

Explicit vs Metacognitive writing instruction: A teacher choices trial

In line with the UK General Data Protection Regulation (GDPR), there are certain things that we need to let you, as a research participant, know about how your information will be processed. In this privacy notice, we explain what personal data is being collected for this trial, who will have access to your personal data, how your data will be used, stored, processed, and deleted, the legal basis for data processing, and who you can contact in case of a query or a complaint.

Privacy notice

Background

This trial is designed to test two different approaches to reteaching sentence combining: **explicit instruction** and **metacognitive strategies**.

The Education Endowment Foundation (EEF) has commissioned Oxford MeasurEd to evaluate which of these approaches is more effective in improving sentence construction. Oxford MeasurEd is working in partnership with Navigator Insight (formerly Qa Research) to deliver the evaluation.

Fifty state schools in England will participate in a randomised controlled trial during the 2026-2027 academic year. Within each participating school, one Year 3 class and one Year 4 class will each be randomly allocated to a different approach (explicit or metacognitive writing instruction).

Full details of the trial - including the activities that participating schools will be asked to undertake - are set out in the Memorandum of Understanding (MOU) and school information sheet.

This privacy notice explains how personal data will be collected and used as part of the evaluation.

What personal data is being collected for this evaluation?

The evaluation will involve collecting personal data from or about school staff (Year 3 and 4 teachers) and Year 3 and 4 pupils.

Tables 1 and 2 explain what personal data will be collected from different people.

Table 1 Personal data collected about school staff

	Data collected
Contact details	• First name • Last name • Email address • Phone number
Demographic and background information	• School name • Unique Reference Number (URN) • Job role • Qualifications • Years of teaching experience
Research data	• Survey responses • Notes from classroom observations • Interview recordings and transcripts

Table 2 Personal data collected about pupils

	Data collected
Name	• First name • Last name
Demographic and background Information	• Date of birth • School name • Unique Reference Number (URN) • Unique Pupil Number (UPN) • Gender • FSM eligibility in the past 6 years (NPD) • Prior attainment (from National Pupil Database (NPD)) • Special educational needs and disability (SEND) status (from NPD) • Primary and Secondary SEND type (from NPD)
Research data	• Responses to two 15-minute writing tasks • Responses to a questionnaire about how they feel about writing

Who will have access to my/my child's personal data?

During the evaluation, only the evaluation team at Oxford MeasurEd and Navigator Insight will have access to personal data and research data. The only time that personal data would be transferred outside of our teams is in the case of a safeguarding concern, where we may need to disclose someone's name to relevant authorities if we believe they or someone else is at risk of harm.

Tables 3 and 4 set out how personal data will be collected and transferred.

Table 3 How personal data about school staff will be collected and transferred during the evaluation

	How data will be collected	How data will be transferred
Contact details	A member of SLT and a key contact (e.g., Head of Literacy) at each school will fill out and sign an MoU including their name, phone number and email address, and email this MoU to Navigator Insight.	Navigator Insight will share the completed MoUs with Oxford MeasurEd via a secure and password-protected folder.
	School staff will export the name and email address of all Year 3 and 4 teachers who have not opted out of their details being shared for the purpose of the evaluation, and share them with Navigator Insight via a secure and password-protected folder set up by Navigator Insight.	Navigator Insight will share these contact details with Oxford MeasurEd via a secure and password-protected folder.
Demographic and background information	A member of SLT and a key contact (e.g., Head of Literacy) at each school will fill out and sign an MoU including their job role, and email this to Navigator Insight.	Navigator Insight will share the completed MoUs with Oxford MeasurEd via a secure and password-protected folder.
	Year 3 and 4 teachers randomly selected to take part in the evaluation will enter their own demographic data (job role, qualifications, and years of teaching experience) into a secure online survey platform (LimeSurvey) when completing the fortnightly delivery survey (see below). The survey will not ask for names or contact details. If participants opt in to the prize draw, they will be asked to provide their work email address.	n/a



Research data	School staff will enter survey responses as part of the fortnightly delivery logs into a secure online survey platform (Microsoft Teams or LimeSurvey). The surveys will not ask for names or contact details.	n/a
	Oxford MeasurEd researchers will record interviews and focus groups using video conferencing software or encrypted digital recorders. Online interviews and focus groups will be transcribed automatically using Microsoft Teams software.	Recordings and transcripts will be saved in secure cloud storage that can only be accessed by members of the evaluation team.
	Oxford MeasurEd researchers will take notes during observations of in-class delivery.	- Digital notes will be stored on secure cloud storage that can only be accessed by Oxford MeasurEd researchers. - Paper notes will be photographed during the observations, and images saved in secure cloud storage that can only be accessed by Oxford MeasurEd researchers.

Table 4 How personal data about children will be collected and transferred



	How data will be collected	How data will be transferred
Name and demographic and background Information	• Navigator Insight will collect the names and background information (excluding prior attainment and SEND status) of Year 3 and Year 4 pupils whose parents/carers have not withdrawn their children from participating in the evaluation. Schools will share this information via a secure and password-protected folder set up by Navigator Insight. • Oxford MeasurEd will collect the prior attainment and SEND status from the NPD of those children whose parents/carers have not withdrawn their children from participating in the evaluation. • Oxford MeasurEd will obtain prior attainment, pupils' FSM eligibility for the past six years, SEND status and the primary and secondary SEND type for eligible pupils from the National Pupil Database (NPD) via a formal data request to the Department for Education (DfE). Pupils will be matched using their Unique Pupil Number (UPN), which will be securely transferred by participating schools via a password-protected and secure folder. Only pupils whose parents/carers have not withdrawn from the evaluation will be included in the data request.	• Navigator Insight will share names and background information (excluding prior attainment, FSM eligibility, and SEND status and type) with Oxford MeasurEd via a secure and password-protected folder. • Navigator Insight will share a pupil list containing children's names for baseline and endline testing with schools via a secure OneDrive link.
Research data	• Participating Year 3 and 4 teachers will hand out and collect assessment forms from Year 3 and 4 pupils during baseline testing and endline testing. • Schools will securely post completed assessment forms to the Navigator Insight office for quality checking and/or inputting via pre-paid and tracked Special Delivery envelopes.	• Navigator Insight will securely scan and share relevant assessment forms and pupil scores (for the Self Efficacy for Writing Scale only) with Oxford MeasurEd via a secure and password-protected folder.

How will the data be used?

Data use

The evaluation team at Oxford MeasurEd and Navigator Insight will only use the data collected for research purposes. The team will:

- use **staff names and contact details** to organise observations, interviews, focus groups and surveys for the evaluation
- use **demographic and background information about staff** to describe who took part in the evaluation and to explore whether experiences of implementation are different for different groups of teaching staff
- use **children's names** to create a pupil list to share with schools to organise baseline and endline testing
- use **children's date of birth** to create assessment forms for baseline and endline testing. The assessment forms will also include a unique pupil ID
- use children's **demographic and background information** to accurately link and securely store assessment records over time
- use children's **demographic and background information** (gender, FSM eligibility, SEND status, prior attainment) to analyse any differences in outcomes between different pupil groups
- analyse **research data** from observations, interviews, focus groups and surveys to answer the evaluation questions

Assessment responses from pupils may be processed using secure AI-assisted scoring tools to support the evaluation. Human oversight will remain part of the assessment process at all stages. Assessment responses will be reviewed before processing, safeguarding concerns will be identified, and personally identifiable information will be removed before any AI processing takes place. Inputs under this research will be processed by the AI systems solely for the defined purpose of this research. Assessment data used for AI-assisted scoring will not be used to train general AI models. Oxford MeasurEd will be establishing accounts directly with AI providers and integrating with their APIs rather than using public chatbot interfaces. This will ensure that uploaded data remain within agreed contractual protections and all processing complies with relevant data protection requirements.

All data will be treated confidentially and in accordance with data protection legislation – Oxford MeasurEd will remove names and contact details from this research data before analysing it and will not identify any individuals in evaluation reports or presentations. No personal information will be transferred outside the UK or the European Economic Area (EEA). Participants can withdraw their data from being used for research purposes until July 2027 (when data analysis begins) by contacting the Oxford MeasurEd team at teacher.choices-evaluation@oxfordmeasured.co.uk.

Data storage

Oxford MeasurEd and Navigator Insight will securely store personal information about participants until the end of the evaluation. All data will be stored electronically in a folder in Oxford MeasurEd's and Navigator Insight's secure cloud system that can only be accessed by named researchers.

Oxford MeasurEd and Navigator Insight will minimise use of non-electronic (i.e., paper) documents containing personal data. Where these are needed, strict protocols will be in place for securely destroying (shredding) the data once the data is digitalised in the secure cloud system.

All assessment forms will be kept in a secure locked cupboard in the Navigator Insight office. Navigator Insight will securely scan and share assessment forms with Oxford MeasurEd using secure transfer methods. Oxford MeasurEd will store scanned assessment forms within its secure cloud system, which can only be accessed by named researchers. All research data stored digitally will be securely deleted from Oxford MeasurEd and Navigator Insights' systems within six months after the end of the project.

At the end of the project, hard copy documents are boxed, labelled, and logged in a central storage and destruction record. They will then be stored off-site in a secure storage facility. At the end of the agreed retention period (insert), assessment forms will be securely shredded offsite.

Oxford MeasurEd will only use AI providers that meet relevant data protection and contractual requirements. Data will be stored securely in the UK and European Economic Area EEA servers and retained only for as long as necessary to provide the service and meet legal obligations. If data needs to be transferred outside the UK or EEA, we will ensure appropriate safeguards are in place in accordance with UK GDPR. All processing will take place under appropriate security and data protection arrangements.

At the end of the evaluation, Oxford MeasurEd will submit children's assessment data and identifying data to the EEF's archive manager using the EEF's secure portal. The EEF's archive manager will then use the identifying data to request Pupil Matching References (PMRs) from the Department for Education (DfE) via a secure portal. These PMRs can be used in the future (instead of identifying data) to match the assessment data from this evaluation to information in the National Pupil Database (NPD), which is held by the DfE. Once the EEF's archive manager has received the PMRs from the DfE, they will transfer the assessment data and the PMRs to EEF's archive, which is stored in the Office for National Statistics (ONS)'s Secure Research Service (SRS) and managed by FFT Education. At this point, the EEF will become the data controller, and FFT Education the data processor, of the archived data. The identifying information that we collect about children will not be stored in the archive. Once the EEF archive has been transferred to the ONS, anonymised assessment data will be accessible to the wider research community for secondary analyses that provide public benefit and are in line with the missions of the EEF, DfE and ONS.

The privacy notice for EEF's archive can be found [here](#).

What is the legal basis for processing my/my child's data?

For the purposes of this evaluation, Oxford MeasurEd is the Data Controller. Navigator Insight acts as a Data Processor on behalf of Oxford MeasurEd. This means Oxford MeasurEd is responsible for determining the purposes and legal basis for processing personal data. Navigator Insight will act as the data processor for staff demographic and background data as

well as pupil demographic and background data and research data. This means they are collecting data on behalf of Oxford MeasurEd.

Oxford MeasurEd's legal basis for processing data for the evaluation is "legitimate interest". This means that we believe that there is a genuine reason for us to process this data (to evaluate the choices), that this data is needed to fulfil this purpose (we couldn't evaluate the choices without this information), and that using this data won't interfere with individuals' interests, rights, or freedoms.

What should I do if I don't want my or my child's personal data to be used for the evaluation?

Parents and carers can withdraw from their child's data being processed for the evaluation at any time until July 2027 by emailing teacher.choices-evaluation@oxfordmeasured.co.uk. We will not use and will delete any identifying information the moment you withdraw.

Year 4 teachers who participated in interviews can also withdraw from their data being used for the evaluation at any time until June 2027 by emailing teacher.choices-evaluation@oxfordmeasured.co.uk. We will not use and will delete any identifying information the moment you withdraw.

We will also handle all personal data in accordance with the other rights given to individuals under UK GDPR. In certain circumstances, data subjects have the right to restrict processing, to rectification or erasure, and to make a subject access request to see all the information held about them. To enquire about exercising any of your rights as a data subject, please contact Oxford MeasurEd's Data Protection Officer at dpo@oxfordmeasured.co.uk.

Who can I contact with a query or a complaint?

If you have any questions about how this information will be processed, or about the evaluation, please contact Oxford MeasurEd at teacher.choices-evaluation@oxfordmeasured.co.uk. To enquire about exercising any of your rights as a data subject, please contact Oxford MeasurEd's Data Protection Officer at dpo@oxfordmeasured.co.uk.

Under UK GDPR, you have the right to raise any concerns with the Information Commissioner's Office (ICO) via their website at www.ico.org.uk/concerns.