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Story Choices



Story Choices Privacy Policy

Your setting or your child's setting is participating in a research project called Story Choices. This privacy notice sets out how Coventry University, as a data controller, will collect and use the personal data of the children and school staff that participate in this research.

The Story Choices Project

All Early Years settings know about the value of storybooks to their day-to-day practice, and most already use some of the principles of **interactive book reading**. This project will investigate how much **planning** these storybook activities makes a difference to outcomes.

We will compare two approaches, as follows:

- a) **Spontaneous or Child-led Approach:** Educators ask children to select the book for the daily group reading session or actively involve them in the book selection process. While reading, the questions and discussion points occur spontaneously.
- b) **Planned Storybook and Discussion Points Approach:** Educators not only select the storybook ahead of time, but they also plan the specific discussion points they will use while engaging children in conversations about the story.

We will randomly allocate settings to deliver one of the approaches and ask settings to stick to that approach for your main storybook sessions for fifteen weeks. Other aspects of the storybook reading routine can remain the same (for example, whether they read in key worker groups or with the whole class).

The Story Choices project is a partnership between researchers at Coventry University and the Education Endowment Foundation (EEF), which is funding the project.

Our contact details

Name: Julia Carroll

Address: Centre for Global Learning, Coventry University, Priory Street, Coventry, CV1 5FB

Phone Number: 07974 984042

E-mail: StoryChoices@coventry.ac.uk

What personal data we will collect and what we will do with it:

Most personal data will be collected directly from participating settings. Data will be shared and stored securely, in accordance with the Data Protection Act (2018) and UK GDPR (General Data Protection Regulation).

Date: 26/03/2024



We will collect and process the following information about preschool pupils taking part in Story Choices:

- First and last name
- Date of birth
- Home postcode
- Gender
- Children's Unique Pupil Number (a code number to allow us to link to the child's record in the Department for Education's national pupil database)
- Whether the child is eligible for Early Years Pupil Premium
- Whether the child has English as an additional language
- Whether the child has any registered special educational needs or Speech, Language and Communication Needs
- Attendance pattern at the setting in general, and at the storybook reading sessions
- Which primary school the child is likely to attend
- Results from a short vocabulary assessment at the start and end of the trial
- Results from a short questionnaire about attitudes towards books and reading at the start and end of the trial
- Results from a brief language measure ([LanguageScreen](#)) at the end of the trial
- Preschool setting name and unique registration number

Coventry University will use this data to conduct an evaluation of the Story Choices trial. As part of this evaluation, we are running a trial in approximately 100 preschool settings in England. This trial will involve staff in the settings following one of two different storybook reading routines in their classrooms. Coventry University will randomly allocate settings to one of two approaches, one where the books read are preplanned by the staff and one where they are chosen by the children. We will assess whether these conditions make any difference to the children's vocabulary and attitudes towards books.

For setting staff (including the key contact person and all staff members leading storybook reading sessions) the following data will be collected:

- Name
- Email address
- Job title
- Number of years of experience in preschool settings
- Any teaching or childcare qualifications
- Knowledge of oral language teaching approaches
- Attitudes and views on the guidance materials for the trial

This data will be used to deliver the trial efficiently and to evaluate the effectiveness of the storybook reading approaches.



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We will not use any identifiable staff, pupil, or school data and information in any report that we publish about the Story Choices project.

Withdrawing pupil participation

At any point until **May 31st 2025**, you can withdraw your child's participation from the trial. If you withdraw your child from the trial before any of their personal data is shared with Coventry University, then settings will not share your child's personal data and they will not take the baseline and endline tests. They will continue to take part in group storybook reading sessions as normal. Should we be informed that you would like to withdraw your child from the trial after some personal data has been collected, we will not collect any additional data for your child. Wherever possible, we will delete all of your child's personal data collected up to that point.

What will happen to the data?

Most of the personal information we process is provided to us by the child's nursery or preschool setting. We collect this information for the following reasons:

- To take account of the children's age and background characteristics in our statistical analysis
- To allow us to link the children's data collected before and after the trial
- To allow the data to be linked in the future to information held on them on the Department for Education's National Pupil Database (NPD). This is a database containing information about the educational progress of all children within the English state school system.

We will assess your child's language using the LanguageScreen assessment which is administered to your child by a researcher in your child's setting using the LanguageScreen app. The data from this app is uploaded to OxEd, the external company which manages the app, and they will provide your data to the research team via their secure LanguageScreen webpage. OxEd will use the data collected using the LanguageScreen app to improve their assessment and for further research into language development; you can opt out of OxEd processing data for this purpose by contacting the research team. Further information about Language Screen can be found on their website:

<https://oxedandassessment.com/uk/languagescreen/> and their privacy notice is available here: <https://media.oxedandassessment.com/assets/OxEdPrivStatement.pdf>

At the end of the project we will share this information with FFT Education (FFT). FFT will hold the data until participating children would be expected to appear in the NPD, then match with the NPD and replace these identifiers with the Pupil Matching Reference (PMR). The anonymised dataset containing the PMR (but no direct identifiers) will then be archived in the Education Endowment Foundation Data Archive. The Education Endowment Foundation are data controllers for this archive.



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This anonymised dataset will be shared with the Department for Education, FFT, Education Endowment Foundation and the Office for National Statistics. Data may also be shared with other research teams for purposes of managing the archive and future research.

For more information about how the EEF handles data in its data archive, please see the [Privacy Notice for the EEF Archive](#).

How will the data be stored?

All electronic data will be stored on a password protected OneDrive folder. All paper records will be stored in a locked filing cabinet in the research centre at Coventry University.

All research team members working with your data will have received appropriate training in data handling and GDPR requirements.

For further information about how Coventry University will handle your personal data, please read our [Privacy Notice for Research Participants](#).

What is the lawful basis for this data collection and processing?

Under the UK General Data Protection Regulation (UK GDPR), the lawful basis we rely on for processing this information is:

Legitimate Interest. Our lawful basis for processing the personal data listed above is legitimate interests (as per Article 6 (1) (f) of the GDPR) and we have considered that staff and pupil interests and fundamental rights do not override those legitimate interests. It is necessary in Coventry University's 'legitimate interests' to process the personal and special category data identified above in order to learn more about the most effective way to plan storybook reading in preschool classrooms. The research project fulfils Coventry University's core business aims including undertaking research, evaluation and information activities in sectors that will deliver social impact.

Who should I contact if I have a complaint?

If you are unhappy for any reason, in the first instance you can contact us directly using the contact details above. You can also contact the Coventry University Data Protection Officer at Coventry University, Priory Street, Coventry CV1 5FB or email dpo@coventry.ac.uk.

You also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.

Information Commissioner's Office

Date: 26/03/2024



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Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

International transfers

Staff and pupil personal information will not be transferred outside of the European Economic Area (“EEA”). References in this notice to the EEA include the UK, even where the UK is no longer a member of the European Union / European Economic Area.

Data retention

We will only retain staff and pupil personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. When it is no longer necessary to retain the staff and pupil personal data, it will be securely deleted.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of the personal data, the purposes for which we process the personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Taking the above factors into consideration, the approximate date of deletion for staff and pupil personal data is 31st March 2026 (within three months of the final report for the Story Choices project being published).

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information, or information about your child.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase personal information in certain circumstances.

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Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at dpo@coventry.ac.uk if you wish to make a request.

If we have only collected pseudonymised information (e.g. where we have not collected any names or contact details) or personal data has been irreversibly anonymised and has become part of the research data set, it will not be possible for us to comply. Please note that this does preclude you exercising your right to complaint via the Information Commissioner's Office (www.ico.org.uk).

Changes to this notice

We may change this Privacy Notice from time to time. If we make any significant changes in the way we treat staff and pupil personal information we will make this clear by updating the notice on the project website or by contacting staff and parents directly.