

## University of Oxford Outreach and Your Data

The University of Oxford uses the Higher Education Access Tracker (HEAT) service and database ([www.heat.ac.uk](http://www.heat.ac.uk)) to record information about its outreach activities and the students who take part in these activities. HEAT helps us identify which activities are most helpful in preparing students for higher education and progressing to employment.

HEAT is, or may be, used by different parts of the University, including colleges, faculties, departments or administrative units, as well as by other entities associated with the University, for example, Oxford student led organisations involved in outreach, educational charities with whom Oxford partners to deliver outreach and schools/colleges with whom we partner to deliver outreach (described as “Users” in this document).

### *Information collected about you*

Most personal data held about you in HEAT is collected when you apply for and/or participate in an outreach activity organised by one or more Oxford Users. The type of data collected varies, but in most cases we collect your name, date of birth, postcode and school. Some activities may require more information and this will be clear from the registration form you are asked to complete. Additional data may also be obtained from other organisations like the Higher Education Funding Council for England (HEFCE - [www.hefce.ac.uk](http://www.hefce.ac.uk)), Higher Education Statistics Agency (HESA - [www.hesa.ac.uk](http://www.hesa.ac.uk)), the University and Colleges Admissions Service (UCAS - [www.ucas.com](http://www.ucas.com)), the Department for Education (DfE - [www.education.gov.uk](http://www.education.gov.uk)), Skills Funding Agency (SFA – [www.skillsfundingagency.bis.gov.uk](http://www.skillsfundingagency.bis.gov.uk)) and ACORN ([www.acorn.caci.co.uk](http://www.acorn.caci.co.uk)). This data can contain information about the area in which you live, for example, how many people from your area go on to higher education. Data from these sources will also let us know about your own educational journey from school to higher education, for example, which university you end up at and what type of degree you obtain.

### *How we use your information*

The University and its Users may use the data held in HEAT:

- To process your application for an outreach activity.
- To administer the outreach activity in which you participate.
- To inform you of outreach activities or events that may be of interest to you.
- To compare outreach activities across Oxford, to enable different Users to better co-ordinate their activities and to avoid duplication of records. To do this your data is available to all HEAT Users at the University.
- To help determine whether our activities are helping participants move on from school into further education, higher education and employment. To do this HEAT may share your data with some of the organisations mentioned above (HESA, UCAS, DfE and SFA).
- To administer outreach activities with other HEAT member institutions. This would involve sharing your data with those institutions who may also use HEAT to follow your progression from school into Higher Education and employment (see [www.heat.ac.uk](http://www.heat.ac.uk) for a list of other member institutions).
- To publish anonymised reports that do not identify individuals.

Your data will not be passed without your permission to external organisations or individuals not already mentioned above. The University does not sell any data to third party organisations.

### *How long we keep your information*

Providing high quality outreach activities means being able to compare our activities and to determine which ones best help students to move on to Higher Education and employment. How long this takes will vary depending on your age at the time of participation in an outreach activity. Once you have reached the age of 27<sup>1</sup> personal information about you in HEAT will either be deleted or anonymised so that you are no longer personally identifiable.

### *Your right to access your personal information*

You have the right to see the data that is held about you on HEAT. If you wish to have a copy of this data please email [oxfordheat@admin.ox.ac.uk](mailto:oxfordheat@admin.ox.ac.uk).

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<sup>1</sup> Each student’s journey into higher education and/or employment will differ. The age 27 gives us time to allow for most students with whom we work to progress from school through an undergraduate degree allowing for gap years, varying university course lengths and three additional years in order to have an idea of postgraduate and/or employment destinations, and to analyse and compare data.

*Further information*

If you have any questions about the use of your data on HEAT, wish to update it or to request changes in the way it is used please email [oxfordheat@admin.ox.ac.uk](mailto:oxfordheat@admin.ox.ac.uk). If you have read the statement above entitled 'University of Oxford Outreach and Your Data' and agree that the personal information you have provided can be used as described in the statement, please tick the box on the online submission form.