



Department  
for Education

## Privacy Notice

### Sharing your story: Adult Skills and Retraining - case study collection

#### About

This privacy notice explains how we collect and use your personal information for the purposes of including your experiences of learning and taking part in a Skills Bootcamp course in our communications.

This work is being carried out by the Department for Education (DfE). For the purpose of data protection legislation, the DfE is the data controller for the personal data processed as part of the Skills Bootcamps case study collection project.

#### How we will use your information

We process your personal data in order to include your experiences of learning as an adult on one of the following offers: Skills Bootcamps, Free Courses for Jobs, Apprenticeships, Higher Technical Qualifications, Sector Work Based Academy (SWAP), and Essential English, Maths and Digital qualifications. We will feature your story in our communications and our adult skills marketing campaign. Sharing your experience will help us raise awareness of the offers and encourage more people to enrol on a course, develop their skills and progress in work.

#### The nature of your personal data we will be using

The categories of your personal data that we will collate and store for the project may include:

- name
- address
- email address
- telephone number
- date of birth
- photography
- video
- quotes/testimonials

The personal data we will share in communications may include:

- name
- location
- age
- photography
- video
- quotes/testimonials.

## Why our use of your personal data is lawful

In order for us to use your personal data lawfully, we need to meet one (or more) conditions in the data protection legislation. For the purpose of this project, we are relying on your consent as the lawful basis for processing your personal data (Article 6(1)(a) that you have given your consent).

## Who we will make your personal data available to

We may sometimes make your personal data available to other organisations. These organisations might include partners/affiliates and/or our communications agencies. **We will only share your data if you have consented for us to do so.**

When we share your personal data with others, we will ensure that this data sharing complies with data protection legislation. For the purpose of this project we would only share data with:

- Adult Skills partners: other government departments, course providers and employers involved in the initiatives
- Media outlets in order for them to share your experiences via their platforms
- Our contracted communications, PR and marketing agencies

## How long we will keep your personal data

We will only keep your personal data for as long as we need it for the purpose(s) of this project. A year after the project has been completed, your data will be securely destroyed.

Please note that, under Data Protection legislation, and in compliance with the relevant data processing conditions, personal data can be kept for longer periods of time when processed purely for archiving purposes in the public interest, scientific or historical research, and statistical purposes.

## Your data protection rights

Under certain circumstances, you have the right:

- to ask us for access to information about you that we hold
- to have your personal data rectified, if it is inaccurate or incomplete
- to request the deletion or removal of personal data where there is no compelling reason for its continued processing
- to restrict our processing of your personal data (i.e. permitting its storage but no further processing)
- to object to direct marketing (including profiling) and processing for the purposes of scientific/historical research and statistics
- not to be subject to decisions based purely on automated processing where it produces a legal or similarly significant effect on you

**If you need to contact us regarding any of the above, please do so via the DfE site at: <https://www.gov.uk/contact-dfe> and please state 'Adult Skills and Retraining case study collection'.**

Further information about your data protection rights appears on the Information Commissioner's website at: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

### **Withdrawal of consent and the right to lodge a complaint**

Where we are processing your personal data with your consent, you have the right to withdraw that consent. If you change your mind, or you are unhappy with our use of your personal data, please let us know.

Alternatively, you have the right to raise any concerns with the Information Commissioner's Office (ICO) via their website at <https://ico.org.uk/concerns/>.

If you have any questions about how your personal information will be used, please contact us at <https://www.gov.uk/contact-dfe> and enter 'Adult Skills and Retraining case study collection' as a reference. For the Data Protection Officer (DPO) please contact us via [gov.uk](https://www.gov.uk) and mark it for the attention of the 'DPO'.

### **Last updated**

We may need to update this privacy notice periodically so we recommend that you revisit this information from time to time. This version was last updated December 2021.