



Department for Education

Privacy Notice

Who we are

This work is being carried out by the Department for Education communications team which is a part of the Department for Education (DfE). This Privacy Notice should be read alongside the [DfE Personal Information Charter](#).

For the purpose of data protection legislation, the DfE is the data controller for the personal data processed as part of the Skills for Life campaign.

How we will use your information

We receive your personal data from our advertising and PR agencies and internal DfE teams.

The aim for this project is to help young people to make informed decisions about their future, based on a clear understanding of what is available, and to understand the benefits of technical education/work-based education and training and to increase take-up of those routes.

The project will showcase young people who are undertaking or have previously undertaken one of the education or training routes covered by the campaign e.g., an apprenticeship.

The nature of your personal data we will be using

The categories of your personal data that we will be using for this project are:

- your full name,
- sex,
- age and date of birth,
- geographical location,
- email address,
- route name and level,
- social media handles,
- property occupancy data,
- Companies House records,
- civil judgements, awards and related information (linked to most recent address only, not any prior addresses)

We may also process "special categories" of more sensitive personal information, as well as any details of any criminal convictions you may have:

- your race or ethnicity,
- special educational needs and disabilities (SEND) data

Why our use of your personal data is lawful

In order for our use of your personal data to be lawful, we need to meet one (or more) conditions in the data protection legislation. For the purpose of this project, the relevant condition is:

- Consent (Article 6 (1)(a)) - the individual has given clear consent for organisation to process their individual data for a specific purpose.

For the purpose of this project, the relevant exemption for the special category data is:

- Article 9 (2)(a) – The data subject has given explicit consent to the processing of those personal data for one or more specified purposes

You can ask to remove your consent at any time. You can do this by using our [online contact form](#).

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:

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

How long we will keep your personal data

The Department for Education will keep your personal data as part of the Skills for Life campaign for 4 years which is the current period the campaign is expected to run for.

Your data protection rights

More information about how the DfE handles personal information is published here:

<https://www.gov.uk/government/organisations/department-for-education/about/personal-information-charter>

Under the Data Protection Act 2018, you are entitled to ask if we hold information relating to you and ask for a copy, by making a 'subject access request'.

For further information and how to request your data, please use the '[contact form](#)' in the Personal Information Charter at

<https://www.gov.uk/government/organisations/department-for-education/about/personal-information-charter>

under the 'How to find out what personal information we hold about you' section.

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>.

Further information about your data protection rights appears on the Information Commissioner's website at:

[Individual rights | ICO](#).

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 on 19 July 2024.

Contact Info:

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 'Skills for Life' 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'.