

Dear Student,

We're writing to you from UEA's Outreach team. We work with your school/college to share knowledge about higher education (things like degrees and degree apprenticeships) to help you make choices about your 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. 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.

To help us to understand the impact of our work, your school/college will share limited personal information about you with us. For full details on what information is shared and how it is used, watch our videos at <https://outreach.uea.ac.uk/data-collection> where you can also find the link to the full privacy notice. If you would like a printed copy of this notice, please email 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 you 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 data. To do so, please email schoolsoutreach@uea.ac.uk

UEA will only ever use the information that you give us in accordance with UK data protection law.

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 school/college year. Usually, we'll do this through short surveys that we'll ask you 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/college

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.

You are not 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.

To say thank you for completing our surveys, you may be offered the opportunity to enter a prize draw to win an online voucher, usually to the value of £25. Prize draw entry is optional. Occasionally, we may offer other incentives e.g., a guaranteed £10 voucher if you complete all the surveys associated with a particular project. We will usually need to ask you for your email address in order to be able to administer the prize draw/other incentive.

If you take part in a survey, you may change your mind and tell us not to use your responses. You'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 you take part.

For some activities, we may use evaluation techniques other than surveys – for example, we might discuss the activity with you in school or college, or online with your peers.

We won't keep responses collected for longer than is needed for our long-term evaluation. Your 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 responses will be anonymised.

Opting out of the evaluation

If you do not want to participate in the evaluation related to our Outreach activity this school/college year, you can opt-out at any time by contacting us at schoolsoutreach@uea.ac.uk

If you opt-out of evaluation, you may have already taken part in some evaluations this school/college year, depending on when you choose to opt-out. In this instance, we will remove your responses where possible. Sometimes it is not possible to remove responses – for example, if analysis has already been undertaken, or with anonymous evaluation. Please note that if you opt-out of evaluation, you will not be eligible for any incentives, including prize draws.

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, you will still get the opportunity to participate similar to your peers, so you don't feel left out. However, we will remove your responses before the data is processed. You will still also be given the option to participate in anonymous evaluations, however, you may opt-out of these at the time.

If you do not opt-out, and you take part in an Outreach activity, you will be provided with the option to complete the evaluation. You can still choose not to complete these at this stage.

Opting out of the evaluation will not have any impact on whether or not you take 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

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 and Becky Price, Deputy Director of Student Education and Experience at UEA, on rebecca.price@uea.ac.uk

Future communication

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

We will look forward to our work with you.

Yours faithfully

Scott Knight
Head of Outreach