

Evaluation of Accelerated Reader

Update to Privacy Notice

The evaluation of Accelerated Reader was set up in 2016, prior to the introduction of the General Data Protection Regulations (GDPR) and Data Protection Act 2018.

At that time the evaluation complied with all data protection legislation in place, and a Parent Information Sheet that included information about data processing was provided to the parents of pupils participating in the evaluation.

This Update to the Privacy Notice provides an accessible and transparent account of data collection and data processing that complies with GDPR, which is now fully in force.

This Update complements the original Information Sheet, enclosed at the end of this document.

This Update does not affect participants' rights in relation to data collection and processing.

About the project

This document provides information on the Accelerated Reader evaluation, and how personal data collected from your child is used and looked after, in accordance to the General Data Protection Regulations (GDPR) and Data Protection Act 2018.

Accelerated Reader is a programme that encourages a love of reading in children. Developed by Renaissance Learning, the Accelerated Reader programme aims to help schools foster the habit of independent reading among primary and secondary pupils of all abilities. Through a combination of Accelerated Reader software, dedicated reading time and ongoing professional development for staff, the programme helps teachers to establish pupils' reading abilities and then match pupils to popular books that are at the appropriate level for each child. The children's understanding and enjoyment of the books they have read are measured using mini-quizzes which help teachers to identify what kind of support is needed for each child to progress further.

The evaluation of Accelerated Reader is a randomised controlled trial: 181 schools were randomly allocated to either use the intervention, with initially-Year 4 and 5 pupils (the intervention group), or at a later stage with younger pupils (the control group). Intervention schools delivered the programme in the 2016-17 and the 2017-18 school years. The aim of the evaluation is to assess the impact of the programme on pupils' reading attainment.

Who is involved in this project?

Delivery team: Accelerated Reader was delivered by Renaissance Learning.

Evaluation team: RAND Europe is responsible for conducting the independent evaluation of Accelerated Reader. RAND Europe is a not-for-profit research organisation that helps to improve policy and decision making through research and analysis. RAND Europe subcontracted the University of Cambridge as evaluation partners, to support fieldwork and data analysis. RAND Europe also subcontracted NFER as testing partners, to support data collection.

Funder: The implementation and evaluation of the Accelerated Reader is funded by the Education Endowment Foundation (EEF). The EEF is an independent charity dedicated to raise the attainment of children and young people, particularly those facing disadvantage, develop their essential life skills, and prepare young people for the world of work and further study.

Why is data from your child collected and processed?

The evaluation assesses the impact of Accelerated Reader on reading outcomes at Key Stage 2 for two groups of participating pupils (KS2 exams in 2018; and 2019 respectively).

The project will offer robust and accessible evidence on the effectiveness of this reading intervention for improving pupils' reading. The study has also been designed to detect effects among disadvantaged pupils. The results the study will be of interest to schools, particularly those with higher proportions of disadvantaged pupils; and will also be helpful to policy-makers with an interest in improving children's academic outcomes.

What personal data will be collected, how, and what will it be used for?

Personal data means any information about an individual from which that individual can be identified. The evaluation and delivery teams collect, use, and store this personal data for each child in the evaluation. Data collection in this study occurred with the help of the testing partner. Additionally, data has, and will be, obtained from the National Pupil Database (NPD). The NPD is the government's official repository of data on all children and young people in state-funded schools. The evaluation team has, and will, use data already collected for the evaluation to match to pupil records in the National Pupil Database to obtain data on educational attainment and other education aspects, as outlined in the Table below. Once the evaluation is complete, data will be deposited in the EEF's data archive in the Office for National Statistics Safe Researcher Service (ONS SRS). Once deposited, this data may be linked to other sources of data and used for research purposes.

No individual school or child will be identified in any report arising from the research. If parents choose to withdraw their children from the trial, their children’s data will not be collected; or will be deleted, if already collected. The evaluation team has obtained ethical approval for the trial.

The table below details what data has been, or will be collected, who will collect it, who will use it, and for what purpose.

Personal Information Data				
Data (what will be collected?)	Source (who will collect?)	Receiver or Permitted recipient	Purpose (what will be used for?)	How was data collected?
Pupil data provided by schools (data already held by schools): Administrative pupil data for Year 4 and 5 pupils (in the 2016/17 school year): - First name; surname; Unique Pupil Number (UPN); Date of birth; Gender, pupils who are withdrawn from the data processing.	Schools (Data controller) (Data collection sub-contracted to NFER as Data Processor)	RAND Europe (Data controller)	Matching pupil records; independent assessment of impact of intervention on outcomes; withdrawal forms; academic publications	Electronic data transfer
		EEF (Data controller) and EEF archive manager (Data processor)	Long-term follow-up analyses and archiving of the data. EEF becomes data controller once the data has been transferred to the EEF Data Archive, but is not data controller until this has happened.	
Pupil data, linked from the National Pupil Database: - Free School Meal status, Special Educational Needs (SEN), Gender, Ethnicity - Attainment data for Key Stage 1 - Attainment data for Key Stage 2	National Pupil Database (Data controller)	RAND Europe (Data Controller)	Independent assessment of impact of intervention on outcomes, academic publications	Electronic data transfer
		EEF (Data controller) and EEF archive (Data processor)	Long-term follow-up analyses and archiving of the data. EEF becomes data controller once the data has been transferred to the EEF Data Archive, but is not data controller until this has happened.	
Pupil outcome data collected for the evaluation (collected by evaluation team’s testing partner): - GL Assessment’s New Group Reading Test II (NGRT-II) level 2A/2B (paper version)	RAND Europe (Data controller) (Data collection sub-contracted to NFER as Data Processor)	RAND Europe (Data controller)	Independent assessment of intervention impact on reading comprehension and fluency outcomes.	Paper forms transferred to electronic records; Electronic transfer
		Renaissance Learning (Data controller)	Long-term follow-up analyses. EEF becomes data controller once the data has been transferred to the EEF Data Archive, but is not data controller until this has happened.	
		EEF (Data controller) and EEF archive (Data processor)	Long-term follow-up analyses. EEF becomes data controller once the data has been transferred to the EEF Data Archive, but is not data controller until this has happened.	
Monitoring data collected for the evaluation (collected by Renaissance Learning):	Renaissance Learning (Data processor)	RAND Europe (Data controller)	Independent assessment of programme compliance	Electronic transfer

<ul style="list-style-type: none"> - AR usage logs (of quizzing and testing) - AR usage by control schools (Renaissance Learning notifies RAND Europe) 		Renaissance Learning (Data controller)		
		EEF (Data controller) and EEF archive (Data processor)	Long-term follow-up analyses. EEF becomes data controller once the data has been transferred to the EEF Data Archive, but is not data controller until this has happened.	Electronic data transfer

Who will hold the data?

During the delivery phase of the intervention, data has been managed by RAND Europe and Renaissance Learning. Once the delivery phase concluded and while the evaluation is still in progress, data has been managed by RAND Europe. At the end of the evaluation, RAND Europe will securely transfer data to the EEF’s archive, following EEF guidelines.

How will the data be shared?

Data has been shared securely using specialised software. No data will be saved on servers or shared with processors outside the UK or the European Economic Area or the United Kingdom (if outside the EEA) pursuant to EEA approved terms.

Once the evaluation is complete, data will be deposited in the EEF’s data archive in the Office for National Statistics Safe Researcher Service (ONS SRS). Once deposited, this data may be linked to other sources of data and used for research purposes. Once deposited, the EEF will act as data controller. You can read the EEF’s Data Protection Statement on the EEF’s website¹.

How will the data be kept secure?

The evaluation team have put appropriate security measures in place to keep personal data secure and to prevent any unauthorised access to or use of it. The evaluation team collect and store all evaluation data in accordance with the Data Protection Act (2018) and GDPR (General Data Protection and Regulation) requirements. Evaluation data has been, and will continue to be stored on secure servers. Data transferred between the delivery and evaluation teams has used secure file transfer protocols.

What is the legal basis for processing your data?

The data collected for the Accelerated Reader evaluation is used for the purposes of research. The lawful basis for RAND Europe’s use of that data under GDPR is ‘legitimate interest’², as RAND Europe were commissioned by the EEF to undertake this evaluation. The lawful basis for processing special category personal data (including free school meal eligibility collected through linkage to the NPD) is research (pursuant to Article 9(j) and 89 of GDPR).

¹ For more information about the EEF archive and Data Protection Statement, please see: https://educationendowmentfoundation.org.uk/public/files/Evaluation/Data_protection/Data_protection_statement_EEF_evaluations.pdf

² For more information about legitimate interest, please see: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/legitimate-interests/what-is-the-legitimate-interests-basis/>

The evaluation team will use basic identifiers (name and date of birth) to associate information with individuals to create datasets for research purposes. The rights and freedoms of the subjects will not be affected as information will only be identifiable during processing to the evaluation and delivery teams and not otherwise. The Free School Meal (FSM) and Special Educational Needs (SEN) status, broad ethnic group data, and attainment data will not be publicly available in association with the basic identifiers and therefore no risk of detriment exists to the children. The FSM, SEN, and attainment data will be linked to the unique pupil number (UPN) in the EEF archive.

Renaissance Learning (delivery team) are relying on Public Task as a legal basis. Public Task applies where processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller (see GDPR Article 6 (1) (e)) and for statistical and research purposes (See GDPR Article 89).

How long will we keep your child's data?

All evaluation data will be kept securely by the evaluation, and delivery team for the duration of the evaluation and deleted thereafter. Additionally, at the end of the evaluation, data will be deposited into the EEF's data archive in the Office for National Statistics Secure Research Service. If follow-up studies are conducted in the future to evaluate intervention long-term effects, data from the EEF archive may be linked to subsequent external tests, the NPD, or other data sources.

What choices do you have in our use of your child's data?

During the evaluation, participants may contact RAND Europe to request deletion of their personal data. Once data has been deposited in the EEF archive, participants may contact the Education Endowment Foundation directly. Contact details are listed below.

What are your rights?

RAND Europe and the delivery team (Renaissance Learning) operate in accordance with EU law, including GDPR. You are provided with certain rights; in summary, they are:

- To access, correct, or erase your child's data
- To object to the processing of your child's data

If you wish to exercise any of these rights please contact the RAND Europe Data Protection Officer by emailing REdpo@rand.org or in writing to Data Protection Officer, RAND Europe, Westbrook Centre, Milton Road, Cambridge, CB4 1YG, UK.

Where you request information from us we will need to confirm your identity to ensure the security of your data. We will endeavour to respond within 30 days but our response time may vary depending on the complexity of your request. A fee will not normally be charged unless a request is considered to be without basis, repetitive or excessive. Where we request a fee it shall always be reasonable.

How can you contact the evaluation team?

You may contact the evaluation team via email, on EEF_AR@rand.org.

You may also contact the Education Endowment Foundation with any questions about the EEF archive: info@eefoundation.org.uk.

Original Information Sheet

RPO/EEAR/42613/p

April 2016

Dear Parent /Guardian

Evaluation of the Accelerated Reader Programme

Your school has elected to take part in an evaluation of the Accelerated Reader Programme. The school will be randomly selected to experience the programme either for the academic year 2016 – 2017 for years 4 and 5 pupils, or for the academic year 2017 – 2018 for years 3 and 4 pupils.

Accelerated Reader is a programme that encourages a love of reading in children. Developed by Renaissance Learning, the Accelerated Reader programme aims to help schools foster the habit of independent reading among primary and secondary pupils of all abilities. Through a combination of Accelerated Reader software, dedicated reading time and ongoing professional development for staff, the programme helps teachers to establish pupils' reading abilities and then match pupils to popular books that are at the appropriate level for each child. The children's understanding and enjoyment of the books they have read are measured using mini-quizzes which help teachers to identify what kind of support is needed for each child to progress further.

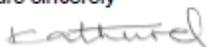
After one year of using the programme the pupils in year 4 in all schools involved in the evaluation will also sit one short 30 minute English comprehension test. For the purpose of this evaluation we will collect a few details for each pupil starting year 4 and year 5 in September 2016. These details will be used to help with the analysis of the results of the quizzes and tests taken by the children and include pupil name, class name, Unique Pupil Number, Sex, and Free School Meals status.

Pupils' test responses and any other pupil data will be treated with the strictest confidence. Named data will be matched with the National Pupil Database and shared with RAND, the University of Cambridge and Renaissance Learning, the Department for Education, Education Endowment Foundation (EEF), EEF's data contractor FFT Education and in an anonymised form to the UK Data Archive. Please note that no individual children will be identified in any reports arising from the research.

Whilst we expect that your child will enjoy being part of the programme, your child's information can be withdrawn from the evaluation at any time. If you would prefer your child's information NOT to be included in the evaluation, please inform your child's teacher. There is a reply slip provided overleaf for returning to the school should you opt not to include your child's information in the evaluation. Please note that if you are happy for your child's information to be included, you DO NOT need to return the reply slip.

If you have any queries or would like more information about this research, please do not hesitate to contact me or my colleagues Rebecca Menys or David Hereward on 01753 637225.

Yours sincerely



Kathryn Hurd
Head of Survey Operations

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Evaluation of the Accelerated Reader Programme

IF YOU APPROVE OF YOUR SON'S/DAUGHTER'S INFORMATION BEING INCLUDED IN THE EVALUATION IT IS NOT NECESSARY FOR YOU TO RETURN THIS FORM TO THE SCHOOL

I have been informed of the nature of the evaluation and I do not wish for my *son's/daughter's* information to be included.

Print name of child: _____

Print name of school: _____

Parent/Guardian's signature: _____ Date: _____

Please would you briefly outline your reasons for not wishing your son/daughter to participate in this research:

Please return this form to your son's/daughter's school.

RPO/EEAR/42613

PCNS