# Talk With Tales for Children (TWiTCH) Efficacy Trial Evaluation Study
# Privacy Notice for Settings

Durham University's responsibilities under data protection legislation include the duty to ensure that we provide individuals with information about how we process personal data. We do this in a number of ways, one of which is the publication of privacy notices. This privacy notice provides a general description of the broad range of processing activity at Durham University as well as a tailored privacy notice covering the specific processing activity for the TWiTCH Efficacy Trial Evaluation Study.

To ensure that we process your personal data fairly and lawfully we are required to inform you:

- Why we collect your data
- How it will be used
- Who it will be shared with

We will also explain what rights you have to control how we use your information and how to inform us about your wishes. Durham University will make the Privacy Notice available via the website and at the point we request personal data.

## PART 1 – GENERIC PRIVACY NOTICE

**Please access our General Privacy Notice online.**

## PART 2 – TAILORED PRIVACY NOTICE

This section of the Privacy Notice provides you with the privacy information that you need to know before you provide personal data to the University for the particular purpose(s) stated below.

## Project Title: Talk with Tales for Children (TWiTCH) Efficacy Trial Evaluation Study

This study collects personal data to support the evaluation of the TWiTCH project. TWiTCH is a training programme for staff working in nurseries which has been developed by and is delivered by a team at Sheffield Hallam University (SHU). By changing the way that nursery staff do daily story time with children, TWiTCH aims to improve language skills and school readiness for children aged 3-4-years-old who are in nursery. To investigate whether TWiTCH works and how TWiTCH is done by nurseries, this study will look at:

- how TWiTCH changes children's language skills
- how TWiTCH changes school readiness
- how TWiTCH changes nursery practitioners' knowledge and practice
- how well the TWiTCH programme is delivered across different nurseries
- the views of nursery staff about TWiTCH.

To do this we will collect data as described throughout this privacy notice from nursery staff taking part in the evaluation study. The study is led by Durham University (DU) who are working with Navigator Insight Limited formerly known as Qa Research (on collecting and processing child language assessments) and with the University of Manchester (on quality assurance and provision of expert advice to the study).

The study aims to provide high quality evidence about the effectiveness of TWiTCH and the delivery of the programme.

## Type(s) of personal data collected and held by the evaluation team and method of collection:

Working together on the above evaluation study, the evaluation team at Durham University and delivery team at Sheffield Hallam University will collect personal data about you and other nursery staff throughout the evaluation study through a variety of methods. Data for the evaluation study covered by this privacy notice will either be collected from you directly by the Durham University evaluation team or collected by the Sheffield Hallam University delivery team and then shared with the evaluation team.

For the purposes of data protection legislation, Sheffield Hallam University is a data controller for the personal data they process as part of the delivery of the TWiTCH programme. You can access the delivery team's privacy notice through this link: https://research.shu.ac.uk/twitchefficacytrial/wp-content/uploads/sites/56/2026/02/TWiTCH-Efficacy-Trial-Privacy-Notice-SHU.pdf .

The Durham University evaluation team and the Sheffield Hallam delivery team are joint data controllers for any personal data collected and used as part of the evaluation study. This means they are jointly responsible for deciding how any personal data is used and for keeping it safe. This privacy notice only covers data processed for the evaluation study.

We will collect personal data through:

- Documents and other communication completed when signing up to the evaluation study (SHU)
- Surveys completed as part of the evaluation study (DU)
- TWiTCH training and delivery records (including coach records) (SHU)
- Observations of TWiTCH training and support sessions (DU)
- Observations of TWiTCH practice (where relevant) (DU)
- Audio and/or visual recordings, and written transcripts of in-person or remote interviews/focus groups (where relevant) (DU)
- Audio recordings of story time sessions (where relevant) (DU)
- TWiTCH coaches providing information about delivery in settings (where relevant) (SHU)

The personal data collected as part of the evaluation study will include:

- Name, setting you work at, role in setting, part time/full time, email address and setting phone number
- Role in evaluation study
- Reasons for enrolling in the study
- Previous experience in early years education, qualifications, previous CPD, your usual practice regarding supporting early years language in the setting
- Your confidence, knowledge and practice in supporting children's language development
- Views of the TWiTCH programme and your delivery of the programme
- Audio recordings of your delivery of story-time with a small group of children in the setting
- Records of your delivery of the TWiTCH programme and the training you have attended
- Audio/video recordings of interviews/focus groups
- Transcripts of interviews
- Observations of your training, mentoring sessions and your TWiTCH programme practice

Not all data will be collected from all participants. The setting information sheet provides more information on who will be asked to provide information.

## Lawful Basis for processing activities:

Under data protection legislation, we need to tell you the lawful basis we are relying on to process your data. The lawful basis we are relying on is public task (GDPR Article 6 (1) (e): the processing is necessary for an activity being carried out as part of the University's public task, which is defined as teaching, learning and research. This evaluation study is classified as research.

## How personal data is stored:

All personal data will be held securely and strictly confidential to the evaluation study's evaluation and delivery teams. Hard copies of personal data will be stored in locked storage units in offices at Durham University or at Sheffield Hallam University. Where possible hard copies will be scanned/uploaded and stored with other evaluation study electronic data and hard copies destroyed once appropriate checks are made. Electronic data will be stored electronically on encrypted servers and electronic devices authorised by Durham University and Sheffield Hallam University. Data access will be restricted to the study teams.

Survey data will be collected using Qualtrics and will be temporarily stored on the Qualtrics survey websites using a Durham University account. Data will be downloaded from the Qualtrics site and stored with other electronic data after the data collection period. Data on the survey website will be deleted at the end of the evaluation study.

For audio recordings of story time and audio/video recordings of interviews/focus groups using a Dictaphone, data will be stored briefly on unencrypted audio recording devices. At the earliest point possible after recording, these recordings will be transferred securely to encrypted servers and deleted from the device – Dictaphones will be kept securely. Video recordings created through online video calling software will be saved on Durham University encrypted data storage and only accessible to those involved in the recording. Audio and video recordings will be deleted once transcripts have been made and checked.

**How personal data is processed:**

The evaluation team and delivery team use the personal data collected in this evaluation study to conduct research evaluating the implementation and impact of the TWiTCH programme as part of an evaluation study funded by the Education Endowment Foundation (EEF).

Data collected as part of this evaluation study will be put into a data spreadsheet or database which will be used for analysis of the evaluation study data. Access to this data will be restricted to the evaluation study's evaluation team and delivery team.

We will use names and contact details for communication purposes in the delivery of the evaluation study and to match the data collected at different timepoints.

We will use the information collected about your background, role in the setting, qualification, experience, your confidence and usual practice to understand the context for the delivery of the TWiTCH programme and any factors that may have an impact on how TWiTCH is delivered. We will also look at whether there are changes in your confidence, understanding and practice of supporting language development from the beginning of the evaluation study to the end of the evaluation study which may be due to the programme. We will use records of your attendance at training and your setting's delivery of the programme, along with your views on the programme and its impact, to understand how TWiTCH is implemented across different nurseries and look at the impact it has had in your setting and across all the settings taking part.

We will use the audio recordings of story time practice in settings to compare practice between settings who have done TWiTCH and those that have not. Audio recordings will be coded according to a framework and this data stored.

Interview/focus group recordings will be transcribed either internally or using an approved UK based Transcription Service. Once the recordings have been transcribed and checked the recording will be deleted. The data from the interviews will be analysed alongside other data collected and the key themes drawn out.

All information provided will be analysed together with data from other practitioners in the evaluation study to investigate the delivery and impact of the TWiTCH programme. The interpretation of this evaluation study data will feed into our end of evaluation study report to be published on the EEF's website. We may also write and publish other academic papers and disseminate the findings through other media. No individuals will be identified in any publication.

Withdrawal of data

You can request withdrawal of your data until it has been analysed with other data (from July 2027) or been fully anonymised. Once this has happened it will not be possible to identify you from any of the data we hold. If you choose to withdraw your data from being processed as part of the evaluation study, you can still participate in the TWiTCH programme. The EEF, Durham University and Sheffield Hallam University appreciate setting and staff support in collecting the data outlined in this privacy notice as it is important for the validity of the evaluation study. Should you withdraw from the evaluation study, any personal data you have provided up to that point will still be used unless you indicate otherwise.

**Who the evaluation team shares personal data with:**

The evaluation team at Durham University and delivery team at Sheffield Hallam University will share personal data from this evaluation study with each other as is necessary to conduct the evaluation study, for analysis of the evaluation study data and for writing of the report. Data will be shared securely using encrypted shared data space hosted by Durham University. A signed data sharing agreement in place between both institutions holds both teams to the same high standards of data handling and security.

Data will be shared with third party services for processing of data for transcription purposes as described above or through the use of online platforms hosting survey services. These third-party services will only be used with approval from Durham University.

Anonymised participant data may be shared with the University of Manchester for contribution to the analysis and reporting of the project, quality assurance purposed and for writing academic papers.

No personal information will be shared outside of the EEA (European Economic Area).

At the end of the study, data coded from the audio recordings of story time practice alongside demographic data about the practitioners who completed these, will be submitted to the Education Endowment Foundation's (EEF) data archive. Practitioner names will be removed from the data submitted although the data will include the nursery the practitioner works and may be linked to children's data at that nursery. At this point, the EEF and its archive manager are responsible for controlling and processing the study data. Further matching of this data to children's data in the NPD and/or other administrative data may take place during subsequent research. Anonymous data may

be provided to approved researchers for other research purposes. For further information about how your data will be stored and processed in the EEF data archive please see https://educationendowmentfoundation.org.uk/privacy-notices/privacy-notice-for-the-eef-data-archive.

Please be aware that if you disclose information which indicates the potential for serious and immediate harm to yourself or others, the evaluation team may be obliged to breach confidentiality and report this to relevant authorities. This includes disclosure of child protection offences such as the physical or sexual abuse of minors, the physical abuse of vulnerable adults, money laundering, or other crimes covered by prevention of terrorism legislation. Where you disclose behaviour (by yourself or others) that is potentially illegal but does not present serious and immediate danger to others, the researcher will, where appropriate, signpost you to relevant services, but the information you provide will be kept confidential (unless you explicitly request otherwise).

## How long personal data is held by the evaluation team:

The personal information we hold about you will be anonymised or destroyed within 5 years of the end of the evaluation study by April 2034.

## How to object to the processing of your personal data for this project:

If you have any concerns regarding the processing of your personal data, or you wish to withdraw your data from the evaluation study, contact Vic Menzies (victoria.menzies@durham.ac.uk) at Durham University by email.

The evaluation team at Durham University will then liaise with the delivery team at Sheffield Hallam University regarding the processing of your data.

## Further information:

If you have questions or concerns about how your data will be used for the evaluation study, please get in touch by email with Vic Menzies (victoria.menzies@durham.ac.uk) who is the lead researcher on the evaluation study.

## 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 updated on the 10th February 2026.