

## DATA ENABLED STUDENT SUPPORT

# Ethical use of student analytics—*interim guidance*

### BACKGROUND

For some time, Massey University has collected and analysed student data to support student wellbeing and achievement. This report

## OVERSIGHT

Initiatives related to the more systemic use of student analytics stems from the work of P. rehuroa tanga, 'a coordinated and centralised body of work which aims to remove

Principle 4- the authority to use learner and learning analytics is based on lawful purpose/legitimate interest (in context of EU GDPR) grounds and informed consent for any specific categories of sensitive data requiring that

Students give their general consent during admission and enrolment to their data being used in accordance with the university's Privacy Statement. This statement notes that profiling, analytics, or tracking activities (including by automated means) will be undertaken for a number of listed purposes and has the additional section giving more specific information about the process and purposes for which their data may be used for DESS programme.

The privacy statement therefore enables the university to process most



Learning management system  
Mediasite