years from:

a) the year in which they might be expected to enter HE, or
b) the date their record was created, or
c) when they last engaged in outreach activity, whichever of these conditions is most recent.

Where personal data is considered incomplete, i.e., the following has not been captured:

a) any or all of first name, last name, date of birth, postcode
b) and/or the data subject's permission for inclusion in tracking research,

it will be considered expired after 7 years from the date the record was created.

After this point, data will be anonymised in bulk at the beginning of the next academic year. Details of how data is retained with regards to survey and other evaluation data collection methods are detailed in information sheets to be provided to participants at the start of the relevant evaluation/research project.

Personal data gathered through approved platforms and providers is reviewed regularly, and data deleted when no longer required for monitoring, research, and evaluation purposes.

Student data we hold internally as shared by your school or college at the start of the academic year is deleted in bulk by January of the next academic year.

Questionnaires and data collection

As part of our ongoing research and evaluation activities, we will look to collect data from programme participants where appropriate. This may include but is not restricted to the HeppSY annual learner survey, short surveys before and after taking part in funded activity, creative tasks and follow-up interviews and focus groups. For the students who participated in any raising attainment activities, we will ask their schools/colleges to share their attendance and attainment data at several milestones of the projects. Where you may be identifiable in a publication (e.g., an attributable quote or a photograph), we will seek your explicit consent.

The work undertaken is independently reviewed by the Sheffield Hallam University's Research Ethics Committee and has approved guidelines for the conduct outlined above. If you have a concern with how the research and evaluation is undertaken you can contact the Head of Research Ethics, Professor Ranchordas via email ethicssupport@shu.ac.uk

https://www.shu.ac.uk/research/excellence/ethics-and-integrity/contacts-and-committees

HeppSY annual learner survey

As part of the Uni Connect evaluation, we will ask the students in Year 7-13 or in Level 1-3 to complete a survey in the autumn term. The survey is designed to collect information about each student's knowledge and attitudes towards university/higher education and their confidence in academic study. The survey runs once a year so that we can capture any changes over time. Students will be given separate information before completing this survey, and participation is entirely voluntary. Students will be asked for their opt-in consent before we collect and process this data.

Data collected for the annual learner survey is collected on the legal basis of consent. Our reporting will always use aggregated or anonymised data, so that no student will be identifiable from our reporting. We will not aggregate or publish the aggregated data until at least four weeks have passed from the closing of the survey. After this point, you may still withdraw your consent, but we cannot guarantee that you data will not have been aggregated or published in aggregated form. Withdrawal of consent will not affect your engagement or eligibility for HeppSY activities.

Your rights

You have a number of rights under data protection law. Data protection legislation gives you the following rights:

- The right to be informed: This privacy notice should satisfy this element of your rights
- The right to access: You have the right to ask us for copies of your personal information. This right always applies. There are some exemptions, which means you may not always receive all the information we process.
- The right to rectification: You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete. This right always applies.
- The right to erase: You have the right to ask us to erase your personal information in certain circumstances.
- The right to restrict processing: You have the right to ask us to restrict the processing of your information in certain circumstances.
- The right to data portability: This only applies to information you have given us. You have the right to ask that we transfer the information you gave us from one organisation to another, or give it to you. The right only applies if we are processing information based on your consent, or in talks about entering into a contract and the processing is automated
- The right to object: You have the right to object to processing if we are able to process your information because the process forms part of our public tasks, or is in our legitimate interests.
- The right to withdraw your consent (where we rely on your consent) with no given reason
- Rights in relation to automated decision making and profiling
- The right to make a complaint to the Information Commissioner – see below

If you or your legal guardian **do not** want your school or college to share the information outlined above with Hepp and HeppSY and its partners for the purposes stated, or be involved in any evaluation activity, please contact your school or college, or a member of the relevant Evaluation and Data team, using the details below.

If you have a query, complaint or request about the use of your data please contact the relevant Evaluation and Data team below or the DPO for Sheffield Hallam University (details below).

You are also entitled to request copies of all the personal data that the Partnership holds about you, this is called a Subject Access Request. If you would like to make a request for any information held about you, please get in touch with the universities using the links above. If you would like to make a complaint, please contact the following;

Hepp Evaluation and Data team: heppsydata@shu.ac.uk https://heppsy.org/about/evaluation-and-data/	HeppSY Evaluation and Data team: Tom Broom t.broom@shu.ac.uk https://www.hepp.ac.uk/about/data-and-evaluation/	Sheffield Hallam University's Data Protection Officer: DPO@shu.ac.uk 0114 225 5555 (main switchboard)

The Information Commissioner is the regulator for data protection legislation in the UK. The Information Commissioner's Office (ICO) has a website with information and guidance for members of the public:

https://ico.org.uk/for-the-public/

The Information Commissioner's Office operates a telephone helpline, live chat facility and email enquiry service. You can also report concerns online. For more information, please see the Contact Us page of their website:

https://ico.org.uk/global/contact-us/