
Privacy Notice for Stakeholder Communications

NFER's widely respected research evaluations inform educational policy and provide sound evidence in education debates and national reviews. NFER also develops products and services for schools, informed by our evidence. We provide a wide range of marketing and information communications to share details across the education sector. This privacy notice sets out how we process your personal information as part of these activities.

NFER Stakeholders are considered to be, but not limited to, those from the education community, key education influencers and policy makers, clients and practitioners.

1 Why are we collecting this data?

<p>Stakeholder Communications – NFER news, updates and stakeholder survey</p>	<p>NFER's widely respected research evaluations inform educational policy and provide sound evidence in education debates and national reviews. NFER bring to your attention recently published research data (for example our teacher retention and turnover research), updates from our impact review and invitations to events which may be of interest to you or your organisation. From time to time, NFER may contact its stakeholders for feedback to help improve the services and products we provide.</p>
<p>Newsletters (NFER Direct, NFER Direct for Schools, Eurydice Direct)</p>	<p>You have signed up and agreed to receive one or more of the following NFER e-newsletters and information bulletins:-</p> <ul style="list-style-type: none"> • NFER Direct: monthly e-newsletter covering all NFER activities • NFER Direct for Schools: monthly e-newsletter for schools and teachers • Eurydice Direct: quarterly e-newsletter covering Eurydice resources on education in Europe

One-off notifications / expressions of interests	You have asked to be notified when NFER publishes a report or expressed interest in participating in research study or trial.
Marketing information to schools	If you express an interest in our products and services, we may send you emails or letters providing more information about those products and services. We will only use that expression of interest information once and then your information will be deleted.

2 What personal data is being collected?

Activity	What personal data is being collected?
Stakeholder Communications	<p>We gather the following information on our stakeholders:- Name, job title, organisation, e-mail address, postal address, and contact numbers.</p> <p>We access data which is in the public domain, as well as collect data through various networking events and client contacts. This is then stored within our password protected data management system.</p>
Social media interactions	<p>We use a number of third party services, Meltwater, Twitter’s Analytics software, Twitonomy and Audiense which collect personal data (your name and username). However, we do not use this information. We only analyse and report on the volume of interactions (comments, likes, re-tweets etc.).</p> <p>For more information about how they process data, see their privacy notices:</p> <ul style="list-style-type: none"> • Meltwater - https://www.meltwater.com/uk/privacy-policy/ • Twitter - https://twitter.com/en/privacy • Twitonomy – https://www.twitonomy.com/content/privacy.php • Audiense - https://audiense.com/privacy-policy/ <p>We also monitor interactions on Facebook and LinkedIn.</p>

Stakeholder Survey	Your name and position/organisation is requested to be published against any comments provided in the comment box of the survey. Your consent is requested via an opt in/out selection and if you opt in and agree to share your details, these will only be used alongside your comment if published in internal or external reports, marketing and publicity material. Your details will not be reported alongside any of your other responses and nobody at NFER will see your individual answers.
Newsletters (NFER Direct, NFER Direct for Schools, Eurydice Direct)	With your consent, we collect your name and email address for the purpose of sending you communications in the form of our e-newsletters, which you have requested. If you decide that you no longer want to receive any of these emails from us, you can easily unsubscribe on an individual basis at any time via the link at the bottom of each e-newsletter.
One-off notifications / expressions of interest	With your consent, we collect your name and email address to send you details of the item you have expressed interest in. Your details will not be used for any other marketing activity.

3 What is the legal basis for processing activities?

The legal basis for processing personal data depends on the communication activity being undertaken. They are set out in the table below:

Stakeholder communications (including annual stakeholder survey)	GDPR Article 6 (1) (f) 'processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party except where such interest are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of the personal data'
Social media interactions	GDPR Article 6 (1) (f) 'processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party except where such interest are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of the personal data'

Newsletters (NFER Direct, NFER Direct for Schools, Eurydice Direct)	GDPR Article 6 (1) (a) ‘the data subject has given consent to the processing of his or her personal data for one or more specific purposes’
One-off notifications / expressions of interest	GDPR Article 6 (1) (a) ‘the data subject has given consent to the processing of his or her personal data for one or more specific purposes’

4 Who will the personal data be shared with?

NFER only uses your personal information for the purpose for which it was provided. We only share data for a specific purpose which we have informed you about.

We currently use two third party providers ([MailAgent](#) and [Dotmailer](#)) to manage our regular e-newsletters. Dotmailer stores data at rest within the EEA (<https://www.dotmailer.com/terms/>). They also use a number of third party servers to host the services – such servers are located in the EU, Australia and other key global locations (full details in [Dotmailer’s Trust Centre](#)). The data processing agreement we have with them is clear that this transfer only takes place under the appropriate safeguards and is in accordance with data protection laws.

Occasionally we use a third party to conduct research and survey questionnaires, for example in 2018 we will use [Public Perspectives Ltd](#) to carry out our annual stakeholder survey. Any data sharing with them will be done via a secure portal and password protected. In the past we have used Survey Monkey for online surveys; we may use them in the future. Full details of how and why they collect, store (in the US under appropriate safeguards and in accordance with data protection laws), use and share personal information is set out in their [privacy policy](#).

5 Is personal data being transferred outside of the European Economic Area?

With the exception to Dotmailer and potentially SurveyMonkey (see section 4), no data is shared or stored outside of the EEA.

6 How long will personal data be retained?

Data is not kept longer than is necessary and is deleted in accordance with NFER’s internal policy. Where this differs for individual marketing and communication activities, this is listed below:

Activity	How long will personal data be retained?
Stakeholder communications (including annual stakeholder survey)	Stakeholder information is retained until you ask us to stop sending you these communications. If you ask to be removed from our communications list, we retain your name and e-mail address on the system to ensure that we do not contact you again.
Stakeholder Survey	Data is retained for 3 months from date of project completion.
Newsletters (NFER Direct, NFER Direct for Schools, Eurydice Direct))	Personal information is held on our systems from date of sign up; for as long as is necessary to deliver the service or until the publication is withdrawn or you choose to unsubscribe.
One-off notifications / expressions of interest	Personal data is deleted once you have been notified of a publication or received further details of the research you had enquired about.
Social media interactions	Information on social media interactions is retained for as long as necessary to ensure that NFER research, products and services are communicated to as wide an audience as possible.

7 Can I stop my personal data being used?

NFER handles your personal data in accordance with the rights given to individuals under data protection legislation. If at any time you wish us to withdraw your data or correct errors in it, please contact the [Sales, Marketing and Impact](#) team.

In certain circumstances, data subjects have the right to restrict or object to processing. They also have the right to make a subject access request to see all the information held about them. To exercise any of these rights, please contact our [Compliance Officer](#).

8 Who can I contact?

Any queries about NFER's stakeholder communications, please contact the [Sales, Marketing and Impact](#) team.

If you have a concern about the way NFER processes personal data, we request that you raise your concern with us in the first instance (see details above). Alternatively, you can contact the Information Commissioner's Office, the body responsible for enforcing data protection legislation in the UK, at <https://ico.org.uk/concerns/>.