

1 February 2022

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 games.

There's more info online about what we do including a full list of our current activities. You can take a look here: <https://outreach.uea.ac.uk/>

There's also our resource centre, which is full of totally free resources for young people, teachers, parents and carers and mature students: <https://everwondered.uea.ac.uk/>

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. We may ask your young person a few simple questions at the beginning and/or end of the activity. For example we may ask them to write down, or draw a picture of, all the things they know about a topic. These questions will always be related to the aims of the activity and helps us to assess whether the objectives for our work has been met.

Additionally we'll 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.

Your young person isn't required to complete the evaluation to take part in our Outreach activities. However, feedback helps 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.

We may also ask your young person to draw a picture before and after participating in an activity, so we can see if their perceptions have changed as a result of the project. For example, we might ask them to draw what they think

a university is like, and see if their second drawing includes more detail or picks up on elements that were previously missed.

For some activities, we may occasionally seek to evaluate in a different way – for example, we might discuss the activity with your young person in school or online with their classmates. We won't do this without letting you know beforehand - we'll contact you separately with more details so you're in the know.

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 evaluation and outreach teams. All publications, reports 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.

Your young person may have already taken part in some evaluations related to our Outreach activity. We may be able to remove their response if the evaluation is still active, and we wouldn't ask them to take part in any evaluations after you've let us know you'd like to opt-out.

For projects where we're using a drawing method, if you've chosen to opt-out, your young person will still get the opportunity to create a drawing similar to their classmates to avoid them feeling left-out, however they will be able to take this home instead and we won't collect these in. For projects that evaluate in different ways to these, you'll be contacted separately with more information so you can make a decision about whether you would like your young person to take part.

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, 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 UREC at UEA at Kate.Russell@uea.ac.uk and Becky Price, Assistant Head of Planning at UEA at 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 your young person's school in order to monitor who has benefitted from our programmes.

The UEA Outreach privacy notice can be found online: <https://www.uea.ac.uk/study/info-for/gdpr> (see the section 'Outreach activities with schools and colleges'). We would like to reassure you information in this manner is never used for marketing, or sold to any third party.

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 rao.data@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 2022 to August 2023.

Yours faithfully

Charlotte Wheatland
Assistant Head of Outreach