

Outreach: The Wayfinder Programme

Privacy Notice



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This Privacy Notice is maintained by the Data Protection Officer, in collaboration with the Head of Access and Admissions Support and Senior Tutor.

1. What this notice covers

This privacy notice is for students aged 14–15 joining The Wayfinder Programme and their parents/guardians. It explains what data we collect, why we collect it and how we use it. It also explains how your data may be shared with a researcher for evaluation of the programme. You should also read the other [Privacy Notices on our website](#), which provide broader context about who we are, and how we use your information.

The Wayfinder Programme delivery

The Wayfinder Programme is delivered by Lady Margaret Hall (LMH). It involves an in-person launch visit, a period of online delivery, and a celebration visit.

The online information ‘touchpoints’ are delivered on ‘Canvas’, which is run by the University of Oxford. LMH will add your email address to ‘Canvas’ and you will be sent an invite link to sign up to access the online materials. You can read more information about this process here: <https://www.ox.ac.uk/about/how-we-are-run/education/centre-for-teaching-and-learning/digital-education/canvas/canvas-and-the-processing-of-your-personal-data>

For some students, there may also be the opportunity to take part in mentoring with a current university student. To deliver mentoring, we have partnered with Brightside, a charity seeking to promote equal access to opportunity for young people. Brightside will need to process some personal information about you for their own purposes. You can read more about this here: <https://brightsidementoring.org/privacy?language=en>. If you have questions about how Brightside use your data you should contact them directly.

Sharing your data for research

This notice also explains how and why we share some of your personal information with the University of Oxford to help evaluate the effectiveness of the Wayfinder Programme over the long term.

We will only share your information with the University for this research if both you and your parent or guardian have agreed to your participation in the research study.

2. What information we collect

From students:

- Name(s), address, date of birth, school name
- Contact details (email, phone)
- Trusted contacts for emergencies (contact details you provide for a person, such as a family member, friend or guardian, who can be contacted on your behalf in the event of a serious emergency).
- Accessibility needs (if any)
- Food allergies and dietary requirements
- Optional information to help us evaluate and monitor whether the programme is running well: gender, ethnicity, whether you have received financial support during your studies (such as free school meals), first-generation status, whether you have been in care
- Your feedback on your experience, collected through surveys, reflection forms, focus groups and other activities
- Your answers to the 'Research Study Assent' questions (only if you join the Research Study)
- Programme research surveys; longer-term follow up surveys (only if you join the Research Study)

From parents/guardians:

- Name
- Home postcode and contact details
- Name of child
- Relationship to child
- Consent for child to take part in online mentoring

- Consent for child to take part in the Research Study and answers to the ‘Research Study Consent’ questions

From schools:

If you sign up, we will contact your school to ask for:

- attainment data
- whether you receive Free School Meals
- whether you have ever been in care

From Canvas (a University of Oxford learning platform)

The online information ‘touchpoints’ are delivered on ‘Canvas’, which is run by the University of Oxford. This will give you access to The Wayfinder Programme information videos, links to other resources and also access to the course ‘assignments’, where you can reflect on your learning on The Wayfinder Programme.

If you use Canvas, we will download and store information about your activity on the platform. This will include any submitted assignments or quizzes and your engagement with the information videos.

From the Brightside mentoring platform:

If you are allocated to the mentoring group and if you sign up for mentoring, our staff have access to the Brightside platform. We download some limited information and store on our computer systems:

- Details of any safeguarding concerns
- Your activity on the platform (e.g. message text, how often you message, number of calls made)

3. How we collect your information

We collect your information:

- Directly from you using an online sign-up form
- From your school
- From the Brightside mentoring platform
- From Canvas
- Via surveys and focus groups

4. Why we use this information

We use this information to:

- Run the programme and keep in touch
- To make sure the programme is safe for participants, our staff and others
- Provide accessibility adjustments for participants with disabilities
- Monitor and evaluate the programme and support equal access to education
- Provide support with access to technology and financial support for travel costs
- To share your information with researchers for research and evaluation (only if you sign up to the Research Study).

We may use anonymous quotes from the feedback you provide to us on our website or in reports to the donors who support the programme financially.

4. Legal reasons for using your data

- Public task: LMH runs outreach as part of its educational mission. We use your information to run and evaluate the outcomes of the programme
- Legal obligation: e.g. for safeguarding
- Substantial Public Interest (equality of opportunity): for using health information to provide adjustments for participants with disabilities
- Substantial Public Interest (equality of opportunity and research/statistics): for evaluating the outcomes of our outreach programmes where this uses sensitive data (e.g. ethnicity)
- Consent:
 - where we take photographs of event attendees, where a face is recognisable;
 - where dietary requirements or prayer room access information includes any information about your health or religious beliefs.

5. Who we share your data with

- Your school: for safeguarding and collecting Free School Meal and attainment data.
- Brightside: only relevant if you are allocated to and sign up for mentoring. You give data directly to Brightside. Once you are signed up, we may share information with Brightside, this includes: safeguarding concerns; if you ask us to update your information on the platform; we may download platform usage and message data to judge how well the programme is working.

- The University of Oxford's Canvas platform so you can be sent a sign-up invite for The Wayfinder Programme online information platform (Canvas).
- HEAT (the Higher Education Access Tracker): for monitoring outreach impact. The Higher Education Access Tracker (HEAT) and its users to help determine whether our activities are helping participants move on from school into Higher Education and employment. You can read the University of Oxford's HEAT Privacy Notice for more detail: <https://www.ox.ac.uk/admissions/undergraduate/increasing-access/heatprivacynotice>.
- Researchers at the Centre for Research on Outreach and Access (CROA), only if you and a parent/guardian sign up for the Research Study. The information shared is listed below. For more information see the University's Privacy Notice.
- Student details: Study ID code; student full name; date of birth; School name; School URN; Unique Pupil Number (UPN); participant selection records and mentoring allocation records (randomised assignment);
- Parent consent record: Consenting parent/guardian full name; parent/guardian email; consent form timestamp; The itemised consent responses verbatim, as ticked research opt-in items (surveys; use of data; administrative linkage;
- The participant's assent confirmation: timestamp from the assent form; contact details;
- Demographic information: Gender, FSM flag, care experience flag; ethnicity (if declared)
- Programme engagement data: Touchpoint completion, mentoring session attendance, engagement data with online resources, event attendance
- Survey responses

6. How long we keep your data

- Programme delivery records: most records will be kept up to 5 years after programme ends
- Contact details: if you sign up for the research programme your contact details will be kept until the end of the research study so we can send follow up surveys to you.
- Safeguarding records: We keep safeguarding information for as long as needed to comply with our legal obligations in accordance with our Safeguarding Policy
- Monitoring data: after 6 years, some information will be anonymised for long-term evaluation and record keeping.

7. Your rights

Under the UK General Data Protection Regulation (UK GDPR), you have rights including:

- Access to your personal data
- Correction of inaccurate data
- Erasure of data (“the right to be forgotten”)
- Objection to or restriction of processing
- Data portability (in some cases)
- The right to complain;

Individuals who have concerns about the College’s handling of their personal data or exercise of their data protection rights should raise those concerns with the College in the first instance. The College will investigate and respond in accordance with its data protection complaints procedure.

Please submit complaints by contacting the Data Protection Officer; dpo@lmh.ox.ac.uk or in writing:

Data Protection Officer, c/o Treasurer
Lady Margaret Hall,
Norham Gardens,
Oxford
OX2 6QA

Where an individual is unhappy with the outcome of the College’s response, they may complain to the Information Commission. Information about how to do so is available at <https://ico.org.uk/make-a-complaint/>

To exercise these rights, please visit our Subject Access Page or contact us at: dpo@lmh.ox.ac.uk.

7.2. The Centre for Research on Outreach and Access

If you sign up for the research study, the Centre for Research on Outreach and Access at the University of Oxford controls the information about you used in study, which means the University of Oxford is responsible for looking after your information and using it properly. You can read more about that in the University’s Privacy Notice:

<https://www.ox.ac.uk/about/how-we-are-run/policies-and-statements/policy-hub/research-data>.

If you have questions about the research, please contact mathias.jensen@economics.ox.ac.uk. If you have a specific complaint or question about how your data is being handled, you can contact the University Data Protection Officer directly at data.protection@admin.ox.ac.uk.

7.3 Brightside Mentoring

To deliver mentoring, we have partnered with Brightside, a charity seeking to promote equal access to opportunity for young people. Brightside will need to process some personal information about you for their own purposes.

You can read more about this on Brightside's website:
<https://brightsidementoring.org/privacy?language=en>.

If you sign up for mentoring, our staff have access to the Brightside platform. We download some limited information and store on our computer systems. Once we download this and store it, we manage the use of that information. You should contact us about any questions about this data.

If you have questions about how Brightside uses your information you should contact them directly.

8. Important for Parents/Guardians

We need your consent for safeguarding purposes for your child to take part in online mentoring.

We need your consent for your child to take part in the Research Study. If you or your child, do not want them to take part, they can still take part in the Wayfinder Programme.

Document change log

Version	Date changed	Notes
1.0	12/10/2026	Version 1.0 published