

At the Birkbeck BabyLab & ToddlerLab (Centre for Brain & Cognitive Development), we take the protection and security of our families' personal information very seriously. Here are some key rules that we follow to explain what happens with the information we ask from you and data we collect before and during your visit:

1. Your data is kept **secure**.
 - a. Researchers use unique ID numbers for any data they collect. This provides a secure link between your baby/child and the data.
 - b. Only staff directly involved with the project have access to this information.
 - c. Data becomes anonymized during the analysis process.
 - d. We do not store identifying information together with any data we collect.
2. If you **register** to take part in our research:
 - a. Your personal information is entered into a password-protected secure encrypted database.
 - b. Any information you provide will only be used by our researchers and will not be passed to 3rd parties.
 - c. Your information will be kept **confidential** and will automatically be deleted when your child turns 18 years of age.
 - d. We may initially contact you to check eligibility for a specific study and invite you to take part.
 - e. If you are not eligible or do not wish to take part in a particular research project, your information is maintained on our database for other researchers to contact you in the future (unless you prefer otherwise).
 - f. You may request to be removed from our database at any time.
3. Any **video/photo** data is kept on secure servers or platforms and is not shared with third parties.
 - a. Sometimes we would like to use a certain image for publications/promotions.
 - b. This only applies if you have signed the relevant consent forms specifying your permissions for how the photos/videos are used.
4. We only collect data that is **relevant** to the project. If you are unsure about the purpose of a particular questionnaire, please ask your researcher. You are not obligated to reveal any information you are not comfortable in disclosing.
5. If you express the wish to **remove personal data**, we erase the record from our database and destroy any links made between your details and any data we may hold.

This complies with UK General Data Protection Regulations (GDPR) and Birkbeck's policies <https://www.bbk.ac.uk/about-us/policies/qdpr>.

*Read more about Birkbeck's **privacy policy** in regards to research here: <https://www.bbk.ac.uk/documents/privacy-research.pdf>*

For more information about the safeguarding and regulations of our projects, please refer to the specific study's consent form(s) and ethics policies.