



About Early Years: Data Protection and Privacy Policy

This policy describes how data is collected, processed and stored in the About Early Years (About EY) research programme.

1. Data protection law

The Data Protection Act 1998 and EU General Data Protection Regulation (GDPR) govern how organisations control and process personal information. These regulations apply regardless of whether the data is stored electronically, on paper or other materials.

To comply with the law, personal information must be collected and used fairly, stored safely and not disclosed unlawfully. The Data Protection Act is underpinned by eight important principles.

These say that personal data must:

1. Be processed fairly and lawfully
2. Be collected only for specific, lawful purposes
3. Be adequate, relevant and not excessive
4. Be accurate and kept up to date
5. Not be held for longer than necessary
6. Processed in accordance with the rights of data subjects
7. Be protected in appropriate ways
8. Not be transferred outside the European Economic Area (EEA), unless that country or territory also ensures an adequate level of protection.

This policy gives an overview of the About EY project and how we protect your data and right to privacy.

2. What information is being collected and why?

The About EY programme will collect information from early years education and childcare providers operating in England and registered with Ofsted. It will include domestic (registered childminders) and non-domestic childcare settings (day nurseries and pre-schools).

The programme will collect information on:

- Employee terms and conditions such as pay rates and working hours, and characteristics such as qualifications, gender and age
- Workforce issues such as staff vacancies, recruitment difficulties, skill shortages and training needs
- The supply, quality and occupancy of childcare places
- Business income and expenditure
- The opinions and perspectives of childcare providers.

We will limit the information that we collect to that which is necessary to meet the aims of the research programme which are to:

- Analyse the cost of providing childcare places
- Analyse sector skill needs, recruitment difficulties, skill shortages and workforce development priorities and monitor the profile of the early years workforce
- Analyse the distribution, quality and use of childcare places
- Monitor sector confidence and opinion.

3. Who is collecting it?

The research programme was founded, and is designed and delivered by Ceeda Research Limited, Company No. 4709056, registered address 14 High Street, Yarm, Stockton on Tees, TS15 9AE.

We are an independent research company registered with the Market Research Society (MRS), the world's leading research association. You can find out more about Ceeda [here](#).

We are registered with the Information Commissioner's Office and you can view our registration certificate [here](#).

Any queries about the research and the management of your personal data should be addressed to Dr Jo Verrill, the Project Director at the contact details shown [here](#).

4. How is data being collected?

Childcare providers are invited to join a research panel. Research panels are made up of business or individuals recruited to take part in a number of market research sessions or projects over a period of time. As a member of the panel you will receive invitations to participate in on-line surveys. Invitations are issued to you by email, you will click on a secure, encrypted link in the email to participate in the survey.

5. Why is it being collected?

The data is being collected for two purposes:

1. To provide an evidence base which can inform national, regional and local early education and childcare policy
2. To provide information to panel members to help them plan for the future.

6. How long will you keep my data?

About EY is a longitudinal study that involves data collection from the same early years education and childcare providers over long periods of time. This enables us to provide analysis of trends on important issues such as childcare delivery costs, recruitment difficulties etc. We will hold and process your data for the research purposes specified in this policy until:

- 6.1 You notify us that your organisation no longer wishes to be a member of the panel and ask for data we hold about your organisation to be destroyed. You can find our contact details [here](#). ACTION: all data held about you and your organisation is securely destroyed.
- 6.2 You notify us that your organisation no longer wishes to be a member of the panel but give your consent for the future processing of existing data for the stated research purposes. ACTION Personal identifier fields will be removed from the data we hold about you and your organisation, rendering the data outside the scope of data protection legislation.
- 6.3 You cease to participate in three consecutive data collection campaigns. We will contact you to establish if you wish to continue being a member of the panel or instruct us to take action as specified at 6.1 or 6.2. If you fail to respond to this contact attempt action 6.2 will be implemented.
- 6.4 The About EY programme is terminated. We will contact you to notify that the project has terminated, inform you that all personal identifying information has been securely destroyed and ask your consent for any planned future storage and processing of de-personalised data. If you fail to respond to this contact attempt we reserve the right to implement action 6.2.

7. How will it be used and who will it be shared with?

Research outputs

Published research outputs will include research reports, bulletins and a sector 'data dashboard.' Published outputs will collate findings from across childcare providers and explore differences across England and in different types of childcare setting. Published research outputs will NOT identify individual research participants or provide a breakdown of research findings which could potentially lead to the identification of individual research participants.

Panel members will receive results for their own setting/s in addition to published research outputs. Setting-level analysis will be supplied directly to the email address supplied by the panel member.

Research data

Ceeda will control and process all data, including personal data, collected during the research. Access to the data will be restricted to Ceeda employees working on the About EY programme and the ICT suppliers we work with: NEBU, a leading survey software company accredited to ISO standards 9001, 14001, and 27001 and NEN7510 and Microsoft. Our security procedures and those of our approved suppliers are outlined at section eleven.

8. Who funds the research, will they have access to my data?

The project was founded, and is designed and delivered by Ceeda, working with a sector-led advisory group. The project is funded via sponsorship and voluntary contributions. Sponsors, contributors and advisory group members do not have access to the data collected in the process of the research. You can see the organisations sponsoring and supporting the programme [here](#)

9. Will you sell my personal data?

NO. Data collected will be used solely for the research purposes identified at sections two and five and be processed and managed by Ceeda and our approved suppliers only.

10. Disclosing data for other reasons

In certain circumstances, the Data Protection Act allows personal data to be disclosed to law enforcement agencies without the consent of the data subject. If we reasonably believe that we are

required by law to disclose your personal information to a third party, whether in compliance with any applicable law or regulation or by court order or in connection with legal proceedings, we may do so.

11. How will you make sure my data is secure?

We take several important measures to manage the security of your data including:

- Carrying out risk assessments on a project by project basis
- Strictly limiting access to data only to those personnel who require it to carry out their duties
- Ensuring data protection training and advice is supplied for employees
- Monitoring good practice in password control including regular password changes and prohibiting the sharing of passwords across employees
- Limiting the number of copies of a dataset to that which is strictly necessary to carry out data processing tasks
- Storing all copies of data to approved central cloud storage with robust backup and security measures
- Prohibiting storage of data to portable drives, laptops, smartphones and other portable devices
- Limiting transmission of data by email and encrypting files in transit
- Removing personal data which can identify individuals as soon as possible in the research process
- Regularly updating the data we hold through routine contact with research participants and scheduled data collection campaigns
- Retaining data only for as long as it is necessary to achieve the stated research purpose
- Ensuring all systems, services and equipment used for accessing data meet acceptable security standards and have the latest updates installed
- Ensuring regular checks and scans are carried out to ensure security hardware and software is functioning effectively
- In the unlikely event of a data breach which compromises your personal data you will be notified of this breach within 72 hours.

Click to read about the security measures taken by our suppliers [NEBU](#) and [Microsoft](#)

12. Can I access the data you hold about me and ask you to destroy it?

You have the right to request access to the data we hold about you and your organisation at any time. You also have the right to request that your data is destroyed. Please make your request in writing by email to enquiries@ceeda.co.uk, or by post to Ceeda, 14 High Street, Yarm, Stockton on Tees, TS15 9AE. We will respond to your request within 30 days.

13. Do I have to take part?

Participation in the research programme is entirely voluntary and you are free to withdraw your participation at any time.

14. Will my data be transferred to countries outside the European Economic Area?

We use Microsoft Office 365 Cloud storage services which may involve transmission of data outside the European Economic Area in some instances. A data processing agreement and the EU Model Clauses are included in Microsoft's Online Service Terms. In April 2014, Microsoft has received approval from the Article 29 Working Party (the data protection regulators from all 28 European Union Member States) that its enterprise cloud computing contracts meet the high standards of EU data protection legislation.

15. How to contact us

You can contact us:

By email enquiries@ceeda.co.uk

By telephone free from a landline (calls from a mobile may be charged) 0800 6785192

Via the [contact form](#) on our website

By post to Ceeda, 14 High Street Yarm, Stockton on Tees, TS15 9AE