

## **Privacy Notice for families invited to take part in Growing Up in the 2020s**

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### **Why we are carrying out Growing Up in the 2020s**

Growing Up in the 2020s is a national study of thousands of young people in England. The study aims to better understand how a young person's environment and experiences during adolescence (or the secondary school years) relate to their short- and long-term education and wellbeing. The study will also provide information on the important transition period from education to employment or other post-16 routes, allowing researchers to track young people's trajectories from adolescence into young adulthood. The Growing Up in the 2020s study is longitudinal, which means it follows the same group of people over time. It starts in 2025 when the young people are in Year 8 and will collect data at multiple timepoints as they go through secondary school, and possibly beyond. The first funded phase of the study will collect data up to and including Year 12, with data collection concluding in 2029.

### **About this privacy notice**

This Privacy Notice explains who we are, the personal data we collect, how we use it, who we share it with, and what your legal rights are. We will review this Privacy Notice when circumstances require it and annually in any event. If necessary, this Privacy Notice will be updated.

This privacy notice is for:

- The young person who is the focus of the study
- The young person's parent(s)/carer(s)
- Other household members
- Friend/relatives (for some families only).

There will be a separate Privacy Notice which applies to the survey of teachers we intend to carry out, which will be published prior to the launch of the teacher survey in spring 2025.

We use the term 'you' in this document to refer to parent(s)/carer(s), 'your child' when we are talking about the young person who is the focus of the study, and 'your child and you' when we refer to both the young person and parent(s)/carer(s). These terms do not refer to friends/relatives unless explicitly stated.

### **About the organisations carrying out the study**

The Department for Education (DfE) has commissioned Anna Freud, University College London (UCL) and Ipsos for the Growing Up in the 2020s study. More information about the study can be found at [www.growingup2020s.ipsos.com](http://www.growingup2020s.ipsos.com).

- DfE is the government department responsible for education policy and childcare. DfE has commissioned the Growing Up in the 2020s study and is ultimately responsible for the safe keeping of your data (DfE is the data controller).
- Anna Freud is a world-leading mental health charity for children and families. Anna Freud is responsible for designing and managing the Growing Up in the 2020s study as a whole, but is not collecting data from families or teachers.
- UCL (data processor) is London's leading multidisciplinary university, with more than 16,000 staff and 50,000 students from over 150 different countries. UCL supports the design and management of the Growing Up in the 2020s study but is not collecting data from families or teachers.
- Ipsos (data processor) is a specialist research agency. Ipsos is a member of the Market Research Society, and as such abides by the Market Research Society Code of Conduct and associated regulations and guidelines. Ipsos is responsible for collecting data from families and teachers for the Growing Up in the 2020s study.

### **How we got your child's and your personal contact details for this study**

The information used to select and make contact with people for the study is from the National Pupil Database (NPD), which is maintained by DfE (the data controller) and includes information about pupils in state schools, such as their name, date of birth, and address. At the beginning of the study, Ipsos (the data processor) was securely sent information (e.g. child name, child address) contained in your child's NPD record to carry out the research and invite your family to take part in the first survey of the study, taking place in 2025. In some situations, Ipsos may have obtained you or your child's contact details from your partner, the parent of your child or another adult living at the address given for your child on the NPD database. If you are a friend or relative of the parent(s)/carer(s) of the young person who is the focus of the study, Ipsos have obtained your contact details from a parent/carer of the young person who is the focus of the study.

For subsequent Growing Up in the 2020s surveys (from 2026 onwards), Ipsos will invite your child and you to take part using personal contact details that will be collected from you during the first survey of the study (email address, contact number, home address) or which you subsequently update by contacting Ipsos, or by using an up-to-date address from the NPD database.

### **Lawful basis for processing your child's and your personal data and personal identifying information**

For the purposes of the UK General Data Protection Regulation (GDPR), the DfE is the Data Controller as it is the organisation that decides how and why your personal data and personal identifying information are processed. Ipsos and UCL are Data Processors for this study. Ipsos sub-contractors are acting as sub-processors.

The legal basis for processing personal data and personal identifying information from Growing Up in the 2020s is UK GDPR Article 6(e) 'Public task' because the data is collected to help inform DfE policy development and service delivery in the future. Section 83(1)(a) of the Children Act 1989 grants the Secretary of State the power to 'conduct, or assist other persons in conducting, research into any matter connected with his functions' under various children's legislation'. This legislation includes the Children and Young Persons Act 2008 whose section 7 places a general duty of the Secretary of State to promote the wellbeing of children (persons under the age of 18) in England.

Sensitive or special category personal data is processed for research purposes under UK GDPR Article 9(2)(j) (j) Archiving, research and statistics (with a basis in law), supported by the condition: Research in Schedule 1, Paragraph 4 of the Data Protection Act 2018.

The relationship between DfE, Anna Freud, Ipsos, UCL and the organisations that share your child's and your personal data or personal identifying information with is set out in the contracts between these organisations. These contracts are in place to ensure that your personal data is protected. All data may only be used for the purposes of public benefit research.

### **Personal data we collect about your child and you**

The Growing Up in the 2020s study will collect personal data or personal identifying information.

Personal data means any information related to an identified or identifiable individual.

Personal identifying information is any information which enables someone to be identified directly, for example their name or contact details. Most personal data collected in this study is not personal identifying information.

Access to personal data and personal identifying information is strictly controlled. The data that we hold for the study includes:

- Information from DfE education records to invite your child and you to take part in the study: We use information that helps us to invite a diverse group of young people to participate in the study, in order to represent all young people living in England (e.g. pupil postcode).
- Information that you share with us during Growing Up in the 2020s surveys: Most of the personal data that we hold comes directly from your child and you. Some of that data will be:
  - Information that directly identifies you such as your name (and names of other family members), contact details (for you, your child, other parents/carers, and a friend/relative) and other personal information of family members (e.g. sex, date of birth)
  - Sensitive or 'special category personal data' about your child and you and in some cases a family member (e.g. details about your child's, another family member's or your race or ethnicity, religious or philosophical beliefs, information about your child's or your health)
- Information provided by other organisations: We would like to add information from administrative records held by DfE and external sources (government departments and agencies such as the NHS) to your child's and your survey data, if you agree to this. Further information about how we link your data can be found on the study website: [www.growingup2020s.ipsos.com/data-linkage](http://www.growingup2020s.ipsos.com/data-linkage)

### **Why your child's and your personal data and personal identifying information is being processed**

The table below outlines the different types of personal data and personal identifying information we will be collecting and processing as part of the Growing Up in the 2020s study, and why.

Type of personal data	Why are we processing this?
Your contact details	<p>We have used contact information from the DfE’s National Pupil Database to contact Year 8 pupils and their parents/carers. This contact information was used so that we could invite you and your child to take part in the study, and so that we could interview a nationally-representative sample of young people and parents.</p> <p>As this is a study that takes places across several years, Ipsos collect your child’s and your contact details (e.g., your name, address, telephone number and email address) to keep in touch with you and to invite you to take part in future surveys and activities that relate to this research. Your address is also used to match publicly-available data relating to your local neighbourhood to your child’s and your survey data.</p> <p>Your contact details are shared by Ipsos securely with organisations that provide services to assist with the Growing Up in the 2020s study (explained in the ‘who will have access to your personal data?’ section).</p> <p>They are also shared with DfE during the first funded phase of the study, for the purposes of adding other information only (see below for more information on this). They will also be shared with DfE after the first funded phase is complete for maintaining the study.</p> <p>If you are a friend or relative of the parent(s)/carer(s) of the young person who is the focus of the study, Ipsos will collect your contact details (e.g., your name, address, telephone number and email address) so that if the parent(s)/carer(s) of the young person who is the focus of the study or the young person themselves move to a new home and Ipsos are not able to contact them, Ipsos can contact you to find out where they have moved to.</p>
Teacher contact details	<p>We will also ask your child to provide us with the name of one of their teachers. This is so we can also ask them to take part in Growing Up in the 2020s surveys.</p>
Background information	<p>We have used education records held in the DfE’s National Pupil Database which include your child’s contact information, and some other details including your child’s ethnicity and whether they are eligible for Free School Meals. We use this information to make sure that the study represents the population of England and includes groups that are less often included in longitudinal surveys.</p> <p>We also use this information to understand any differences between the families that do and don’t take part in the study, and to adjust</p>

	<p>the results of statistical analysis to better reflect the wider population.</p>
<p>Survey data</p>	<p>We collect your child’s and your survey data for research, analysis, and statistical purposes. Your survey data includes your child’s and your survey answers as well as personal details (name, sex, address, and date of birth). We collect information about partners, children, other family members and other you may live with. We ask for this information because family circumstances have an impact on different aspects of people’s lives.</p> <p>The processing of personal and special category data about your family is useful because it helps to identify subgroups of the population who may be under-represented in research, have specific needs, and experience different levels of public service or different outcomes to other groups. This will help us to understand how to better support them and their families.</p> <p>Your child and you have the option to refuse to answer any individual questions without explanation, and you can also withdraw from the survey at any time without giving a reason.</p> <p>At the end of each survey, Ipsos will share pseudonymised data securely with UCL and DfE for research, statistics and archiving purposes only. Pseudonymisation is a technique that replaces or removes information in a dataset that directly identifies your child or you such as names and addresses and is a security measure taken to reduce any risk of your child and you being identified in our research data. Any analysis is carried out on grouped data and is not reported as individual answers. Individual participants are never identified in any study outputs (e.g. published reports).</p>
<p>Adding information from administrative records</p>	<p>As the study is run by DfE, they will add information that they already hold about your child and you (e.g. about attainment, demographic information, absence and exclusion) to your Growing Up in the 2020s study data. This helps to build a more detailed picture of young people’s experiences and outcomes.</p> <p>If you give us your permission during one of the study survey, we will also add health and economic information held by other organisations in the main parent/carer’s administrative records. We also plan to ask permission from your child when they are in year 12 to link their health and economic records. These processes are governed by Data Sharing Agreements with these other organisations to ensure that your information is kept secure.</p> <p>Further information about how we link your child’s and your data can be found on the study website:  <a href="http://www.growingup2020s.ipsos.com/data-linkage">www.growingup2020s.ipsos.com/data-linkage</a></p> <p>DfE, who have oversight of Growing Up of the 2020s, will be responsible for adding this information. So DfE can do this, Ipsos will need to share some of your identifying information (e.g. name, address and date of birth) with DfE who in turn will share them via secure means with national organisations who link data for research</p>

	purposes. Only identifying information necessary for the adding of the information held by other organisations will be shared by Ipsos. This identifying information will be securely destroyed by DfE once the information held by other organisations has been added.
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We will use your child's and your personal data **and personal identifying information** solely for research purposes and they will be treated in strict confidence in accordance with the Data Protection Act 2018 and UK General Data Protection Regulation (GDPR). However, like all professional organisations, we are required by law to notify relevant authorities if we believe a child or adult is at serious risk of harm.

You or your family will not be identifiable in any published reports resulting from this study. The personal data will be used to better understand the relationships between young people's experiences as they go through secondary school and their development, including their educational outcomes and their wellbeing.

#### **Where will your child's and your personal data and personal identifying information stored and how will it be accessed?**

Your child's and your personal identifying information, and any information held about a friend/relative will be stored by Ipsos or DfE in secure systems. The **personal** identifying information that we process for the purposes of inviting you to take part in the study will not be transferred outside of the UK or Europe.

Your child's and your Growing Up in the 2020s study data (not including personal identifying information) will be combined by Ipsos with data from thousands of other study participants and pseudonymised before sending via secure means to UCL and DfE for storage on their secure systems. UCL and DfE academics will work on these datasets for analysis and reporting purposes. To ensure that the Growing Up in the 2020s study benefits scientific research and public policy, study data (not including personal identifying information) will be combined, pseudonymised and made available securely by DfE to suitably qualified researchers conducting legitimate research on young people's education and wellbeing in the public interest. To do this, the pseudonymised Growing Up in the 2020s datasets and, where we have permission, linked study data, will be stored securely in secure repositories that enable approved researchers to use study data for scientific research and to help inform and shape public policy. These repositories are known as Trusted Research Environments (TREs). They are secure systems, controlled by UK public authorities, where approved researchers can access data, but can never take data out of the system, and where all research outputs are checked to ensure they cannot be used to identify participants.

A list of the TREs to be used for Growing Up in the 2020s datasets will be kept updated on the study website, but these are likely to include:

- The Office for National Statistics system which is designed for research using government routine records
- The UK Longitudinal Linkage Collaboration ([ukllc.ac.uk](http://ukllc.ac.uk)) which has been built by UK longitudinal studies, like Children of the 2020s (a similar study to this one, but with much younger children), for this type of research

- The UK Data Archive which keeps research data secure and provides access for public benefit research.

**Personal identifying information will never be given to these researchers.**

### **Giving and withdrawing permission to take part in the Growing Up in the 2020s study**

Growing Up in the 2020s is a voluntary research study. Your child and you will always be provided with full information about what taking part involves at each stage of the study and how your data will be used. We do this so that your child and you know what to expect when you choose whether you would like to take part.

Your child and you are under no statutory or contractual obligation to take part. You can decide whether to take part, or continue to take part, or not, and change your mind at any time. You can also decide whether you give us permission to add information from administrative records (such as your health records) to your study data. You are free to change your mind about this as well.

Your child or you can withdraw from participating in a particular element or phase of the study, from adding information from administrative records, or from the study as a whole. If your child or you choose to withdraw from the study as a whole after initially taking part, you will be withdrawn from that point forward. Any data collected up to the point of withdrawal will remain in the study records and continue to be used unless you explicitly request for it to be deleted (in which case the conditions around deletion (known as 'right to erasure' apply - see below)

You can contact us using the details at the end of this privacy notice to withdraw from the study at any time if you wish to or to exercise any other of your individual information rights under UK GDPR.

- Your child or you can ask us to delete your personal data (e.g. answers to individual survey questions). However, please note that once your personal data has been processed for the purposes of that study phase (at the point analysis has begun), we cannot amend, restrict or delete it. Doing so would compromise the integrity of the study and its results.
- Your child or you can request that we delete personal identifying information (such as your name and contact details), while keeping other data you provided (e.g. answers to the survey questions). In this case, we will delete your personal identifying information and stop collecting or linking data you provided us.
- If you have given us any information about a friend/relative, you or they may request that we delete that information, but please note once this data has been processed for the purposes of that study phase (at the point analysis has begun), we cannot amend, restrict or delete it. Doing so would compromise the integrity of the study and its results.

Withdrawing from Growing Up in the 2020s, or what you decide to give us permission for, will not affect the health and wider government services you or your family receive.

## **Who will have access to your child's and your personal data and personal identifying information?**

Personal data and personal identifying information collected during the study will be stored securely and will only be accessed by relevant staff from Ipsos and DfE (who will see the minimum necessary if you agree to data linkage) or their subcontractors who need to see it for the purpose of conducting the Growing Up in the 2020s study. Personal identifying information will be processed by Ipsos.

Personal data (not including personal identifying information) will also be accessed by researchers from UCL and will also be stored securely by UCL.

We can assure you that any personal data or personal identifying information your child and you provide during this research will NOT be used for marketing, nor will we sell or pass on these data and information to any third party without your permission for purposes other than those of conducting this study.

## **How will we ensure your personal information and personal identifying information is kept securely?**

We will keep your child's and your personal data and personal identifying information in strict confidence in accordance with this Privacy Notice. We take our information security responsibilities seriously and apply various precautions to ensure your data and information is protected from loss, theft or misuse. Security precautions include appropriate physical security of offices and controlled and limited access to computer systems.

We have regular internal and external audits of our information security controls and working practices, and we are accredited to the International Standard for Information Security, ISO 27001.

Ipsos will store the personal data from your survey responses separately from personal identifying information (e.g. names and addresses of you, your child, or a friend/relative).

## **How long will we keep your child's and your data for?**

Ipsos will securely retain personal identifying information (names and contact details, including those of friends/relatives) for the lifetime of the study (March 2030) for the purpose of making contact for future surveys. After removing your child's and your personal identifying information, and those of a friend/relative, at the end of each round of surveys Ipsos will share the pseudonymised personal data collected as part of the study with the Anna Freud/UCL study team members through a secure transfer route for research purposes. At the end of the study Ipsos will destroy their copy of personal data and personal identifying information in accordance with standards and procedures set out in ISO 27001. Destruction of these data and information held by Ipsos is intended to take place in March 2030 to allow time to consolidate the study data and check for any errors. If, for research purposes, it is necessary to change this deadline, this Privacy Notice will be updated.

UCL will retain the pseudonymised personal data (not including personal identifying information) for 20 years and DfE will retain pseudonymised personal data and the personal data and personal identifying information indefinitely for the purposes of the Growing Up in the 2020s longitudinal study. This will be subject to regular review.

Personal identifiers will be stored separately from the pseudonymised datasets that are used for analysing aggregated data (with the records linked by a numeric reference number).

### Your data protection rights

Under UK GDPR, your child and you have the right:

- To be informed about the collection and use of your personal data - this is called ‘right to be informed’
- To request copies of your personal data we have about you - this is called ‘right of access’, this is also known as a subject access request, data subject access request or right of access request;
- To withdraw your consent at any time (where relevant);
- To request us to change any information you think is not accurate or complete - this is called ‘right to rectification’;
- To request the deletion of your personal data or personal identifiable information - this is called ‘right to erasure’
- To request us to stop processing your information - this is called ‘right to restriction of processing’;
- To ‘object to the processing’ of your information, in certain circumstances;
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- To be informed about automated decision making and profiling where it produces a legal or similarly significant effect on you.
- Complain to the Information Commissioner if you feel we have not used your information in the right way

Any friend/relative for whom we hold personal data or personal identifying information also has these rights.

There are legitimate reasons why we may refuse your information rights request, which depends on why we are processing it.

### Contact us about this study and your child’s and your personal data and personal identifying information

You can get in touch with us about this study and how we are using your child’s and your personal data and personal identifying information using the details below. Please include “Growing Up in the 2020s” in the subject line when contacting us.

	Ipsos	DfE
By email	<a href="mailto:Catherine.bolton@ipsos.com">Catherine.bolton@ipsos.com</a> UK-Compliance@ipsos.com	dataprotection.office@education.gov.uk
Phone	020 3059 5000	<b>0370 000 2288</b>
By post	Data Protection Officer Ipsos 3 Thomas More Square	Office of the Data Protection Officer Department for Education (B2.28), 7 & 8 Wellington Place, Wellington Street, Leeds, LS1 4AW

	London E1W 1YW	
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For more information about how the DfE processes personal data and personal identifying information, please see its Personal Information Charter: [Personal information charter - Department for Education - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/612222/Personal-information-charter-Department-for-Education-GOV.UK.pdf)

When you contact us to exercise your right, we will:

- Acknowledge that your request has been received.
- Write to tell you if your request is not applicable and give the reasons.
- Act on your request within the time period required by the current data protection law.
- Write to inform you if we need to extend the period of time required to respond due to the complexity.

### Complaints

If you wish to make a complaint about the conduct of the study or our use of personal data and personal identifying information, you can contact Ipsos in the following ways:

- Leave a message at Freephone 0800 182 2137
- Email [growingup2020s@ipsos.com](mailto:growingup2020s@ipsos.com)
- Post to:  
Growing Up in the 2020s  
Ipsos  
Links House  
15 Links Place  
Edinburgh  
EH6 7EZ

You have the right to lodge a complaint to the Information Commissioner's Office (ICO; the UK data protection regulator) if you have concerns on how we have processed your personal data and personal identifying information. For information on how to complain to the ICO, please see the ICO website [ico.org.uk](https://ico.org.uk)

### Get in touch with the study team

If you would like any further details about the study, you can email us at [growingup2020s@ipsos.com](mailto:growingup2020s@ipsos.com) or call us on 0800 182 2137 (Monday to Friday, 9am-5pm). Please quote your unique reference number (this can be found at the top of any letter you have received from us).