

Student Research: Privacy Notice

BridgeU is committed to maintaining the privacy and security of your personal data. This Privacy Notice explains how we collect, use, share and protect your personal data when you participate in BridgeU User Research sessions, such as interviews and surveys.

It is important that you read this Privacy Notice so that you are aware of how and why we are using your personal data. It should be read in conjunction with BridgeU's main student privacy notice which can be found here [<https://bridge-u.com/privacy/>].

Data collected

If you participate in this research program, we may collect, store, and use the following personal data:

- Your contact and personal information including name, country, gender, email address, address and date of birth, and the name of your school
- Any additional information you choose to share with us during a research session, such as an interview or a survey

Personal data may initially be linked to your responses to our research questions, which may include your feedback, experiences and perceptions amongst other things. However, once processed your responses will not be linked to your personal data to be reported, and your personal data will be deleted. Your responses may be linked to your demographic details when reported, but we will take action to ensure that these demographics do not make you identifiable.

Consent

Where personal data is collected by Bridge U for these research purposes, it is collected and processed only with your consent. Informed consent is always transparent, ensuring you are fully informed before you take part in the research about what, how and where your data will be used before you begin to give your data. This information is always available at the beginning of the research session in which you take part. Informed consent is always collected by way of an affirmative action such as selecting 'next' to continue with a survey, a recorded verbal agreement when taking part in an in-depth interview, or an agreement in writing

indicating that you would like to proceed with the research. Data is not processed in any way that is incompatible with the information given when you gave your informed consent.

Minors under age 16 are not eligible to participate in the research program. Minors aged 16 or 17 are required to confirm they have received parental consent in order to participate.

Your right to withdraw consent

In circumstances where you may have provided your consent to the collection, processing and transfer of your personal data for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact us via email to hi@bridge-u.com. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to.

Who will personal data be shared with?

BridgeU will not share individual or personal information gathered during the research sessions with other service providers. Any collected data will be analysed and shared as anonymised insights with BridgeU staff only to guide our product development.

Software

If we use any software that will have access to personal data for research purposes, we will inform you of the software being used and provide a link to their GDPR/privacy/data protection/security policy. We will always ensure that the organisations running the software comply with the GDPR.

We expect the following software tools will have access to personal data as part of the research process:

- Zoom (video conferencing tool)
<https://explore.zoom.us/en/privacy/>
- SurveyMonkey (survey tool)
<https://www.surveymonkey.com/mp/legal/privacy/>

- Calendly (meeting automation tool)
<https://calendly.com/privacy/>
- Dropbox (document repository tool)
<https://www.dropbox.com/privacy>
- Google Drive (document repository and processing tool)
<https://policies.google.com/privacy>
- Appcues (user engagement and onboarding tool)
<https://trust.appcues.com/#privacy>
- Maze (user testing tool)
<https://maze.co/privacy-policy/>
- Condens (research repository tool)
<https://condens.io/privacy/>

If we need to change any of the above software, we will update this privacy notice and endeavour to let you know.

Our storage and retention of your personal data

We will store your data securely in the United Kingdom, United States, European Union, or in other countries or regions where we or our third-party service providers operate.

We will only retain your personal data for 3 years, to improve our product and enhance your user experience throughout your user journey at BridgeU. We will anonymise data where possible, securely deleting any personal data associated with it at the earliest possible point. As a minimum, Bridge U will review whether it is necessary to keep personal data one month after data is collected and will delete any personal data which it is not necessary to keep.

Research interviews conducted via video call will be recorded for monitoring purposes. Recordings will not be shared outside of BridgeU, and will be deleted after 3 years. You can turn off your camera if you prefer not to use video, so only your audio will be recorded.

BridgeU will not share individual or personal information gathered during research sessions, such as interviews and surveys. Any collected data will be analysed and shared as anonymised insights with BridgeU staff only to guide our product development.