

Hello Future Participants Privacy Notice

This explains how Hello Future use your personal data when you take part in any of our activities or events. Sometimes we make changes to this notice, so it is a good idea to keep checking it from time to time.

Hello Future is part of the government's Office for Students (OfS) funded [Uni Connect](#) project, which brings together universities, colleges and other local partners to offer activities, advice and information on the benefits of going to university or college

The Hello Future partnership is hosted by University of Cumbria and we work with Lancaster University, University of Central Lancashire, Edge Hill University, Carlisle College, Lakes College, Furness College, Kendal College, Myerscough College, REACT Foundation, BAE, the NHS, Cumbria County Council and Cumbria LEP.

Some of this information might be hard to understand. If you need to ask any questions, please speak to an adult in your school or a Hello Future staff member. We also ask your school to share information about this with your parents or carers. You can also email: hellofuture@cumbria.ac.uk

Personal data we collect

We collect some or all of the below either from you or from your school or college:

- Name
- Date of Birth
- Gender
- Home postcode
- Email address
- Phone number
- Disability
- Ethnicity,
- School/College
- Year of study
- Your thoughts in higher education
- Photo
- Attainment Data (e.g. Formal exam grades, predicted grades or test results).

Sometimes we collect information about whether you care for someone, if you are from an armed forces family or if you are / or were previously in care. We may also collect data about whether you are eligible for Free School Meals, or Pupil Premium or not.

We also collect information about activities you take part in, the progress you make and enter your details into our secure Higher Education Access Tracker (HEAT) which is looked after by the University of Kent.

What we do with your personal data

- We need to collect information about you so we can let the Office for Students (OfS) know how many students (including from target wards) have taken part in our activities or events
- Find out if you can take part in the programme and select events

- Track to see what happens after you leave school or college (if you attend Higher Education)
- Carry out research to find out if our event and activities are making a difference in your feelings and understanding about Higher Education and on your attainment
- Send you additional information about Hello Future and about applying to university

Data about your achievements

To help us understand what difference the Hello Future programme is making, your school may also give us information about your attainment (such as your predicted and actual grades and test scores). If you do not participate in an activity, your school may also give us information about your attainment so we can compare that with the attainment of those who attend our activity. Information about your attainment *will not* be added to HEAT but will be stored securely by the Hello Future team to help evaluate our programme.

What is our legal basis for processing your personal data?

In the past Hello Future used your data because we had your 'consent' or permission. The reason we rely on now is Public Task:

- It is necessary for the performance of a '**Public Task**' or task carried out in the public interest.

This is, when we target young people who can benefit from the project, find out how well the project is doing and do research and analysis

We also process your personal data because:

- We have your **consent** to send you emails about future Hello Future events and activities.
- It is necessary for our, or our partners' **legitimate interests** e.g., when we use your photo or video recording to promote our activities. We always check that your rights are not affected, and we are doing what you expect us to do.

We use your "**special category data**" or personal information about your ethnicity or disability because it is necessary for research and statistical purposes and substantial public interests. The substantial public interests in this case are for equality of treatment and opportunity.

Sharing your personal data

Hello Future sometimes shares your personal data with the Hello Future partnership or other organisations and Government Agencies we work with. These include:

- HEAT (Higher Education Access Tracker) – To help us track your involvement in the programme and your long-term education outcomes. Their privacy notice can be found at: <https://heat.ac.uk/privacy-notice/>
- HESA (the Higher Education Statistics Agency) <https://www.hesa.ac.uk/about/regulation/data-protection/notices#linkg>
- CFE Research- This is the national evaluator for Uni Connect
- Other third parties working on our behalf, including for research, evaluation and data analysis purposes and outreach delivery

Linking your personal data

As part of our tracking, monitoring and analysis, so that we can understand the impact of Hello Future. HEAT (where we store your personal data) may link your data to records held by other organisations or databases, which collect information about students from schools, colleges and universities.

These may include:

- the [National Pupil Database](https://www.gov.uk/government/publications/national-pupil-database-npd-privacy-notice/national-pupil-database-npd-privacy-notice), <https://www.gov.uk/government/publications/national-pupil-database-npd-privacy-notice/national-pupil-database-npd-privacy-notice>
- the Universities and Colleges Admissions Service ([UCAS](https://www.ucas.com/about-us/policies/privacy-policies-and-declarations/ucas-privacy-policy)), <https://www.ucas.com/about-us/policies/privacy-policies-and-declarations/ucas-privacy-policy>
- the Higher Education Statistics Authority ([HESA](https://www.hesa.ac.uk/about/website/privacy)), <https://www.hesa.ac.uk/about/website/privacy>
- the Individualised Learner Record
- The Education and Skills Funding Agency ([ESFA](https://skillsfunding.service.gov.uk/privacy)) <https://skillsfunding.service.gov.uk/privacy>
- The Joint Information Systems Committee ([JISC](https://www.jisc.ac.uk/website/privacy-notice)) <https://www.jisc.ac.uk/website/privacy-notice>

When we use other organisations to run activities, or to contact you, we will always make sure they are committed to comply with the law when handling your personal data.

When we or our partners publish research and statistics your personal data will be removed so that you cannot be identified.

How long we keep your personal data for

We use HEAT (Higher Education Access Tracker) to record student details to track and monitor Hello Future activity you might take part in, whilst you are at school or college. If you have attended a Hello Future activity in the last 15 years and have given us at least all of the following personal data: first name, last name, postcode and date of birth (this is a full student record) we will then keep your student record on HEAT for 15 years from the year you could enter Higher Education, so we can monitor and evaluate. If we don't have your full student record, we will keep your personal data on HEAT for 7 years from the year you could enter Higher Education. We will not keep your data if you have withdrawn your consent to participate in our tracking, monitoring and research.

If you attend a Hello Future event or activity and we may need to collect your personal data for the purposes of running an activity. If this happens, we will only keep it for as long as we need it to run the activity or event (e.g. medical or contact information).

If you give us permission to contact you about our events, we will delete your personal data after you leave school.

Your Rights

You can ask us to delete your personal data or to stop being tracked. Where we can, we will try to do so.

Full information about your rights and what we do with your personal data can be found at: <https://www.cumbria.ac.uk/about/organisation/professional-services/vice-chancellors-office/data-protection/>

Or please contact

hellofuture@cumbria.ac.uk

Last updated: January 2025