

Hepp & HeppSY privacy notice 2026/7

Hepp, HeppSY, and our outreach activities

Hepp and HeppSY both deliver higher education outreach activities aimed at showing learners the opportunities available at higher education and the benefits of progressing to higher education and gaining higher level skills. The activities may also work to support learner academic confidence and attainment. In addition to delivering activities directly to learners, we also provide support for parents, carers, teachers and advisers, with the aim of enabling these key influencers to support for their learners.

Hepp (Higher Education Progression Partnership) aims to increase the number and proportion of young people progressing to university and higher education from underrepresented groups. Hepp are jointly funded by Sheffield Hallam University and the University of Sheffield.

HeppSY (Higher Education Progress Partnership South Yorkshire) is part of the Uni Connect Programme (UCP), which aims to increase the number of learners progressing to higher education, regardless of their background. HeppSY is funded by the Office for Students (OfS).

Both teams are made up of a collection of practitioners who deliver impartial information advice and guidance related to university progression. You may have the opportunity to take part in outreach activities such as university campus visits, workshops and assemblies at school, and other higher education opportunities. More information about Hepp, HeppSY and our partners can be accessed through the links below:

Higher Education Progression Partnership (Hepp) – <https://www.hepp.ac.uk/>

Higher Education Progression Partnership South Yorkshire (HeppSY) – <https://heppsy.org/>

Sheffield Hallam University (SHU) – <https://shuoutreach.com/>

The University of Sheffield (UoS) – <https://sheffield.ac.uk/schools>

Office for Students Uni Connect Programme – <https://www.officeforstudents.org.uk/for-providers/equality-of-opportunity/uni-connect/>

Why do we need to collect data and evaluate widening participation activities?

We collect data and evaluate our activities to ensure what we provide is useful and effective for learners. To do so we need to gather specific information which we use purely for monitoring, research, and evaluation purposes. Under current data protection legislation, we are able to process this data as the activities are carried out under the legal basis of public task. It is important we are able to evidence the work that we are undertaking. We must:

- ensure that the activities we offer are appropriate
- identify the most effective activities and best practice
- measure the impact of our activities

Collecting individual information

We ask partner school/colleges to provide information about all of the learners in the school/college at the start of the academic year. We collect this information to identify participants for outreach activities, monitor and evaluate our work in line with other datasets. This enables us to track individual learners over time to find out whether or not they eventually apply to any form of higher education and, depending on project, whether learners achieved higher attainment outcomes.

The categories of data we collect are:

Full name	Ethnicity	Young carer status	Service children status
Date of birth	Disability	Looked after child/care leaver status	Year group
Postcode	Free school meals eligibility	Estranged status (if available)	School/college attended
Sex	Pupil premium eligibility	If first generation of family to access HE (if available)	Other equal opportunity monitoring information where appropriate
Details of activity attended/undertaken	Attainment data such as teacher-assessed, predicted and actual grades	School/college attendance data (if available)	

Data sharing and protection

Data will be processed in accordance with the UK General Data Protection Regulation (UK GDPR) and Data Protection Act 2018, as well as all legislation enacted in the UK in respect of the protection of personal data. As Hepp and HeppSY are collaborative programmes, this information will be shared between Hepp, HeppSY, Sheffield Hallam University, the University of Sheffield and the Higher Education Access Tracker (HEAT – see below). HeppSY may share information with their governance partners such as The Sheffield College, Barnsley College, RNN Group and South Yorkshire Mayoral Combined Authority (SYMCA). For specific activity HeppSY may also share data gathered with other collaborative and funding partners including Local Authorities, partner schools and colleges, and the Office for Students.

The overall data controllers for Hepp and HeppSY are Sheffield Hallam University and the University of Sheffield, unless otherwise stated in specific agreements. The safety of learners is paramount, and we rely on the safeguarding provisions of the Data Protection Act 2018 where concerns around safety and wellbeing are raised. Hepp/HeppSY and its partners will not release individual information to anyone who is unauthorised. More details about this can be found on Sheffield Hallam University and the University of Sheffield websites:

<https://www.shu.ac.uk/about-this-website/privacy-policy/privacy-notice/outreach-activity-privacy-notice>
<https://www.sheffield.ac.uk/outreach/data>

All data, not stored on HEAT (see further information below) will be stored securely on university servers, with access restricted only to staff members who require it for data analysis and evaluation purposes. Any reporting will be done using aggregated data, meaning that individual learners will not be identifiable, unless specific separate consent is collected. Our reports can be found on our websites: <https://www.hepp.ac.uk/> and <https://www.heppsy.org/>.

Hepp and HeppSY use trusted third-party services to help us deliver and evaluate our work. This includes a survey processing company (Papersurvey), which scans and processes some of our learner surveys, and a data facilitator (Wonde), which helps us securely access relevant learner data from school/college systems. These providers only process the minimum data needed for these purposes, act on our instructions, keep your data secure, and delete it in line with our and their retention policies.

Papersurvey

Papersurvey is a survey processing service which includes optical mark recognition and handwriting recognition to facilitate digitising and analysing the surveys. Papersurvey has comprehensive compliance and security processes in place - data is stored in the EU on ISO 27001 and SOC 2 Type II certified infrastructure, encrypted in transit and at rest, and only authorised personnel from Hepp/HeppSY are able to access the data. For more information please see Papersurvey's privacy policy at <https://www.papersurvey.io/privacy-policy>

Wonde

Wonde is a secure data integration platform which helps schools and colleges transfer relevant learner data safely from their management information systems to Hepp and HeppSY. Wonde acts on behalf of schools/colleges and the Universities as a data processor and does not use personal data for its own purposes. Data shared via Wonde is restricted to the minimum information necessary for monitoring, evaluation, research, and reporting activities. Wonde maintains comprehensive compliance and security controls, including encrypted transfer, role-based access controls, audit logging, and secure authentication measures. Access to data is restricted to authorised personnel only.

Further information in Wonde's Privacy Notice: <https://www.wonde.com/legal/privacy/uk/>

HEAT (Higher Education Access Tracker)

Secure storage of learner data will be carried out using the Higher Education Access Tracker (HEAT). The HEAT service and database is a national database which is used to record the learners attending outreach activities, with the aim of following their potential progression towards higher education. The data protection and storage processes set in place by HEAT ensure that the data is stored securely and not shared without your permission. For research and evaluation purposes only, data held on HEAT may be shared with educational organisations such as government departments or contracted agencies, including: The Department for Education, UCAS, OfS, organisations contracted by the OfS to undertake the national UCP evaluation (including CFE Research and Ipsos Mori) and the Higher Education Statistics Agency (HESA).

The HEAT privacy notice can be found at - <https://heat.ac.uk/privacy-notice/>

The HESA privacy notice can be found here - <https://www.hesa.ac.uk/about/website/privacy>

Data retention

We will retain records securely for the durations detailed below and will review retention periods annually in line with ICO guidance and sector best practice.

Where longitudinal tracking permission has been sought/obtained, and if you have:

- Attended an activity within the last 15 years
- Supplied your first name, last name, postcode and date of birth
- Not withdrawn your permission to be included in research into equality of opportunity for access and success in higher education

From the year ready to enter Higher Education, your data will be used for 15 years for the purpose of monitoring and evaluation. After this time, your information will be marked as ready for deletion to the HEAT member who collected it for this purpose.

Where tracking permission has not been sought/obtained and/or the personal information stored does not meet the track criteria, your data will be marked as ready for deletion to the collecting organisation within 7 years of being stored. Once the retention period has expired, your information will be truly anonymised and you will no longer be identifiable.

Questionnaires and data collection

As part of our ongoing research and evaluation activities, we will look to collect data from programme participants where appropriate. This may include but is not restricted to the HeppSY annual learner survey, short surveys before and after taking part in funded activity, creative tasks and follow-up interviews and focus groups. For the learners who participated in any raising attainment activities, we will ask their schools/colleges to share their attendance and attainment data at several milestones of the projects.

The work undertaken is independently reviewed by the Sheffield Hallam University's Research Ethics Committee and has approved guidelines for the conduct outlined above. If you have a concern with how the research and evaluation is undertaken you can contact Ethics support via email ethicssupport@shu.ac.uk. You can find out more about the Research Ethics Committee on the website.

<https://www.shu.ac.uk/research/excellence/ethics-and-integrity/contacts-and-committees>

HeppSY annual learner survey

As part of the Uni Connect evaluation, we will ask the learners in Year 9-13 or in Level 1-3 to complete a survey in the autumn term. The survey is designed to collect information about each learner's knowledge and attitudes towards university/higher education and their confidence in academic study. The survey runs once a year so that we can capture any changes over time. Learners will be given separate information before completing this survey, and participation is entirely voluntary. Learners will be asked for their opt-in consent before we collect and process this data.

Data collected for the annual learner survey is collected on the legal basis of consent. Our reporting will always use aggregated or anonymised data, so that no learner will be identifiable from our reporting. We will not aggregate or publish the aggregated data until at least four weeks have passed from the closing of the survey. After this point, you may still withdraw your consent, but we cannot guarantee that your data will not have been aggregated or published in aggregated form. Withdrawal of consent will not affect your engagement or eligibility for HeppSY activities.

Newsletters

Hepp and HeppSY distribute email newsletters to keep parents/carers and professionals informed of our activities, upcoming events and other important information. We collect personal information to distribute these newsletters under the lawful basis of consent. You can manage how we use your personal information, including unsubscribing from any newsletters, by following the unsubscribe link in our newsletters or get in touch using the details at the end of this privacy notice. We use Mailchimp to manage and distribute their newsletters. Mailchimp complies with the UK Extension to the EU-U.S. Data Privacy Framework, a reliable mechanism for personal data transfers to the US from the EU and the UK which ensures data protection that is consistent with EU and UK law.

Media assets

Hepp and HeppSY collect media assets, such as photographs, voice and video recordings, and blog posts, for use in our promotional and evaluation materials. These are collected under the lawful basis of consent. Written consent for the collection/sharing of such assets will be obtained via our Media Consent form. A Hepp/HeppSY staff member will explain the process thoroughly before collecting and sharing of any media assets or personal information. Hepp/HeppSY may use media assets for new publications for up to five years from the date that

permission is given; however, as some of our publications are published in advance, these may still be in circulation after this time. Media assets will be stored internally for five years, after this they will be archived and then only be used for historical and research purposes. Media assets are stored securely and in line with our privacy notices. You can manage how we use your personal information, including withdrawal of consent, by getting in touch with us via the details at the end of this privacy notice.

Online events

Hepp and HeppSY run online events aimed at giving learners, parents and carers, and professionals up-to-date information, advice and guidance on higher education. For these events we collect personal information; including full name, contact details, and the name of the school/college of the learner(s) you are supporting. We use the details in order to process your registration, manage and monitor attendance for the event. We collect this under the legal basis of contract.

Your personal data will be retained until 31st August of the following year that the activity took place to allow for aggregated programme reporting. All personal identifiable data will be destroyed by this date.

Digital Resources for teachers and advisers

Hepp and HeppSY have developed a suite of digital resources which aim to support teachers and advisers in delivering higher education IAG activity to learners in their own schools and colleges. For teachers and advisers accessing this provision we collect personal information, including full name, contact details, job role and organisation. We collect this data to monitor and evaluate school level engagement with our digital provision.

Additionally, we may contact you for evaluation purposes, if you choose to take part in any evaluation activities, such as programme surveys or focus groups, then the data we process during those activities will be processed under the legal basis of public task.

Your monitoring and evaluation data relating to our digital resources will be retained until 31st August of the following academic year that the activity took place to allow for data analysis and reporting. All personal identifiable data will be destroyed by this date. You can exercise your rights, as per the section below, by contacting us via the details at the end of this notice.

Your rights

You have a number of rights under data protection law. Data protection legislation gives you the following rights:

- The right to be informed: This privacy notice should satisfy this element of your rights
- The right to access: You have the right to ask us for copies of your personal information. This right always applies. There are some exemptions, which means you may not always receive all the information we process.
- The right to rectification: You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete. This right always applies.
- The right to erase: You have the right to ask us to erase your personal information in certain circumstances.
- The right to restrict processing: You have the right to ask us to restrict the processing of your information in certain circumstances.
- The right to data portability: This only applies to information you have given us. You have the right to ask that we transfer the information you gave us from one organisation to another, or give it to you. The right only applies if we are processing information based on your consent, or in talks about entering into a contract and the processing is automated
- The right to object: You have the right to object to processing if we are able to process your information because the process forms part of our public tasks, or is in our legitimate interests.
- The right to withdraw your consent (where we rely on your consent) with no given reason

- Rights in relation to automated decision making and profiling
- The right to make a complaint to the Information Commissioner – see below

If you are a learner taking part in our activities and you or your legal guardian **do not** want your school or college to share the information outlined above with Hepp and HeppSY and its partners for the purposes stated, or be involved in any evaluation activity, please contact your school or college, or a member of our relevant Data and Evaluation teams, using the details below.

If you have a query, complaint or request about the use of your data please contact the relevant Evaluation and Data team below or the DPO for Sheffield Hallam University (details below).

You are also entitled to request copies of all the personal data that the our partnership holds about you, this is called a Subject Access Request. If you would like to make a request for any information held about you, please get in touch with the universities using the links above. If you would like to make a complaint, please contact the following;

Hepp Data and Evaluation team: hepp@shu.ac.uk https://www.hepp.ac.uk/about/data-and-evaluation/	HeppSY Data and Evaluation team: heppsydata@shu.ac.uk https://heppsy.org/about/evaluation-and-data/	Sheffield Hallam University's Data Protection Officer: DPO@shu.ac.uk 0114 225 5555 (main switchboard)
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The Information Commissioner is the regulator for data protection legislation in the UK. The Information Commissioner's Office (ICO) has a website with information and guidance for members of the public:
<https://ico.org.uk/for-the-public/>

The Information Commissioner's Office operates a telephone helpline, live chat facility and email enquiry service. You can also report concerns online. For more information, please see the Contact Us page of their website:
<https://ico.org.uk/global/contact-us/>