

Parenting in the Digital Age – Centre for Early Childhood

Privacy Notice for research participants

What is a data privacy notice?

This is a data privacy notice for parents and carers to read when considering if they want to take part in this research project on how digital device use interacts with relationships between parents/carers and their children. This privacy notice tells you what personal data we want to collect from you, what we will do with it, how we will keep it secure, who will have access to your personal data, how long we will keep your personal data, your rights under UK GDPR, and how to contact us to exercise those rights.

Coram is committed to protecting the privacy and security of the personal data we collect about our participants (“you/your”). As required by law, the purpose of this data privacy notice is to explain what personal data we collect about you if you participate in this research project. We act as a data controller in this research, which means we determine the purposes and means of processing your personal data.

Please read this privacy notice carefully. It provides important information about your rights and how we handle your personal information. This privacy notice should be read alongside the Information Sheet, which will provide you with more information on the research.

What is the research?

[Coram](#), the children’s charity, is conducting a research project to explore **how digital devices interact with parents and carers building relationships with their babies and young children (5 years or under)**. The first phase of the research will focus on **engaging with parents/carers** to understand their experiences of using digital devices while caring for their children and the second phase involves parents/carers **trailing potential interventions** to reduce their digital device use and reporting how they find them. The research aims to understand:

- Why parents and carers may use digital devices while caring for their children

- How parents and carers feel about their digital device usage
- What parents and carers want to achieve regarding usage of their digital devices while caring for children
- What techniques and strategies parents and carers like using to reduce digital device use.

We plan to conduct the following research activities as part of the project:

- Regular short phone surveys with parents/carers
- Semi-structured interviews with parents/carers
- Observations of parents/carers while they are caring for their children
- Data about the phone usage of participants, in terms of hours across the week and most used applications – this is collected automatically by most phones and we will ask participants to take screenshots of this data to view and discuss.

The project will result in a final report summarising the research findings and including a comprehensive list of the interventions that parents and carers found to be the most helpful for reducing their digital device usage.

You can find more information about this research project [here](#).

Who is conducting the research and who is funding it?

Founded in 1739, Coram is the longest running children’s charity in the UK and is made up of a group of organisations that provide local services and research that aim to support young people and their families. The Research, Impact and Evaluation team carries out research projects to inform local services and shape policy.

This research project is commissioned and funded by the [Royal Foundation Centre for Early Childhood](#). The Centre works to improve awareness of the importance of the first five years of a child’s life and campaigns for change and action to ensure every child has the best start in life.

What information are we collecting?

We have been careful to design the research so that we are only collecting and processing information that is relevant to the research and its aims. We will be collecting some types of personal data, some categories of special category data, and then some more general information.

“Personal data” refers to data that may identify you personally. We may collect the following personal data from participants: name, email address, phone number, address.

“Special category” data is data that is sensitive and relates to personal characteristics protected by the Equality Act 2010. We may collect the following special category data: religion, sexual orientation, health.

We will also be asking parents and carers about their feelings and experiences to do with:

- Use of digital devices while caring and how this affects the relationship with children
- Testing interventions designed to reduce digital device use

We may use another external organisation to transcribe interviews. This means we will send another organisation the audio or video recording of the discussion and they write everything you have said into text. We will only audio or video record the session and use our trusted transcription service if you give your consent. We will ask for your permission for both recording and transcription before and during the session.

Purposes for which we use personal information and the lawful basis

We will process your data under these lawful bases:

1. Personal data will be processed under UK General Data Protection Regulation Article 6.1 on the basis of **Consent** (a) and **Public Task** (e)
2. Special category personal data being processed for research purposes is under GDPR Article 9.2 (a), (j) and DPA 2018 Schedule 1 Part 1.4 (a) and (c) for special category data, including data considered to be a protected characteristic under the UK Equality Act 2010.

Storing your data

All data will be stored, shared, and analysed using secure systems, using Coram’s SharePoint site, to prevent unauthorised access. Files containing personal data will be password-protected during transfer and stored on encrypted devices. All storage and handling procedures will follow Coram’s information security protocols. Surveys will be sent and collected by a Coram researcher, using a Coram work smartphone. All data will be removed within 24hrs from the phone, saved on Coram’s secure files, and deleted from the original device. Recordings of participant interviews will be deleted immediately after transcription. All transcripts will be fully anonymised. Any identifying details—such as names, specific locations, workplaces, medical conditions, or care arrangements—will be removed or redacted, and quotes will be attributed only using generic identifiers (e.g., “parent”).

Access to personal and special category data will be strictly limited to authorised members of Coram’s Research, Impact and Evaluation Team, which includes Peer Researchers.

Sharing your data

We will not share your personal data outside of the UK. There may be scenarios where we have a legal obligation to disclose or share your personal data, for safeguarding reasons, as required by law, if we believed you or someone you mention is at risk of harm. We will only ever disclose your personal data to these third parties to the extent we are required to do so by law. In the very rare occasion this might happen, the researcher would always aim to talk to you about what information would be shared as well as how and when they are going to share this with others.

How long we keep your data

We will keep your personal data for six months after our research is completed, at which point we will securely delete it. Personal information includes things like your name, age and contact details.

We will keep your research data (e.g. transcripts from interviews or focus groups) for a further period of three years before secure deletion. This type of data will have undergone a process of anonymisation, where all identifiers that could link the data to a specific individual will have been removed or altered.

The final report will be published in March 2027. We will keep your personal data for six months and anonymised research data for three years after the guidance is published.

Your rights and options

Your rights relating to your personal data include:

- You have the right to access your personal data and can request copies of it and information about our processing of it
- If the personal data we hold about you is incorrect or incomplete, you can ask us to rectify or add to it
- Where we are using your personal data with your consent, you can withdraw your consent at any time
- Where we are using your personal information you can object to us using it this way
- We are not using your personal information for direct marketing purposes

Contact us

If you have any questions, or wish to exercise any of your rights, then you can contact:

Project: Parenting in the Digital Age (Technoference)
Organisation: Coram Research, Impact and Evaluation
Address: 41 Brunswick Square, London, WC1N 1AZ
Email: research@coram.org.uk
Call or text: 07805 813 071



How to complain

You can lodge a complaint with the Information Commissioner's Office:

Address: Wycliffe House, Water Lane, Cheshire, SK9 5AF
Helpline phone number: 0303 123 1113
ICO website: <https://ico.org.uk/concerns>

Changes to this privacy notice

We may update this notice (and any supplemental privacy notice), from time to time as shown in the footer.
We will notify you of the changes where required by applicable law to do so.