

i-graduate

Data Privacy & GDPR - FAQ's for clients

Who are i-graduate?

i-graduate are part of the Tribal Group. We have worked in global education for over 12 years, conducting a range of surveys focusing on students' experience of education. We have worked with more than 1400 universities and institutions in over 33 countries, measuring and helping them improve their students' experience. To do so we have surveyed almost 3.5 million students.

What is GDPR?

The GDPR (General Data Protection Regulation) is Europe's new framework for data protection laws. It replaces the UK's previous 1998 data protection directive. The legislation is designed to "harmonise" data privacy laws across Europe and give even greater protection and rights to individuals.

Can I see your Data Privacy Policy?

i-graduate are part of the Tribal Group. We have worked in global education for over 12 years, all our surveys are conducted within the Market Research Society's code of conduct and within GDPR and local prevailing data protection laws. Our full Data Privacy Notice can be viewed [HERE](#)

What data are you collecting about our students and staff?

Our focus is student experience, and we collect students' and staff motivation and experience feedback. This covers their teaching and learning experiences.

Email addresses are used to administer the survey process, and names are sometimes provided. We ask some questions on ethnicity (although you can choose whether or not your institution wishes us to collect ethnicity data).

Why are you collecting it?

We collect student and staff experience data in order to provide you (your own university/institution) with the insights to help drive improvements in student

experiences, and hence the lives, of your students. The aggregated data will also be used to improve teaching and learning experiences at the group level. Anonymised data is also used for academic research purposes and the development of training materials.

Processing - What do you do with the data?

Once we have the data the first thing we do is remove any identifying details (such as email address) these are archived separately and securely away from the answers to the survey questions. Ensuring that at no point can a named person and their individual responses be identified.

The question answers are analysed to produce a series of aggregated tables for your institution. Finally, anonymous verbatim quotes from the survey are made available to the institution. Aggregated data is used to create group benchmarked reports. The anonymised data is shared, under license, with Warwick Applied Linguistics for academic research purposes and the development of training materials only.

Where is the data stored?

Our surveys are conducted online using the Conformat survey platform, and the results are analysed and stored on servers in the UK.


How long do you keep respondents' details?

We only keep contact details for five years. Although, naturally, the anonymised survey data itself is kept indefinitely so we can provide long term trends and possible further analysis.

We ask our respondents if we can keep their details because occasionally either their own University/institution or we (i-graduate, usually on behalf of another university or government body) wish to re-contact them for a future survey. We only ever re-contact those who say 'Yes' and give their permission. Those who are re-contacted can still decline the invitation to the new survey should they choose.

Again, contact details will only be kept for five years.

Who can see a respondent's details?



Only our small technical team ever see the original data file with names and results. No one else ever sees the email address or name. Everyone else works on 'unidentified' data files.

Institutions receive aggregated results in the form of tables and charts. For your own respondents, verbatim answers to some questions are also provided but the respondents are not identified.

Some clients wish to do more detailed analysis and research and receive 'raw data' files of their own respondents' responses but again these do not contain names or email, so individuals cannot be identified.

Are respondents' details and data safe?

The privacy of our respondent data has always been paramount to us and to our work. All our servers and individual laptops are protected and encrypted. All data files are transmitted through secured channels. All files are password protected.

Will you pass respondent details to anyone else?

Respondent contact and personal details will never be passed to another party. Occasionally de-identified results are shared, under strict contractual control, to support academic research by a university or recognised body.

Do you have a Data Protection Officer?

Yes, Tribal have a Data Protection Office, who oversee all of Tribal's and i-graduate's work.

You can contact them at: DataPrivacy@tribalgroup.com

Will you ever contact a student again?

There are only two circumstances under which we would contact a student as a result of this survey.

- 1) Because they said 'Yes' they are happy for us to contact them to participate in a further survey.
- 2) They are the winner of the Prize Draw, and we need to send them their prize!

Can they see and/or delete their data?



Yes, survey respondents have always had the right to see their own data, and to have erroneous and/or personal data corrected and/or removed.

If you or your students have any concerns, please talk to your university team or email us: DataPrivacy@tribalgroup.com

Where can I find out more about GDPR?

If you want to see the full details ...

The UK Government's Guide to GDPR can be found [HERE](#)

While the European Commission's website on GDPR is [HERE](#)