



Discover Creative Careers Privacy Notice

The Department for Culture, Media and Sport (DCMS) has funded a Creative Careers Service to encourage greater uptake of creative careers amongst young people. Led by a consortium of national organisations with complementary strengths, the programme brings together school's engagement, industry insight, employability support and access to paid opportunities into one connected system. This will be underpinned by a single, UK-wide digital platform that acts as the public front door to the programme, ensuring young people, educators, parents and employers experience the service as coherent and accessible regardless of location.

The consortium is formed of the following independent organisations, collectively referred to as Discover Creative Careers in this notice:

- (1) **SPEAKERS FOR SCHOOLS** (trading as 'Futures for All') a charitable incorporated organisation registered with company number CE000004 and consortium number 1150411 with its offices at Unit 109, 30 Great Guildford Street, London, England, SE1 0HS ("**Futures for All**");
- (2) **CREATIVE ENGLAND LIMITED** (trading as 'Creative UK') a private company limited by guarantee with company registration number 07432947 whose registered office is situated at Tomorrow Building, 130 Broadway, Suite 7, 2nd Floor, MediaCityUK, Salford, England, M50 2AB ("**Creative UK**"); and
- (3) **ACCESS MEDIA CIC** (trading as 'Creative Access') a private company limited by guarantee with company number 10712158 whose registered address is c/o ITV White City, 201 Wood Lane, London, England, W12 7RU ("**Creative Access**").

Discover Creative Careers ("**the Consortium**", "**Us**", "**We**", and "**Our**") are committed to protecting and respecting your privacy. We don't hide behind small print because we understand how important your privacy is to you.

That's why we share everything you need to know about what we do with your personal information (or "**personal data**"). We also make it simple for you to tell us what you want us to do with your personal data.

We aim to be transparent and fair in all aspects of how we collect, manage and account for your personal data. We take the privacy and security of your personal information very seriously. We are committed to complying with our legal obligations under Data Protection legislation (the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 (DPA), the Data (Use and Access) Act 2025 (DUAA) and the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR)) and any updated or subsequent legislation.

This Privacy Notice explains what types of personal information we collect about you, what we do with that personal information, the legal basis for our processing of your personal information, what



rights you have in relation to your personal information and how you can exercise those rights. It also explains how we keep your personal information safe and secure. For the purpose of this Privacy Notice the meaning of school/college refers to state funded education establishments across the UK (School (11-19), School (11-16), UTC (14-19), FE/Sixth Form College, Special School, PRU, ITP).

Futures for All is the Lead Data Controller for the Consortium and has appointed a Data Protection Officer who is responsible for managing Data Protection and for ensuring that we comply with our legal obligations relating to personal information. If you have any queries in respect of privacy or this Notice please contact our DPO at dpo@futuresforall.org

Your Privacy

This Privacy Notice aims to give you information on how we collect, process, and retain your personal data through your use of our services and all related websites, applications and online services and tools where this Notice is referenced, regardless of how you access or use them, including mobile devices and our online communications with you.

We may update this Privacy Notice from time to time and this. When we do, we will update our website and confirm the new date of the notice and also notify you of significant changes if required.

1. Information we collect about you

Personal data (or personal information) is any information about a living individual from which that person can be identified, directly or indirectly. Personal data does not include data where an individual cannot be identified from it. This is called anonymous/aggregated data.

The personal data we collect about you will vary depending on how you use our services and website which we use to fulfil our relationship with you and provide the best possible service.

We collect your personal information:

- directly from you when you provide it to us (e.g., when you sign up to use our services, make enquiries, or enter a competition, promotion or survey);
- from publicly available sources;
- automatically as you navigate through our website; and
- from third parties (e.g., if you are a young person, we may receive information about you from your school/college/parent/guardian for you to sign up to our services).

We provide services for young people from the age of 11 and above, Please contact us for our child friendly privacy notice if needed.

We may collect, use, retain and transfer the following personal data (not an exhaustive list):

Service User (young person):

This section applies to you if you sign up to one of Discover Creative Careers services, either on your own or through your school/college.



What we may collect...	Why	Legal Basis
Name; date of birth; preferred pronoun, email address; phone number; contact address; contact phone number (as applicable), school/college attended.	If you sign up to use our services, either on your own or through your school/college, to inform you about the service.	Processing for the performance of our contract with you (Article 6(1)(b)).
	Obtain feedback on your experience of using our website and services for example when you report content via our platform, send us emails, or reply to surveys about the impact of our service.	Our legitimate interest in assessing the effectiveness of our website, programmes and online services (Article 6(1)(f)).
	To inform you about our services and other Discover Creative Careers related services.	Consent if you are over the age of 13 (Article 6(1)(a)). Consent from a parent/guardian/carer if you are under the age of 13 (Article 6(1)(a)). You can opt-out of these mailings at any time by clicking the unsubscribe link in our emails or by emailing dpo@futuresforall.org .
	For events. We will use your personal data to allow us to process your registration, communicate with you and obtain your feedback about the event.	We are processing this information about you for these purposes because it is in our legitimate interests to administer our events (Article 6(1)(f)). We will also contact you about future events you might be interested in if you have given your consent to this (Article 6(1)(a)). You can opt-out of these mailings at any time by clicking the unsubscribe link in our



		emails or by emailing dpo@futuresforall.org
	For the purpose of protecting you or others; in emergency medical circumstances, the Consortium will have to release information to protect your interests or the interests of others.	Vital Interest (Article 6(1)(d).
Eligibility for free school/college meals, pupil premium, education maintenance allowance or 16-19 bursary; data about whether you are in local authority care; data about if you have been or are a full or part time carer.	For the purposes of demonstrating our commitment to social responsibility, equality and mobility.	This is in compliance with our overall legitimate interest in respect of social responsibility and equality (Article 6(1)(f) & (Article 9(2)(g) substantial public interest (equality of opportunity).
Marketing and Communications Data including your preferences in receiving marketing from us and our third parties and your communication preferences. We capture choices through several options, such as gamification and surveys, for the use of personalisation	To send you marketing communications.	Consent (Article 6(1)(a). You can opt-out of these mailings at any time by clicking the unsubscribe link in our emails or by emailing dpo@futuresforall.org
Data on your usage, engagement, and service utilisation in order to: understand your relationship with Discover Creative Careers; support programme quality assurance; enhance the quality of our services and facilities; and enhance our systems and support services.	For management information, testing systems, research, and learning analytics.	While we will where possible use aggregated data, however in some cases we will use personal data where there is a legitimate interest in doing so (Article 6(1)(f).



Data relating to health or disabilities if provided by you.	We require this information to ensure you receive reasonable adjustments (if required) when accessing our services.	This is provided voluntarily and is processed in accordance with our contract with you (Article 6(1)(b) and for health purposes (Article 9(2)(h)).
Data relating to race or ethnic origin; refugee or asylum seeker status.	We are all about inclusion, so we will use this information to ensure we are advancing social mobility across the UK.	This is in compliance with our overall legitimate interest in respect of social responsibility and equality (Article 6(1)(f) & (Article 9(2)(g) substantial public interest (equality of opportunity).
Publicity photographs and/or video/digital images.	To promote the work of the Consortium.	Consent if you are over the age of 13 (Article 6(1)(a). Consent from a parent/guardian/carer if you are under the age of 13 (Article 6(1)(a).
Emergency contact details.	To allow us to inform your emergency contacts if you have taken ill or have an accident whilst using our services.	Vital interests (Article 6(1)(d).

Parent/Guardian/Carer:

This section applies to you if you are the parent, guardian or carer of a young person under the age of 13 or without capacity, using Discover Creative Careers services and you provide us with any of the personal data outlined below.

What we may collect...	Why	Legal Basis
Name; date of birth; preferred pronoun; email address; phone number; contact address; contact phone number (as applicable), school/college attended.	If you sign up for a young person to use our services, to inform you about the service.	Processing for the performance of our contract with the young person (Article 6(1)(b).
	Emergency contact details.	Vital interests (Article 6(1)(d).
Marketing and Communications	To send you marketing communications.	Consent (Article 6(1)(a).



Data including your preferences in receiving marketing from us and our third parties and your communication preferences.		You can opt-out of these communications at any time by clicking the unsubscribe link in our emails or by emailing dpo@futuresforall.org .
Correspondence to and from you (electronic or otherwise) (this excludes marketing communications).	To keep records.	Our legitimate interests in communication with you and responding to your queries (Article 6(1)(f)).

There may be other instances where we collect data from parents, guardians or carers, for emergency purposes (out of school term time placements) for young people under the age of 18.

Teacher/Educator:

This section applies to you if you sign up to Discover Creative Careers on behalf of your school/college to access the programmes for the young people in your school/college.

What we may collect...	Why	Legal Basis
Name; username (or similar identifier); title; preferred pronoun; school/college details; work email address; work phone number; mobile phone number; and occupation/employment information.	If you sign up on behalf of your school/college to use our services and to verify your eligibility for access to the Discover Creative Careers programmes. To inform you of the services you have signed up for.	Processing for the performance of our contract with you and your school/college (Article 6(1)(b)).
	Obtain feedback on your experience of using our website and services for example when you report content via our platform, send us emails, or reply to surveys about the impact of our service.	Our legitimate interest in assessing the effectiveness of our website, programmes and online services (Article 6(1)(f)).
	To inform you about other Discover Creative Careers related services.	Consent (Article 6(1)(a)). You can opt-out of these mailings at any time by clicking the unsubscribe link in our emails or by emailing dpo@futuresforall.org .



	For events. We will use your personal data to allow us to process your registration, communicate with you and obtain your feedback about the event.	We are processing this information about you for these purposes because it is in our legitimate interests to administer our events (Article 6(1)(f)). We will also contact you about future events you might be interested in if you have given your consent to this (Article 6(1)(a)). You can opt-out of these mailings at any time by clicking the unsubscribe link in our emails or by emailing dpo@futuresforall.org
Data on your usage, engagement, and service utilisation in order to: understand your relationship with Discover Creative Careers; support programme quality assurance; enhance the quality of our services and facilities; and enhance our systems and support services.	For management information, research, and learning analytics.	While we will where possible use aggregated data, in some cases we will use personal data where there is a legitimate interest in doing so (Article 6(1)(f)).
Marketing and Communications Data including your preferences in receiving marketing from us and our third parties and your communication preferences.	To send you marketing communications.	Consent (Article 6(1)(a) and legitimate interest where we are informing you of similar services (Article 6(1)(f)). You can opt-out of these communications at any time by clicking the unsubscribe link in our emails or by emailing dpo@futuresforall.org.
Information confirming that you have read and understood our policies and procedures.	To confirm that you have read and understood our policies and procedures.	As part of the performance of our contract with you (Article 6(1)(b)).
Publicity photographs and/or video/digital images.	To promote the work of the Consortium.	Consent (Article 6(1)(a)).



Speaker/ Guest Speaker:

This section applies to you if you apply to, and/or if you agree to be a speaker on any of our programmes.

What we may collect...	Why	Legal Basis
Name; title; contact address; email address; contact phone number; company name; photo; biography; link to social media profiles; office/PA contact details (email and mobile) and occupation/employment information.	If you apply to be a speaker/ guest speaker or agree to be a speaker/ guest speaker.	As part of the performance of our contract with you (Article 6(1)(b).
	Obtain feedback on your experience of using our website and services for example, send us emails, or reply to surveys about the impact of our service.	Our legitimate interest in assessing the effectiveness of our website, programme and online services (Article 6(1)(f).
	To keep you up to date with news about our work, events, products, and ways of supporting the Consortium.	Consent (Article 6(1)(a) and legitimate interest where we are informing you of similar services (Article 6(1)(f). You can opt-out of these mailings at any time by clicking the unsubscribe link in our emails or by emailing dpo@futuresforall.org
Data relating to race or ethnic origin if you apply/agree to be a speaker.	On specific occasions, the Consortium will only process this data if you provide this. We are all about inclusion, so we will use this information to ensure we are advancing social mobility across the UK.	This is in compliance with our overall legitimate interest in respect of social responsibility and equality (Article 6(1)(f) & (Article 9(2)(g) substantial public interest (equality of opportunity).
Data relating to health or disabilities if provided by you and you apply/agree to be a speaker.	We require this information to ensure you receive reasonable adjustments (if required)	This is provided voluntarily and is processed in accordance with our contract with you (Article 6(1)(b) and for health purposes (Article 9(2)(h).
Social media identifiers; image.	If you apply or agree to be a speaker.	Consent (Article 6(1)(a).



Data on your usage, engagement, and service utilisation in order to: understand your relationship with Discover Creative Careers; support programme quality assurance; enhance the quality of our services and facilities; and enhance our systems and support services.	For management information, research, and learning analytics.	While we will where possible use aggregated data, however in some cases we will use personal data where there is a legitimate interest in doing so (Article 6(1)(f)).
Information confirming that you have read and understood our policies and procedures.	To confirm that you have read and understood our policies and procedures.	As part of the performance of our contract with you (Article 6(1)(b)).
Publicity photographs and/or video/digital images.	This depends on your relationship with us, but will generally be to promote your work and/or the work of the Consortium.	Consent (Article 6(1)(a)).

Work Experience Employer:

This section applies to you if you provide opportunities for young persons.

What we may collect...	Why	Legal Basis
Your name; preferred pronoun; profile name; job title; company name; contact address; email address; contact numbers; company website; company logo.	If you sign up on behalf of your company to use our services.	As part of the performance of our contract with you (Article 6(1)(b)).
	Obtain feedback on your experience of using our website, programme and services for example when you report content via our platform, send us emails, or reply to surveys about the impact of our service.	Our legitimate interest in assessing the effectiveness of our website, programme and online services (Article 6(1)(f)).
Data on your usage, engagement, and service utilisation in order to: understand your relationship with Discover Creative Careers; support programme quality assurance; enhance the	For management information, research, and learning analytics.	While we will where possible use aggregated data, however in some cases we will use personal data where there is a legitimate interest in doing so (Article 6(1)(f)).



quality of our services and facilities; and enhance our systems and support services.		
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Contractor/Supplier:

This applies to you if you perform services for the Discover Creative Careers as an independent contractor, supplier or vendor.

What we may collect...	Why	Legal Basis
Your name; preferred pronoun; profile name; company name; contact address; email address; and contact numbers.	To enable us to make payments, send remittances, answer queries etc., and fulfil our relationship with you as a supplier.	As part of the performance of our contract with you (Article 6(1)(b)).
Bank Details	To enable us to make payments, send remittances, answer queries etc., and fulfil our relationship with you as a supplier.	As part of the performance of our contract with you (Article 6(1)(b)).
Unique Taxpayer Reference (UTR) Company Registration Number (CRN)	To enable us to make payments, send remittances, answer queries etc., and fulfil our relationship with you as a supplier.	As part of the performance of our contract with you (Article 6(1)(b)).
Know your Customer (KYC) checks and information including a copy of your passport (if a contractor).	To enable us to make payments, send remittances, answer queries etc., and fulfil our relationship with you as a supplier.	As part of the performance of our contract with you (Article 6(1)(b)).

Enquiry maker:

This section applies to you if you submit a general query or a data subject rights request to Discover Creative Careers.

What we may collect...	Why	Legal Basis
Name; preferred pronoun; username (or similar); title; contact address; email	If you make a general business enquiry, to enable us to respond to it.	Our legitimate interests in responding to your queries (Article 6(1)(f)).



address; contact phone number; and company name (where applicable).	To enable us to respond to requests, complaints and enquiries made under Data Protection legislation.	Our legal obligation to comply with such requests (Article 6(1)(c)).
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The above table is non exhaustive but gives you an indication of the data we collect and our legal basis for processing. We collect, use and share anonymous/aggregated data such as statistical or demographic data. For example, we may aggregate your website usage data to calculate the percentage of users accessing a specific website feature.

Additionally we will process personal data for any individuals where we are instructed to do so by law or to comply with any legal obligation upon us.

2. How long we keep your information

We retain your personal data for as long as reasonably necessary to fulfil the purposes it was collected for and to enable us to comply with our legal obligations, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of personal data, the purposes for which we process personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Once data meets the agreed retention schedule, we will delete all personal data that directly identifies you, unless we are required to maintain your data in compliance with a legal obligation. We may also use aggregated data for statistical purposes.

3. International Data Transfers

Our data is typically hosted in the UK and other parts of the EEA, there are however some of our contracted service providers that may process from outside of the EEA. Where these transfers and any other transfers that may occur in the future are concerned, we ensure that there is a legal basis for the transfer and a lawful transfer mechanism in place prior to any transfers in place.

Any such transfers are currently done using either a transfer to a country with an adequacy ruling, or if a third country, using the UK International Data Transfer Agreement (IDTA), the European Commission Standard Contractual Terms (SCC's), the UK ICO Standard Contractual Clauses Addendum and the relevant transfer impact assessments and/or transfer risk assessments. Should the international data transfer requirements change, we will review the obligations and amend this notice as appropriate. More information can be obtained by contacting our Data Protection Officer.

4. Who do we share your information with?

Young Persons: If you sign up for our services, we may need to share some of your personal data, such as your name, date of birth and contact details with an employer/business representative so that they can fulfil their obligation to provide you with the best work experience or service possible. We may also provide employers with more sensitive information such as your ethnicity, gender, if you have any disabilities they need to be aware of, and any other relevant information (if you provide this).



We provide this to employers to ensure employers facilities are safe and inclusive and also to ensure our services add value to young people. We share this information, strictly where necessary on a need-to-know basis, in order to comply with the contract we have agreed with you. We ensure there are relevant data protection clauses to protect your data in our contracts with employers. When those representatives process your personal data in their organisation, they do so in accordance with their own privacy notices. We recommend that you view the businesses' privacy notice to see how they look after your data.

We share your information across the consortium to enable us to offer services and opportunities throughout your engagement with our services. You will be given the opportunity to opt out of any contact by us at any time.

We have a legitimate interest in analysing, tracking and researching the outcomes of our services, such as the success, reach, and impact they offer towards the development of young persons in their journey through school/college, college and beyond. Generally, we share aggregated data with other providers to assess wider engagement in activities, or through linking data with government and non-government administrative data sets. On limited occasions we may share your data with third parties to assess the impact of specific initiatives and this will be done in accordance with our legitimate interests to assess the success of such initiatives.

All data subjects: We will share data within Discover Creative Careers where necessary and appropriate and the sharing will be strictly limited to those with a need to know in order to process your data.

We outsource certain business functions to our trusted third-party processors within each Party of the Consortium (such as IT support, HR providers, financial services providers etc.) to process your personal data on our behalf. Each Party has detailed contracts in place with our third-party providers which oblige them to fully comply with Data Protection legislation to the same high standard that we do. Third-party service providers (data processors) are not allowed to use your personal data for any other purposes than those instructed by each member of the Consortium as the data controller. A list of our third-party providers can be provided on request from our DPO.

We share personal data where necessary with law enforcement agencies for the purposes of detecting and preventing fraud or other criminal conduct and/or in order to comply with our legal obligations. Additionally we will share personal data with relevant authorities in respect of safeguarding and child protection matters.

Discover Creative Careers will share anonymous data with the Department of Culture, Media and Sports as part of the funding requirements.

If our service, or any part of it, is transferred to another organisation, your personal data will be transferred to the new provider as part of that transaction, as permitted by law. We will ensure that appropriate safeguards are in place to protect your personal data during and after the transfer. The recipient will be required to process your personal data in a manner that is consistent with this privacy notice (or to provide you with a new notice explaining any changes).



5. Third party web sites and applications

The Discover Creative Careers websites may include links to third-party advertisers, affiliates, websites, plug-ins and applications. Clicking on links third-party websites, content or applications may allow those third parties to collect or share data about you. We do not control and are not responsible or liable for those third-party websites or content and are not responsible for their privacy statements, notices or policies or the way in which they collect or use your data. Please check these policies before you submit any personal data to these websites.

Computer cookies are small text files that a website transfers to your computer. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to Discover Creative Careers.

Using cookies helps us to make our website easier for you to use and helps us to give you a more personalised web experience, such as enabling us to present information about products and promotions, which we believe will be of more interest to you. Further information regarding our use of cookies can be found in our cookie policy.

6. How do we protect your personal data?

We take the security of your personal data very seriously. We use appropriate security measures to protect your personal data from unauthorised access, disclosure, alteration or loss. All personal information you provide to us, which we store electronically, is stored securely with our cloud services providers within data centres in UK or Europe. Where possible all data is encrypted at rest and in transit. Access controls are in place both at application and infrastructure levels. Our services are tested periodically by a third-party security testing provided to ensure the highest level of security.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of the Website, you are responsible for keeping that password confidential. We ask you not to share a password with anyone.

7. Your rights

Personal Information is just that - it's personal, and it's yours. So, we want to make sure that it's easy for you to take control of it and exercise your legal rights. If you would like to exercise any of your legal rights in relation to the personal data we hold about you, you can submit a request through our DPO.

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes.

Your rights in connection with personal information

Under certain circumstances, by law you have the right to:

Right to be informed by the provision of a privacy notice when your personal information is processed.



Request access to your personal information (commonly known as a “data subject access request”). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.

Request rectification of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.

Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing.

Right to object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.

Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you.

Request the transfer of your personal information to another party.

Automated decision making, including profiling We do not envisage we will utilise any automated decision-making technology, however, should this change we will inform you.

Generally you will not have to pay a fee to exercise any of your legal rights. However, we are entitled to charge a reasonable fee if any request is clearly unfounded, repetitive or excessive. We can also refuse to comply with an unfounded or excessive request. We may need to request information from you to confirm your identity, in order to make sure that personal data is not disclosed to someone who is not entitled to have it. We may also need to ask you for additional information to help us respond to your request.

If you make a rights request, we'll confirm that we have received your request and let you know if we need anything else from you. We must fulfil your request within one month unless the request is particularly complex or we receive multiple requests from you. In these cases, we may extend the time period by up to two months, however we will only do this when we absolutely have to and will always let you know. Any requests should be referred to our DPO.

8. Complaints

Futures for All as the Lead Data Controller has appointed a Data Protection Officer who is responsible for overseeing how we treat your personal information. If you have any questions about privacy or this Notice, please contact our Data Protection Officer using the details set out below:

Name: DPO

Email address: dpo@futuresforall.org

You also have the right to make a complaint to the Information Commissioner's Office (ICO), which is the UK data protection supervisory authority, if you feel that your personal data has not been handled properly or if you are not happy with the way that we have responded to any request you have made relating to the personal data we hold about you. The ICO can be contacted by telephone on 0303 123 1113 or online at www.ico.org.uk/concerns. We would appreciate the opportunity to resolve any data protection issues with you, so please contact us in the first instance. Futures for



All, as Lead Data Controller, has a complaint policy and process and can provide a specific complaint form upon request for any issues you wish to raise.

9. Version control

We retain the right to modify this privacy notice at any time of our choosing. To keep up to date with the latest version of the privacy notice, please regularly visit this page. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Revision History			
No	Details	Date	Author
V1	Initial draft	24/06/26	DPO