

Student Data Standard

Review date: July 2027

Purpose and approach

As The Day 2.0 develops its student-facing platform, we need to balance educational value, student safety and responsible use of personal data. This Standard sets out the decisions The Day has made about what student information is collected, how student identities are represented and who can see that information.

The approach is privacy-first. We collect only the information needed for the intended educational and operational purposes, keep student identities protected in peer-facing environments and restrict access to identifiable information to people who genuinely need it.

1. Age data

The Day will collect a student's birth month and birth year, but not their full date of birth. This provides the information needed for the intended educational analysis, including age-related and summer-born analysis, without collecting the additional precision of a full date of birth.

This approach supports data minimisation and also reduces the risk of re-identification when age information is considered alongside other information such as a student's name and school.

2. Region and country information

Where a student is part of a school account, region and country information will be derived from the school's existing information during onboarding rather than collected directly from the student. For non-school users, the relevant region or country will be collected based on the top level account it is associated with.

The aim is to avoid asking children for information that The Day can obtain another way, while keeping the information consistent and accurate.

3. Student identity and pseudonymisation

Each student will have a real identity held securely within the SSO layer, a unique internal system ID, and a student-facing username (generated through our closed username generator tool (with pre-approved, age-appropriate combinations). The real identity will not be publicly visible and is only made visible to teachers within the student's school. Student-facing features will use the username rather than the student's real name. The Day admin staff will only see internal system IDs and the student-facing username.

This structure provides a practical balance between educational functionality and privacy. It allows The Day to maintain accountability where necessary while reducing the risk of students identifying one another through the platform. It also supports pseudonymisation as a privacy and safeguarding measure.

4. Gender data

The Day will collect gender information as part of the student data model so that assessment and poll data can be benchmarked by gender alongside age-related measures. Gender information is not displayed to other students and is not used to identify an individual student in The Day's general administrative analysis.

The precise definition of the gender field and how it is collected should remain aligned with the agreed product and data specification. The Day should only collect the information that is necessary for the stated benchmarking and educational purposes.

5. Username creation

Student usernames will be system-generated, with students selecting from a set of available options. Students will not be expected to create usernames using their real names or other personal information.

This reduces the risk of accidentally revealing identity and helps prevent inappropriate or unsafe usernames while still giving students a sense of ownership over their profile.

6. Teacher access to student identity

Teachers will be able to see the real name and username of students within their school or class where this is necessary for educational delivery, monitoring and safeguarding.

The intention is to give teachers enough information to support students safely and effectively without exposing that identity information in student-facing areas.

7. The Day access to student identity

Access by The Day's administrators to full student names will be restricted and role-based. The default administrative view will use usernames rather than full names.

Where full identity is genuinely required, access will be limited to authorised support or safeguarding roles through controlled access. Access controls and audit logging should be used to support accountability and ensure that identifiable information is only available where it is necessary and proportionate.

8. Student-facing visibility

Students will not be able to see the real names of other students. They will also not be shown another student's age, birth information (birth month and year only) or school details through student-facing features.

Keeping those details out of peer-facing areas reduces the risk of identification, bullying, profiling or misuse of personal information and supports privacy by design.

9. Data shared with schools and teachers

School information used by The Day will be passed through from the relevant school or onboarding system where applicable. Teacher records may include name, email address, primary role and secondary role, with relevant information passed back to Spirit as required for the service.

The Day will only provide or expose student information to school users where it is necessary for the agreed service and access is appropriately restricted.

10. Data collected from students

Information	Source / use
Name	From SSO; used to support authorised school and service
Email	From SSO; used to support account and service functions.
Birth month	Collected for the intended educational analysis and age-related insights.
Birth year	Collected for the intended educational analysis and age-related insights.
Gender	Collected as part of the student data model and benchmarking.
Username	System-generated / selected from available options for student-facing features.

School data

School-level information is passed through from Spirit where applicable. The Day should not create duplicate school information where it can rely on the source system. The Day may also keep shared Google spreadsheets containing school and teacher data for research, testing and partnership projects. These records should be kept in approved systems, with access limited to people who need the information for the relevant work and handled in line with the Information & Cyber Security Policy and Data Handling Policy.

Teacher data

Teacher records may include name, email address, primary role and secondary role. Relevant teacher information is passed back to Spirit as required for the service.

Summary

The Day uses a privacy-first, pseudonymised identity model. The approach is intended to enable meaningful educational insights while keeping student identity protected in peer-facing environments. Identifiable information is restricted to the people and systems that need it for education, support, safeguarding or other authorised purposes.

The Standard is built around four core ideas: collect only what is needed, use information only for the purposes for which it is collected, keep student identities protected in public or peer-facing features, and restrict access to identifiable information.

Related documents

Data Handling Policy; Student Data Retention & Deletion Procedure; Information & Cyber Security Policy; Data Breach Response Procedure; Safeguarding Policy; relevant school Data Processing Agreements; Website Privacy Notice.

Review

This Standard will be reviewed at least annually and whenever there is a significant change to The Day, the way student data is collected or used, or applicable legal or regulatory requirements.

