

Privacy notice for participants in the Children of the 2020s study pilot

This study and your personal data

Children of the 2020s is a national study of around 8,500 children born in England at the start of the 2020s. By following children and their families over time, the study aims to understand how their experiences and circumstances affect their development. The study is being delivered by University College London (UCL) in partnership with Ipsos, on behalf of the Department for Education (DfE). More information about the study can be found here: children2020s.ipsos.com.

This Privacy Notice explains who we are, the personal data we collect, how we use it, who we share it with, and what your legal rights are.

About Ipsos, UCL and DfE

- Ipsos (market research) Limited is a specialist research agency, commonly known as “Ipsos”. Ipsos is a member of the Market Research Society, and as such we abide by the Market Research Society Code of Conduct and associated regulations and guidelines. Ipsos is responsible for collecting the data for the Children of the 2020s study.
- University College London (UCL) is a leading university in London and is home to the Centre for Longitudinal Studies, which sits within UCL’s Institute of Education. UCL is responsible for designing and managing the Children of the 2020s Study as a whole. It is also responsible for the Children of the 2020s BabySteps app.
- The Department for Education (DfE) is the government department responsible for education policy and childcare. DfE has commissioned the Children of the 2020s Study and is ultimately responsible for the safe-keeping of your data.

How do you give and withdraw your permission to take part in the Children of the 2020s study?

Children of the 2020s is a voluntary research study. You are under no statutory or contractual obligation to provide us with your personal data. You can decide whether to take part, or continue to take part, or not, and you can change your mind at any time. You can also decide whether you consent to administrative records being added to your data or not and you may change your mind about this at any time as well. You will always be provided with full information about what taking part involves at each stage of the study and how your data will

be used. You can contact us using the details at the end of this privacy notice to withdraw from the study at any time if you wish to or to exercise your individual information rights.

You can withdraw from participating in a particular survey, adding information from administrative records, or the study as a whole. If you withdraw from the study as a whole, any data already collected will continue to be used unless you explicitly request that we delete it using the details at the end of this privacy notice.

What is the legal basis for processing your personal data?

DfE is the data controller as it is the organisation that decides how and why your personal data are processed. UCL and Ipsos are data processors for this study. The legal basis for processing your data is 'public task' because the data you provide us is for research and is collected to help inform DfE policy development and service delivery in the future. Section 83(1)(a) of the Children Act 1989 grants the Secretary of State the power to 'conduct, or assist other persons in conducting, research into any matter connected with his functions' under various children's legislation'. This legislation includes Children and Young Persons Act 2008 whose section 7 places a general duty on the Secretary of State to promote the well-being of children (persons under the age of 18) in England.

The relationship between DfE, UCL, Ipsos and the organisations that we share your data with is set out in the contracts between these organisations. These contracts are in place to ensure that your personal data is protected. The data may only be used for the purposes of this research study.

How has Ipsos got your personal contact details for this study?

If you participated at the beginning of the study, Ipsos (the data processor) was securely sent the contact details (parent name, your child's name, child's date of birth and address) contained in your child's Child Benefit Record held by HM Revenue and Customs (HMRC) in order to carry out the research. The DfE (the data controller) has an agreement in place with HMRC in order for Ipsos to securely receive these details. HMRC shared this personal data with Ipsos so we could invite your family to take part in the first survey of the pilot study that took place between June and November 2022.

For subsequent Children of the 2020s Study surveys, Ipsos (the data processor) will invite you to take part using personal data that has been collected in one of the following ways:

- You very kindly took part in an earlier survey of the Children of the 2020s study and gave us your contact details (email address and/or home address) so we could contact you about the study in future.
- You did not take part in an earlier survey of the Children of the 2020s study, but your partner living at your address or your child's other parent did and an Ipsos interviewer visited in

person and invited you to take part. Alternatively, your partner or other parent or carer may have either:

Sent on information about this next survey to you themselves via letter or email

OR provided your name, email, mobile phone number, and/or postal address to us so that we could invite you to take part in this survey directly

- You have been recruited recently to take part in the Children of the 2020s pilot study by Criteria Ltd, who have securely sent your personal details (name, email, mobile phone and/or postal address) to Ipsos to be used to invite you to take part in the pilot.

What personal data will Ipsos collect about you?

Most of the personal data that we hold has been and/or will be collected during a Children of the 2020s survey and comes directly from you (e.g., full contact details, survey responses, research data). We will be collecting the following:

- Information that directly identifies you such as your name and contact details and video recordings of you and/or your child.
- Sensitive or 'special category personal data' about you (e.g., details about your ethnicity, religious beliefs, information about your health).

Why is your personal data being processed?

The table below outlines the different types of data we will be processing as part of this study and why.

Type of data	Why we are processing this
Your contact details	<p>As this is a longitudinal study, Ipsos collects your contact details (e.g. your telephone number or email address) from you to keep in touch with you and to invite you to take part in future surveys and activities that relate to this research. Your postcode is also used to match data on your local neighbourhood to your survey data.</p> <p>Your contact details are shared securely with organisations that provide services to Ipsos (explained in the 'who else will have access to your personal data?' section). They are also shared with:</p> <ul style="list-style-type: none">• DfE, for the purposes of communicating with you about the study, adding other information (see below for more

	<p>information on this) and maintaining the study after the first funded phase is complete.</p> <ul style="list-style-type: none"> • UCL, for the purpose of communicating with you about the study. UCL will also ask for your contact details directly from you, if/when you register an account on the BabySteps app.
<p>Other people’s contact details</p>	<p>Where applicable, we may also ask your permission for contact details of:</p> <ul style="list-style-type: none"> • Your partner and/or the child’s other parent/carer. This is so we can also ask them to take part in Children of the 2020s pilot surveys. • Your childcare provider(s). This is so we can invite them to take part in Children of the 2020s provider survey. • Your child’s reception teacher. This is so we can test the process for collecting teachers’ contact details for the Children of the 2020s Reception Teacher Survey. We will not be doing the Teacher Survey as part of the Wave 5 pilot.
<p>Keeping your records up to date – Contact tracing</p>	<p>We ask you for contact details of someone else, usually outside of your household (known as your ‘stable contact’) so that if you move to a new home and we’re not able to contact you, we can contact that person to try to find out where you have moved to.</p>
<p>Survey data</p>	<p>Ipsos, as the main data processor, collects your survey responses with your permission.</p> <p>As you are taking part in the pilot study, the information you provide will be used to help inform the design of the main study and will be held securely by Ipsos, on behalf of the DfE. It will not be included in any published datasets or reports.</p> <p>At the end of each pilot survey, Ipsos will share pseudonymised data securely with UCL and DfE for research, statistics and archiving purposes only.</p> <p>Pseudonymisation is a technique that replaces or removes information in a dataset that directly identifies you such as your name and address and is a security measure taken to reduce any risk of you being identified in our research data. Any analysis is</p>

	<p>done on grouped data and is not reported as individual answers. Individual participants are never identified in any published reports.</p>
<p>BabySteps app</p>	<p>We may also be asking you to take part via the BabySteps app. This secure, user-friendly app will provide valuable data on your child’s learning and development and is also a way for us to stay in touch with you. It is hosted on Amazon Web Services, a secure digital platform. Any personal data you enter into the app will be stored securely on this platform in a UCL-owned account that only the UCL research team and their tech support contractor (FullStack, based in the US) have access to. Types of data you can upload to the app include questionnaire responses, diary entries, photos, video recordings, your name, your relationship to the study child, your child’s date of birth. The research data gathered as part of activities (such as question responses, video, audio and images) you take part in on the app will then be transferred to UCL’s secure institutional data store for analysis purposes. Your data will be treated in strict confidence in a secure computing environment for analysis purposes and, like all other aspects of the study, your identity will never be revealed in any published articles or reports. The app does not track your location, your phone usage or the activity of any of your other apps. It does record basic information about your phone’s operating system and hardware for tech support purposes. Further information about the app can be found within the app’s privacy notice (found in the support tab) and on the study website: children2020s.ipsos.com/faqs/babystepsapp.html</p> <p>As you are taking part in the pilot study, the information you provide will be used to help inform the design of the main study and will be held securely by UCL, on behalf of the DfE. It will not be included in any published datasets or reports.</p>
<p>Adding information from administrative records</p>	<p>An important part of the Children of the 2020s study is linking survey answers to administrative data held by government departments and agencies.</p> <p>We may ask you about linking your survey answers to records held about you and your child by the Department for Education, including information from their social care records, and the NHS, if we have not done so in previous surveys. As this is a pilot study, the purpose of this is to test these questions; your survey</p>

	answers are not and will not be linked to these administrative records.
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Ipsos, UCL and the DfE will use your personal data and responses solely to inform the development of the Children of the 2020s study. Your personal details will be treated in strict confidence in accordance with the Data Protection Act 2018 and UK General Data Protection Regulation. However, like all professional organisations, we are required by law to notify relevant authorities if we believe a child or adult is at serious risk of harm. The study results will be anonymous and not published as you are part of the Children of the 2020s pilot study. You will not be identifiable in any published datasets or reports. We can assure you that any information you provide during this research will NOT be used for marketing, nor will we sell or pass on your information to any third party.

What about online cookies?

Children of the 2020s online surveys will collect some information through the use of 'cookies'. These are small files stored on your device. These files are used as sparingly as possible and only for quality control, validation and, more importantly, to prevent us from sending you reminders for an online survey you have already completed. It is possible for you to delete 'cookies' or to prevent their use by adjusting the browser settings on your computer.

Ipsos also automatically capture information about your operating system, display settings and browser type to ensure that the survey questionnaire is delivered in a form suited to the software your device is using. Ipsos do not capture any other information from your device.

Who else will have access to your personal data?

We will only share data that identifies you (e.g. name, sex, address, date of birth) with a few organisations who are helping us to run the Children of the 2020s pilot survey. We only share the minimum information needed for them to complete their work.

- **Amazon Web Services (AWS):** AWS is a subcontractor to UCL and hosts the BabySteps smartphone app. The data stored on the BabySteps app is sent securely to the study server, in London and which is owned and managed by AWS; including your email address will allow a reset email to be sent to you if you forget your login details. The information you provide via BabySteps will be stored on the server for the duration of the study, and this data will be erased from their systems once the study is complete (scheduled for December 2027). AWS manages the physical infrastructure of the server, but does not have access to the data stored there (i.e., the data collected via Babysteps). Only UCL and their subcontractor FullStack (the app tech support team) have access to your information.
- **Microsoft Teams:** In some circumstances, participants can choose to take part in the survey via video call using Microsoft Teams. If so, your email address, when collected

for the purpose of inviting you to take part in a MS Teams call, will be deleted from the Electronic Contact Sheet (Dimensions) system within 48 hours of taking part in the survey. After deletion your email address will be permanently removed from Microsoft servers within 31 days (please note this is separate to any personal data that might be collected within the survey itself).

- **Cisco (previously Textlocal):** We may contact you via text message about the study, if you have provided your mobile number. Cisco will hold data (mobile number and survey login code) for a maximum of 12 months following the end of each survey.
- **FullStack:** Fullstack is a US app development company contracted to UCL to develop the BabySteps smartphone app. Fullstack will have access to the London-based AWS server (where personal data collected via the app is stored) in order to maintain the app and respond to any user queries about the app. They will not remove or store any of your information from the server.
- **Criteria Ltd:** If you have been recruited to take part by Criteria Ltd they will have securely sent your personal details (name, email, mobile phone and/or postal address) to Ipsos to be used to invite you to take part in the pilot. Criteria will delete your data 6 months after the pilot has taken place, unless you have agreed to being recontacted to take part in future pilots.
- **Delosis Ltd:** Delosis Ltd is a subcontractor to UCL and hosts Psytools which is a software package for the administration of the touch-screen based developmental tasks that are part of the Age 3 and Age 5 research activities. The software will store your child's first name, a unique identifying code, the date and time the task was completed and your child's responses to the tasks (as recorded by the touch screen). This information is securely synced to the Delosis server, which is in London, UK. Delosis will securely send this data to UCL via UCL's Data Safe Haven. Only UCL and their subcontractor Delosis (the tech support team) will have access to your information. The information you and your child provide via Psytools will be stored on the Delosis server until the processing of the Wave 3 data is complete (scheduled for September, 2025). Once the data have been processed, they will be erased from Delosis' systems.

How will we ensure your personal information is secure?

We will keep your personal data and responses in strict confidence in accordance with this Privacy Notice.

We take our information security responsibilities seriously and apply various precautions to ensure your information is protected from loss, theft or misuse. Security precautions include appropriate physical security of offices and controlled and limited access to computer systems.

We have regular internal and external audits of our information security controls and working practices, and are accredited to the International Standard for Information Security, ISO 27001.

All of your personal data used and collected for this study will be stored securely in data centres and servers within the United Kingdom, and will only be accessed by researchers and interviewers from Ipsos, UCL and DfE or their subcontractors who need to see it for the purpose of conducting the study. If you take part in a Microsoft Teams interview, the email address that you provide will be processed on Microsoft servers located in the EEA. Your survey responses will NOT be processed or stored on Microsoft servers.

How long will we keep your data for?

If you are part of the pilot study, the information you provide will be used to help inform the design of the main Children of the 2020s study and will be held securely by Ipsos and UCL, on behalf of the DfE.

Ipsos and UCL will share the data collected as part of the study with the DfE at the end of each survey through a secure transfer route for research purposes. Your contact details will be stored separately from your survey responses. At the end of the study, Ipsos and UCL will destroy their copy of the data in accordance with standards and procedures set out in ISO 27001. Destruction of data held by Ipsos and UCL will take place within 12 months of the end of the contract between UCL and DfE (scheduled for December 2027) in order to allow time to consolidate the data and check for any errors. DfE will retain the data, including your contact details and identifiers such as video and audio recordings, for the purposes of the Children of the 2020s longitudinal study until the cohort members are 80 years old, in line with DfE's retention policy for long term research: <https://www.gov.uk/government/publications/retention-schedule-for-data-processed-by-dfe/dfe-retention-schedule#research-activities-long-term-research> In future DfE, or an organisation contracted to DfE and acting on its behalf, may use contact details to invite you to take part in any future Children of the 2020s surveys that may be conducted after the age 5 survey.

Your rights

- You have the right to access your personal data within the limited period that Ipsos and UCL hold it (contact details below). If you want to contact DfE about data they hold about you, please see the contact details below.
- Providing responses to this study is entirely voluntary and is done with your agreement. You have the right to withdraw your agreement and to object to our processing of your personal data at any time.
- You have the right to erase (delete) your data in certain circumstances, (e.g., deleting incorrect contact details or data that are no longer required or we're legally required to erase).

- You also have the right to rectify any incorrect or out-of-date personal data about you which we may hold.
- If you want to exercise your rights, please contact us at the Ipsos' address below.
- You have the right to lodge a complaint with the Information Commissioner's Office (ICO), if you have concerns on how we have processed your personal data. You can find details about how to contact the Information Commissioner's Office at <https://ico.org.uk/global/contact-us/> or by sending an email to: casework@ico.org.uk.
- If you wish to make a complaint about the conduct of the study you can contact the Chair of the UCL Research Ethics Committee by emailing: ethics@ucl.ac.uk or writing to: Office of the Vice-Provost (Research), University College London, 2 Taviton Street, London, WC1H 0BT.

When you contact us to exercise your right, we will:

- Acknowledge that your request has been received.
- Write to tell you if your request is not applicable and give the reasons.
- Act on your request within the time period required by the current data protection law.
- Write to inform you if we need to extend the period of time required to respond due to the complexity.

Contact us about this study and your personal data

You can get in touch with us about this study and how we are using your personal data using the details below. Please include "Children of the 2020s" in the subject line when contacting us.

	Ipsos	UCL	Department for Education
By email	compliance@ipsos.com	data-protection@ucl.ac.uk	dataprotection.office@education.gov.uk
By post	Data Protection Officer Compliance Department Ipsos (market research) Limited 3 Thomas More Square London E1W 1YW United Kingdom	Office address: provided upon enquiry	Data Protection Officer Department for Education 4 th floor St. Paul's Place 125 Norfolk Street Sheffield S1 2FJ

For more information about how the DfE processes personal data, please see its Personal Information Charter: <https://www.gov.uk/government/organisations/department-for-education/about/personal-information-charter> and <https://www.gov.uk/government/publications/privacy-information-children-and-young->

[people-under-18/privacy-information-children-and-young-people-under-18#long-term-research](#)

Get in touch with the study team

If you would like any further details about the study, you can email us at children2020s@ipsos.com or leave a voicemail message on 0800 056 8184 with your unique reference number (this can be found at the top of any letter you have received from us).

Version control

This privacy notice is updated regularly and was last updated on 11.05.26