

PRIVACY NOTICE FOR PARENTS

Under data protection law, individuals have a right to be informed about how the school uses any personal data that we hold about them. We comply with this right by providing 'privacy notices' (sometimes called 'fair processing notices') to individuals where we are processing their personal data.

This privacy notice explains how we collect, store and use personal data about you.

We, Alleyne's Academy, are the 'data controller' for the purposes of data protection law.

Our data protection officer is Natalie Morrissey (see 'Contact us' below).

The personal data we hold

Personal data that we may collect, use, store and share (when appropriate) about you includes, but is not restricted to:

- Contact details and contact preferences
- Photographs
- CCTV images captured in school

We may also collect, store and use information about you that falls into "special categories" of more sensitive personal data. This includes information about (where applicable):

- Characteristics, such as ethnicity, languages spoken and eligibility for certain benefits
- Family circumstances
- Physical and mental health, including medical conditions
- Support received, including care packages, plans and support providers

We may also hold data about you that we have received from other organisations, including other schools and social services.

Why we use this data

We use this data to:

- Report to you on your child's attainment and progress
- Keep you informed about the running of the school (such as emergency closures) and events
- Provide appropriate pastoral care
- Protect pupil welfare

- Administer admissions waiting lists
- Assess the quality of our services
- Carry out research
- Comply with our legal and statutory obligations

Use of your personal data for marketing purposes

We will not send you any marketing information promoting campaigns, charitable causes or services that may be of interest to you

Our legal basis for using this data

We only collect and use your personal data when the law allows us to. Most commonly, we process it where:

- We need to comply with a legal obligation
- We need to perform an official task in the public interest
- We need to fulfil a contract we have entered into with you

Less commonly, we may also process your personal data in situations where:

- We have obtained consent to use it in a certain way
- We need to protect an individual's vital interests (protect their life)

Where you have provided us with consent to use your data, you may withdraw this consent at any time. We will make this clear when requesting your consent, and explain how you would go about withdrawing consent if you wish to do so.

Some of the reasons listed above for collecting and using your personal data overlap, and there may be several grounds which justify our use of your data.

Collecting this information

While the majority of information we collect about you is mandatory, there is some information that can be provided voluntarily.

Whenever we seek to collect information from you, we make it clear whether you must provide this information (and if so, what the possible consequences are of not complying), or whether you have a choice.

Storing Data

We keep personal information about you while your child is attending our school. We may also keep it beyond their attendance at our school if this is necessary in order to comply with our legal obligations. Geaneral Data Protection & Freedom of Information Policy sets out how long we keep information.

To obtain a copy of our records management policy please contact office@alleynes.staffs.sch.uk

Data sharing

We do not share information about you with any third party without consent unless the law and our policies allow us to do so.

Where it is legally required, or necessary (and it complies with data protection law), we may share personal information about you with:

- *Our local authority – to meet our legal obligations to share certain information with it, such as safeguarding concerns and information about exclusions*
- *Suppliers and service providers – to enable them to provide the service we have contracted them for, e.g. parent pay*
- *Health authorities – so they can look after your child's wellbeing e.g. vaccination consent*
- *Health and social welfare organisations – to meet our legal duties regarding safeguarding pupils*
- *Charities and voluntary organisations – so that they can provide services we have contracted them for e.g. counselling*
- *Police forces, courts, tribunals – to meet our legal duties to share information with them e.g. court orders, criminal activity, safeguarding*

Your rights

Individuals have a right to make a 'subject access request' to gain access to personal information that the school holds about them.

Parents/carers can make a request with respect to their child's data where the child is not considered mature enough to understand their rights over their own data (usually under the age of 13), or where the child has provided consent.

You may also have the right for your personal information to be transmitted electronically to another organisation in certain circumstances.

If you would like to make a request, please contact our data protection officer.

Your other rights regarding your data

Under data protection law, individuals have certain rights regarding how their personal data is used and kept safe. You have the right to:

- Object to the use of your personal data if it would cause, or is causing, damage or distress
- Prevent your data being used to send direct marketing
- Object to the use of your personal data for decisions being taken by automated means (by a computer or machine, rather than by a person)
- In certain circumstances, have inaccurate personal data corrected, deleted or destroyed, or restrict processing

Claim compensation for damages caused by a breach of the data protection regulations. To exercise any of these rights, please contact our data protection officer

Complaints

We take any complaints about how we collect and use your personal data very seriously, so please let us know if you think we've done something wrong.

You can make a complaint at any time by contacting our data protection officer.

You can also complain to the Information Commissioner's Office in one of the following ways:

- Report a concern online at <https://ico.org.uk/concerns/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Contact us

If you have any questions, concerns or would like more information about anything mentioned in this privacy notice, please contact our data protection officer:

- Natalie Morrissey dpo@staffordshire.gov.uk