

Student Data Charter: Principles

Keele University adheres to all statutory and regulatory obligations in respect to the use of data. Where data includes personal data, it is collected and used in accordance with these requirements and usage is defined within the Keele Privacy Notice that is available here: <https://www.keele.ac.uk/privacynotices/privacynotice-students/>.

Beyond these compliance obligations Keele seeks to operate in an ethical and transparent manner in the use of data and these principles aim to provide an ethical framework to support the design and delivery of our services.

1. All personal student data will be carefully protected in line with relevant legislation and with particular regard for sensitive personal data. Students will be able to request a copy of data the University holds about them as covered in relevant legislation (see privacy notice).
2. We will provide information about why data is required and what it is being used for, who has access and how long the data will be retained and all efforts will be made to ensure data is accurate and up to date.
3. We will work with relevant agencies such as Jisc and with experts to help ensure that the models and algorithms used to interpret data prevent systematic prejudice or bias on characteristics including race, gender or disability.
4. Much of the data collected by the University is essential for compliance and regulatory requirements. Beyond this, in optional services that use data, where possible students will be given the opportunity to opt into and out of these services and clear, plain and accurate language will be used to help students understand how data is used in these services.
5. Similarly students will be expected to engage with information regarding data usage in any optional services in making decisions around whether to participate.
6. We have a duty of care to support students during their time at University and so will use learning analytics data to assist individual students by taking any necessary interventions to support in an academic or pastoral capacity such as to support well-being, and to support career development.
7. The preference when creating new services is to use aggregated data and large enough samples to avoid the identification of individual students wherever possible.
8. Students are key stakeholders in the creation and application of services, but should actively engage with the University to seek support wherever needed and to not wait to be contacted by the University if they feel they are at risk.
9. We will promote transparency about data that is captured and created about students through using facilities such as data dictionaries and asset inventories. We aim to be clear around essential and optional data in our services. This dictionary will be dynamic and kept updated as the data used and services provided are developed.
10. The University will strive to continuously improve data quality and validity particularly as part of data enabled decision making. Data will often need to be complemented by other information to provide a more complete picture of an individual student.
11. Student data will only be made available where access is required for specified purposes and roles.
12. We will never sell student data to any third party and will only share student data as permitted or required by law, on a considered and confidential basis.
13. We will not use student data to target commercial products at individual students, though we may propose additional services to students for their consideration to opt-in to them.
14. Similarly students will ensure that their data is correct and current, updating directly where possible (e.g. change of address) or notifying the University if they notice errors they are unable to correct.
15. Data will be used to improve the learning experience for all, and to allow students to enjoy all aspects of their university experience e.g. engaging in the Students Union, societies or sports clubs
16. Data on student engagement is not intended to be punitive with students, rather it aims to identify students that may be in need of support for progression or well-being. However, such data around engagement and attendance will be used as prescribed by UKVI, Professional, Statutory & Regulatory Bodies (PSRB) and the Attendance Monitoring Policy. Similarly students will use systems responsibly and not 'game the system' in order to portray themselves more positively.