



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. EU General Data Protection Regulation (GDPR) is underpinned by seven important principles. These say that personal data must:

1. Be processed fairly, lawfully and transparently
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. Be protected in appropriate ways
7. With clear lines of accountability and demonstration of compliance.

This policy gives an overview of the About EY project and how we comply with these principles and your data protection rights.

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. We are also registered with the Information Commissioner's Office (ICO). You can view our entry on the ICO register by going to this [website](#) and entering our registration number Z7892282. You can find out more about Ceeda [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 at section fourteen.

4. How is data being collected?

Childcare providers are being invited to join a research panel. Research panels are made up of business or individuals recruited to take part in several research surveys over a period of time. As a member of the panel you will receive invitations to participate in on-line surveys. Each invitation will specify the purpose and duration of the survey. Invitations are issued to you by email, you will click on a secure, encrypted link in the email to participate in the survey.

5. Do I have to take part?

Participation in the research programme is entirely voluntary. The legal basis for processing your personal data is your consent, which is recorded when you join the panel. You are free to withdraw this consent at any time. See section fourteen for details of how to do this.

6. 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.

7. 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:

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. ACTION: all data held about you and your organisation is securely destroyed.
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.
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 point 1 or 2 above. If you fail to respond to this contact attempt action specified at point 2 will be implemented.
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 specified at point 2.

8. How will my personal data be used and who will it be shared with?

1. **Published Research Outputs:** published 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. Published research outputs are not linked to personal data and are therefore outside the scope of data protection legislation.
2. **Panel member outputs:** panellists 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.
3. **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 twelve.

9. 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 personal data collected in the process of the research. You can see the organisations sponsoring and supporting the programme [here](#)

10. Will you sell my personal data?

No. Personal data collected will be used solely for the research purposes identified at sections two and six and be processed and managed by Ceeda and our approved suppliers only.

11. 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. See also section fourteen on your rights under data protection law.

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

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

1. Carrying out risk assessments on a project by project basis
2. Strictly limiting access to data only to those personnel who require it to carry out their duties
3. Ensuring data protection training and advice is supplied for employees
4. Monitoring good practice in password control including regular password changes and prohibiting the sharing of passwords across employees
5. Limiting the number of copies of a dataset to that which is strictly necessary to carry out data processing tasks
6. Storing all copies of data to approved central cloud storage with robust backup and security measures
7. Prohibiting storage of data to portable drives, laptops, smartphones and other portable devices
8. Limiting transmission of data by email and encrypting files in transit
9. Removing personal data which can identify individuals as soon as possible in the research process
10. Regularly updating the data we hold through routine contact with research participants and scheduled data collection campaigns
11. Retaining data only for as long as it is necessary to achieve the stated research purpose
12. Ensuring all systems, services and equipment used for accessing data meet acceptable security standards and have the latest updates installed
13. Ensuring regular checks and scans are carried out to ensure security hardware and software is functioning effectively
14. 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](#)

13. 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.

14. Your rights under data protection law

In this section we summarise the rights that you have under data protection law. Some of the rights are complex, and not all of the details have been included in our summaries. For more information and to exercise these rights please contact us:

E-mail to enquiries@ceeda.co.uk, call us free from a landline 0800 6785192 (charges may apply from a mobile), or write to us at Ceeda Research Limited, 14 High Street, Yarm, Stockton on Tees, TS15 9AE.

Your principal rights under data protection law are:

- (a) the right to access;
 - (b) the right to rectification;
 - (c) the right to erasure;
 - (d) the right to restrict processing;
 - (e) the right to object to processing;
 - (f) the right to data portability;
 - (g) the right to complain to a supervisory authority; and
 - (h) the right to withdraw consent.
1. You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, Ceeda Research Limited will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee.
 2. You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.
 3. In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; you object to the processing under certain rules of applicable data protection law; the processing is for direct marketing purposes; and the personal data have been unlawfully processed. However, there are exclusions of the right to erasure. The general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.
 4. In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.
 5. You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.

6. To the extent that the legal basis for our processing of your personal data is: (a) consent; or (b) that the processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract, and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply where it would adversely affect the rights and freedoms of others.
7. If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement. In the UK the supervisory authority is the Information Commissioner's Office (ICO).
8. To the extent that the legal basis for our processing of your personal information is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.

15. About cookies

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

16. Cookies that we use

We use cookies for the following purposes:

1. authentication - we use cookies to identify you when you visit our website and as you navigate our website (cookies used for this purpose are: identify cookies);
2. status - we use cookies to help us to determine if you are logged into our website (cookies used for this purpose are: identify cookies);
3. security - we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally (cookies used for this purpose are: identify cookies);
4. analysis - we use cookies to help us to analyse the use and performance of our website and services (cookies used for this purpose are: identify cookies); and
5. cookie consent - we use cookies to store your preferences in relation to the use of cookies more generally (cookies used for this purpose are: identify cookies).

17. Cookies used by our service providers

Our service providers use cookies and those cookies may be stored on your computer when you visit our website.

We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at: <https://www.google.com/policies/privacy/>. The relevant cookies are: *identify cookies*.

18. Managing cookies

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- (a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);
- (b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
- (c) <http://www.opera.com/help/tutorials/security/cookies/> (Opera);
- (d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);
- (e) <https://support.apple.com/kb/PH21411> (Safari); and
- (f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

Blocking all cookies will have a negative impact upon the usability of many websites. If you block cookies, you will not be able to use all the features on our website.

19. Changes to this privacy policy

We may modify this policy from time to time. If we do so we will notify you by publishing changes on www.ceeda.co.uk. If you disagree with the terms of this privacy policy, please opt out of taking part in Ceeda surveys.