

Dear Parents and Carers,

We're writing to you from UEA's Outreach team – we work with your young person's school. Our motto: we help potential go getters get up and get going. That means we work with schools and colleges to share knowledge about higher education (things like degrees and degree apprenticeships) to help young people make choices about their future. We're not a sales machine though – we're totally neutral and support any choice a young person wants to make.

We run lots of different activities – schools book places and work with us directly to support young people. Activities happen in lots of different places, including in-school and on our campus, and take many forms, including online sessions, trips and hands-on activities.

There's more info online about what we do. You can take a look here: [www.uea.ac.uk/outreach/what](http://www.uea.ac.uk/outreach/what)

### **Evaluating our activities**

To check that our activities are meeting their stated aims, we'll be assessing the impact of the activities we offer this year. Usually, we'll do this through short surveys that we'll ask your young person to complete at the beginning and/or end of the activity. These questions will always be related to the aims of the activity and will typically only look at changes in understanding and knowledge of higher education, and skills development. Additionally, we may ask for the following personal information:

- Name
- Date of Birth
- School

We ask for these so that we can match up responses from before and after an activity. We will never use this personal information for marketing, or pass it to any third parties, unless required by law.

Your young person isn't required to complete the evaluation surveys to take part in our Outreach activities. However, survey responses help us to continually improve the activities offered so that they have the best chance of leading to strong positive outcomes for the students that take part.

If your young person takes part in a survey, they are still able to change their mind and tell us not to use their responses. They'll need to do this by contacting us within 3 weeks of completing any survey - details on how to do so will be provided when they take part.

For some activities, we may use evaluation techniques other than surveys – for example, we might discuss the activity with your young person in school or online with their classmates.

We won't keep responses collected for longer than is needed for our long-term evaluation. Your young person's individual response data will only be accessed by members of our Outreach Team and other people working on widening access and participation at UEA. All publications, reports, conference presentations and marketing materials generated from your young person's responses will be anonymised.

### **Opting out of the evaluation**

If you do not want your young person to participate in the evaluation related to our Outreach activity this school year, you can opt-out at any time by contacting us at [schoolsoutreach@uea.ac.uk](mailto:schoolsoutreach@uea.ac.uk)

If you opt-out of evaluation, your young person may have already taken part in some evaluations this school year, depending on when you choose to opt-out. In this instance, we will remove their responses where possible. Sometimes it is not possible to remove responses – for example, if analysis has already been undertaken, or with anonymous evaluation.

For projects where the evaluation is embedded within an activity, for example, responding to questions as part of the session, if you've chosen to opt-out, your young person will still get the opportunity to participate similar to their classmates to avoid them feeling left-out. However, we will remove their responses before the data is processed. Your young person will still also be given the option to participate in anonymous evaluations, however they may opt-out of these at the time.

If you do not opt-out, and your young person takes part in an Outreach activity, they will be provided with the option to complete the evaluation. They can still choose not to complete these at this stage. Opting out of the evaluation will not have any impact on whether or not your young person takes part in our Outreach activity.

If you're not sure and would like further information about our evaluations, and/or the opt-out process, you can get in touch here: [schoolsoutreach@uea.ac.uk](mailto:schoolsoutreach@uea.ac.uk)

If you would like to make a complaint about these evaluations, please contact Dr Kate Russell, Chair of the University Research Ethics Committee at UEA, on [Kate.Russell@uea.ac.uk](mailto:Kate.Russell@uea.ac.uk) and Becky Price, Deputy Director of Student Education and Experience at UEA, on [rebecca.price@uea.ac.uk](mailto:rebecca.price@uea.ac.uk)

### **Using your young person's personal data**

As well as the work above, we also collect limited amounts of your young person's personal information directly from their school to monitor who has benefitted from our programmes. This information is in addition to what is listed above.

The UEA Outreach privacy notice can be found online: <https://outreach.uea.ac.uk/data-collection/> where we have age-appropriate video explainers, and a link to the full privacy notice. If you would like a printed copy of this notice, please email [schoolsoutreach@uea.ac.uk](mailto:schoolsoutreach@uea.ac.uk). We would like to reassure you that information collected in this manner is never used for marketing or sold to any third party. We share data routinely with partners, such as NEACO (a collaborative project between local HE providers) and HEAT (the Higher Education Access Tracker service) - a full list of partners can be found in our privacy notice. We will also share data with delivery partners on an activity-by-activity basis where they are involved in delivery and will always inform your young person when this will happen.

As this data collection is performed in line with **Article 6(1)(e) of UK GDPR** – relating to the performance of a task in the public interest – you can ask us at any time not to use your young person's data. To do so, please email [schoolsoutreach@uea.ac.uk](mailto:schoolsoutreach@uea.ac.uk)

### **Future communication**

This letter will be sent out to you annually at the start of the school year and details the evaluation work we plan to do for the coming year, so you can decide whether you would like your young person to take part in our evaluations or not. Therefore, this letter covers work happening from September 2026 to August 2027.

Yours faithfully

Scott Knight  
Head of Outreach