

Privacy Notice for the Empowering Parents And Professionals Using Video Interaction Guidance (VIG) Evaluation Project

Your Local Authority has chosen to take part in the Empowering Parents And Professionals Using Video Interaction Guidance (VIG) Evaluation Project. This notice should be read alongside the Parent Information Sheet provided to you and will explain everything that you need to know about the project and how the data collected as part of the project will be processed. You should read these documents carefully and make sure that you fully understand them. If you require any further information, contact details are available at the end of this notice.

How will the project work?

The project involves the evaluation of the Video Interaction Guidance (VIG). VIG is a video feedback intervention through which a practitioner helps primary caregiver(s) to improve parent-infant relationships. Families participating in the research will be randomly allocated into two groups, with one group receiving the VIG and the other group not. This is so that we can compare outcomes for those who do and do not receive the VIG.

For details of the parties who have access to data, see below. Data from participating families will be collected by IFF Research and pseudonymised before being shared with Manchester Metropolitan University who will analyse the data. This means that no one from Manchester Metropolitan University will be able to identify you from the data they receive.

Project data will also be shared in an pseudonymised form with the What Works Centre for Children's Social Care. Data will be shared under the terms of a Data Sharing Agreement which defines use, and agrees confidentiality and information security provisions.

Your data will be treated with the strictest confidence and following the data protection policies of the parties listed below in line with General Data Protection Regulation (GDPR) compliance, and we will not use your name or other details which could personally identify you in any report arising from the research. We expect that you will benefit from being part of the study if you are allocated to receive the VIG. In addition, whether you are allocated to receive the VIG or not, your participation will help Local Authorities and evaluators to better understand an intervention which is designed to help families like yours.

You may withdraw from the project at any time by returning the withdrawal form attached to the Parent Information Sheet. If you would like more information, please contact either IFF Research or Manchester Met, again using the contact details provided on the Information Sheet.

Details of parties who have access to the data and their roles

There are several parties involved in this project.

- The funder – **The What Works Centre for Children's Social Care (WWCSC)** – who will receive the results of the evaluation and pseudonymised data – the evaluators will submit this at the end of the project to the WWCSC Archive Manager (see below).
- The data archive manager – which is currently managed by WWCSC. At the end of the project, the researchers will be securely submitting data to the WWCSC archive for storage to be made available for future research.

- The VIG service provider – **Babies1st** – who will train and supervise practitioners in Local Authorities to deliver the VIG.
- The evaluators – **IFF Research** – who will collect data from families and who will carry out process evaluation, and **Manchester Metropolitan University (Man Met)** – who will evaluate the effectiveness of the VIG.

What categories of personal data will be collected and analysed by the project

The following data will be collected by IFF and passed in pseudonymised form to Man Met:

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- (i) Mother's full name
- (ii) date of birth
- (iii) full address
- (iv) telephone, email etc.
- (v) Father's full name
- (vi) date of birth
- (vii) full address
- (viii) telephone, email, etc.
- (ix) Focal child's full name
- (x) date of birth
- (xi) full address
- (xii) Current care status (CPP, CIN, etc.)
- (xiii) Siblings residing with the mother
- (xiv) Names
- (xv) ages
- (xvi) Siblings not residing with the mother
- (xvii) reason e.g. in care, etc.
- (xviii) Responses to the Parental Reflective Functioning Questionnaire, which is a measure of reflective functioning.
- (xix) KARATINE parenting confidence scale, measuring self-efficacy
- (xx) Parental Daily Hassles Questionnaire, which is a measure of parental stress
- (xxi) Care status (CPP, CIN, etc.) at a three month point after the trial has been completed

How and why the personal data will be processed

The researchers (Man Met and IFF Research) will process the data to evaluate the effectiveness of the VIG as it is implemented by the Local Authorities. IFF will pass the pseudonymised data they collect from participants via secure means to Man Met, who will analyse the data to compare outcomes for the participants who received the VIG intervention and those who did not. On this basis Man Met will evaluate the effectiveness of the VIG intervention. Results will be written up in the form of a report.

Throughout this process your data will be treated in strictest of confidence and in accordance with the law. At no stage during the evaluation will your identity be apparent to anyone other than to members of the project team at IFF Research, who will process your data entirely lawfully. It will not be possible to identify you or your Local Authority in the results, and no information identifying participants or the Local Authorities will be in any report arising from the research.

How personal data will be stored

We will only retain your personal data for as long as is necessary to undertake the evaluation. Data will be transferred from IFF to Man Met via a secure transfer site. All research data will be held within a secure research area agreed with IFF's and Man Met's Head of Information Security. Any information identifying participants collected via surveys

will be given a unique code for each participant immediately after collection and prior to analysis in order to reduce risk.

Identities of the Data Controllers and Data Processors

- **IFF Research** are Data Controllers in respect of any personal data of parents and babies which they process for the purpose of the project;
- **Man Met** are a Data Processor, receiving pseudonymised data from IFF Research at baseline and after the VIG has been delivered;
- **The What Works Centre for Children's Social Care (WWCSC)** becomes the Data Controller at the end of the project once the data is submitted to the EEF Data Archive.

Legal basis for processing

The data processing is necessary for the parties to undertake a research project into the effectiveness of VIG. This project is **in the public's interest** as the results will assess the performance of VIG in terms of its psychological, developmental and social care outcomes for parent-infant dyads.

The evaluators (IFF Research and Man Met) rely on the following processing conditions under the GDPR in order to process personal data (data which identifies someone such as name or date of birth) and special category personal data (sensitive data) under this agreement;

- Personal data: The processing is necessary for the performance of a public task (namely the performance of the University's research functions) (article 6(1)(e));
- Special category personal data: The processing is necessary for research purposes in the public interest (article 9(2)(j)).

The other parties rely on the below processing condition to process personal data under this agreement

- The processing is necessary for purposes of legitimate interests (article 6(1)(f));
- The processing is necessary for research purposes in the public interest (article 9(2)(j)).

Data collected will not be used for any automated decision making or profiling.

Retention period for the data

Personal data will be used throughout the duration of the project, including the analysis and main reporting phase which will end in June 2022. Further analysis and reporting may be undertaken in following the end of the evaluation (through to July 2023). The evaluators will send pseudonymised data to the WWCSC Archive Manager at the end of the project for archival, and will destroy all personal data they hold by September 2022.

Consequences for the subject of failing to provide the data

We very much hope that you will participate in the research project so that your data to be collected and processed. If you choose to withdraw from the project your data will not be shared with the evaluators, or will be destroyed by the evaluators if sharing has already taken place.

Subject's rights under GDPR

If you do not want to take part in this project you can return the withdrawal form which can be found in the Parent Information Sheet. Please be aware that withdrawing from the study will not affect the lawfulness of any processing we conducted prior to your withdrawal. If you withdraw from the study after the study has commenced, any personal data collected prior to this point will be destroyed.

The GDPR provides data subjects with the following [data subject rights](#):

- The right to be informed;
- The right of access;
- The right to rectification;
- The right to erasure;
- The right to restrict processing;
- The right to object.

No personal data for this project will be stored or transferred outside of the European Economic Area (EEA).

Please note, that these rights apply in certain circumstances, for example according to the lawful basis utilised by the Controllers and Processors. The right of access to personal information held about you exists in order to be aware of, and verify, the lawfulness of the processing. Please use the contact information below to exercise these rights.

Contacting us

For questions or concerns about this Privacy Notice, or our use of your personal information, please contact:

Hollie Jones (Research Manager) at IFF Research: on VIGResearch@iffresearch.com; or call 0808 164 4715 and ask for Hollie Jones; or in writing to IFF Research, 5th Floor, St Magnus House, 3 Lower Thames St, London, EC3R 6HD

If you wish to verify that this is genuine research for What Works for Children's Social Care, please contact Charlotte Scholten at charlotte.scholten@whatworks-csc.org.uk

IFF Research is a member of the Market Research Society (MRS); to confirm this, you can contact the MRS on 0800 975 9596.

Right to lodge a complaint with the supervisory authority

You have the right to lodge a complaint with the Information Commissioner's Office (ICO) as the supervisory authority in respect of the processing of your personal data. We would however encourage you to follow our internal complaints procedure through our initial contact (Andrew Smith) and the University Data Protection Officer prior to contacting the ICO. The ICO can be contacted at: casework@ico.org.uk, telephone: 0303 123 1113. For any further contact information please see: <https://ico.org.uk/global/contact-us/>.

Updates to this privacy notice

We may update this privacy notice from time to time in response to changing legal, technical or business developments. When we update our Privacy Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make.