

Real Group	IMS	Last revision: 07/2024
Authorised: Graham Lewis	Effective date: 08/2024	Issue: 01

# IP53 Sentiment and Engagement Analysis Policy

## Purpose and Scope of Sentiment Analysis

To enhance the user experience and improve product development, we use sentiment analysis to gauge the emotional tone of feedback comments and forum posts. This data helps us identify areas for improvement, address user concerns, and better understand the overall satisfaction with our learning platform. Sentiment analysis does not involve the use of sensitive personal information, such as names, addresses, or financial data.

## Data Collected for Sentiment Analysis

We collect text from delegate, staff and tutor feedback comments, formative and summative assessment feedback, and forum posts. We also collect video data from live training courses. This data is obtained through direct input from users and automated processing of user-generated content. Where possible, personally identifiable information, such as names, addresses, or contact information, will be scrubbed prior to data being used for sentiment analysis.

## Sharing of Sentiment Data

We may share information for operational and business needs with relevant third parties with legitimate justifications. This information will be anonymised unless it is required to be identifiable by the third party. For example, if you register on a course run by Real Group which is validated or accredited by and/or in partnership with another institution or organisation, such as Middlesex University or any of our other partners; your data will be shared with that institution for operational and quality assurance purposes and will often need to include limited identifiable information. We may also be required to share information with regulators.

Where your course fees are paid by your employer, or other third party, we may share information about your progress and engagement on that course with that third party, which could include sentiment data.

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We may also publish research or news articles or blog posts using only anonymised data.

## Data Retention and Cessation of Processing

Personal and identifiable sentiment data is retained for a limited period to assess user feedback and improve our platform. Anonymised sentiment data may be retained indefinitely.

Users can request the cessation of sentiment analysis by changing the settings within Campus Online or contacting Real Group's Data Manager via [dataprotection@realgroup.co.uk](mailto:dataprotection@realgroup.co.uk). Where possible we will cease to analyse the data and remove past non-anonymised analysis where this is possible given reasonable endeavours. If our use of sentiment analysis becomes embedded and essential for providing high quality services we may require the use of sentiment and engagement analysis to provide our services.

## Transparency

We aim to provide transparent explanations about our sentiment analysis practices and how they work in this policy as they are incorporated.

Real Group uses the following range of sentiment and engagement analysis processes:

- Amazon Comprehend <https://aws.amazon.com/comprehend/>
- Google Gemini Multi-Modal Model <https://deepmind.google/technologies/gemini/>

This list will be updated as more services are added.

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## Related Documents

IP46 Data Protection Policy

IP50 Privacy Policy for Delegates, Staff and Tutors

IP52 Artificial Intelligence and Machine Learning Policy

## Document history

Issue 1

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Initial release