

The logo for the Student Experience Survey 2025 is located in the top left corner. It features the text "STUDENT EXPERIENCE SURVEY 2025" in a bold, sans-serif font. "STUDENT EXPERIENCE SURVEY" is in white, and "2025" is in yellow. The text is set against a dark purple, rounded rectangular background with a white outline. There are three small white dots above the word "SURVEY".

STUDENT EXPERIENCE SURVEY 2025

PRIVACY NOTICE: UNIVERSITY OF LONDON STUDENT EXPERIENCE SURVEY 2025

This Privacy Notice covers the University of London's Student Experience Survey 2025. It can be read alongside the general University of London Privacy Notice at <https://london.ac.uk/about-us/how-university-run/policies/privacy-notice> and the Student Privacy Notice at <https://london.ac.uk/about-us/how-university-run/policies/data-protection>

What is the Student Experience Survey and how will data collected from the survey be used?

The Student Experience Survey 2025 is used by the University of London to understand student sentiment with degree programmes and thereby support the evaluation of the student experience. Data collected from the Student Experience Survey informs educational enhancement and supports quality assurance by providing comparative data that enables trend analysis of student sentiment with various aspects of the student experience.

The survey is due to run between 3 February 2025 and 16 March 2025.

The survey is administered on behalf of the University of London by Red Brick Research. For this project, University of London is the Data Controller and Red Brick Research is the Data Processor.

Red Brick Research will use personal / contact data to send reminder emails requesting students' participation in the online survey and for identifying any duplicate responses received through different recruitment channels. The survey is conducted on Alchemer, which employs Amazon Web Services (AWS) for its data storage solutions - survey data is hosted in AWS data centres located in Germany, ensuring compliance with European data protection regulations and the UK's GDPR. All data transmitted between respondents and the survey platform is encrypted using TLS (Transport Layer Security). Survey data is encrypted whilst stored in the cloud. Alchemer undergoes regular security audits and assessment to ensure compliance with industry best practices.

The survey responses will be collected, processed and analysed by Red Brick Research to inform reporting and recommendations delivered to the University of London Worldwide to support



continual improvement of the student experience, and then returned to the University of London Worldwide.

After the results are processed, action planning takes place at the programme and directorate level.

Results are reported and discussed by the Senior Leadership Team and by appropriate committees within the University's governance structure. Summaries of results are typically published for students.

What data is collected for these surveys? How and why does the University need to do this?

The survey collects a range of satisfaction data in relation to a number of elements of the student experience, including information, learning resources and support.

The University needs to understand satisfaction levels across different groups of the student body to effectively carry out quality assurance and plan for educational enhancement. For the purposes of these surveys, we will group survey responses based on the following characteristics:

- Programme of study
- Mode of study (e.g. independent learner or student at teaching centre; name of teaching centre)
- Domicile and nationality
- Stage of study (e.g. programme start date, number of modules completed)
- Academic progression
- Level of study (e.g. undergraduate or postgraduate)
- Gender
- Age group (e.g. 18-25, 26-35, 36-45, 46-64, 65+)
- Email address

Strict constraints are in place to assure the security of student data used for this project. Data shared with Red Brick Research is on UK-based, Microsoft Azure servers, which provide robust encryption protocols and multi-layered defence mechanisms against cyber threats.

The University has carried out a Data Impact Risk Assessment.



When viewing survey findings, staff members will be able to access only anonymous data at the aggregate level.

Data quality will be ensured via the following processes:

- Survey populations will be verified prior to survey launch by the programme administration team.
- Standardised question types will be used wherever possible within a survey, and most responses will be via selecting an option.
- The system has standardized methods of processing the data to display the results.

The University has to have a legal basis to process your data. When we process your survey responses, the University will be fulfilling its legitimate interests to analyse data to carry out quality assurance and plan for educational enhancement. A legitimate interests assessment has been carried out.

Qualitative data (responses to open-text questions) from the survey may be analysed using *UoLStuVibe*, a large language model developed by the University of London which has been developed to code large volumes of qualitative data from student surveys. To manage risk of information that would identify individual students entering the large language model, two measures are taken: the dataset is anonymised (student numbers are removed), and the qualitative data is run through Presidio to identify and remove Personally Identifying Information that students may unintentionally provide in their responses. The large language model codes the qualitative data and presents it with reference to the characteristics listed above in aggregate form. This tool passed a Security Review by the University of London's ITDS department in August 2024.

Students who complete the Student Experience Survey will be given the chance to opt into a prize draw; opt-in is through submission of a form, hosted by University of London, accessible on the final page of the survey. Where the University of London collects your contact details in relation to the prize draw, the data you provide as part of this process will only be used for managing the draw and notifying winners.

Your rights as a data subject

You have a number of rights in regards to your data submitted in the survey. Some of these are available for a limited time as once the survey has been completed and reports written it will be difficult for the University to remove or adjust the data. There are also some exemptions in data



protection law which allow the University to refuse rights requests if the data is used for research purposes, subject to the safeguards we are putting in place (described above).

Right of access by the data subject: students may request a copy of their data through the designated email address within six months of the survey closure date.

Right to Rectification: students may request to correct their data through the designated email address within six months of the survey closure date.

Right to erasure ('right to be forgotten'): students can ask the University to remove information held about them through the designated email address within six months of the survey closure date.

Right to restrict processing: students may ask us to withdraw their data from survey analysis within one month of the survey closure date.

Right to object to automated decision making: the University will not make any decisions about individuals based on whether they complete the survey or how they respond to any of the questions.

Data retention

The data will be retained for a period of five years in order to support longitudinal analysis of module performance and strategic planning.

Who to contact

For questions about the survey and how it is carried out, please contact: surveys@london.ac.uk

For general data protection questions please contact the University of London's data protection officer at: data.protection@london.ac.uk

The University's data protection policy pages are at the following link: <https://london.ac.uk/about-us/how-university-run/policies/data-protection>