



# Wingfield Academy

## Privacy notice for parents and carers – use of your personal data

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## 1. Introduction

Under data protection law, individuals have a right to be informed about how our Academy Trust 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 **parents and carers of pupils at our school**.

We, Wingfield Academy, Wingfield Road, Rotherham, S61 4AU Tel 01709 513002 are the 'data controller' for the purposes of data protection law.

Our data protection officer is Jeff Finnigan, Data Protection Officer – New Collaborative Learning Trust, contact details New College Pontefract, Park Lane, Pontefract, WF8 4QR Tel 01977 802790

However, our **data protection lead** has day-to-day responsibility for data protection issues in our school.

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

Andrew Winch, School Business Manager, Wingfield Academy, Wingfield Road, Rotherham, S61 4AU Tel 01709 513002

## 2. 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 (such as your name, address, email address and telephone numbers)
- Details of your family circumstances
- Details of any safeguarding information including court orders or professional involvement
- Records of your correspondence and contact with us
- Details of any complaints you have made
- Details that you have voluntarily submitted, either for feedback or to provide a service

We may also collect, use, store and share (when appropriate) information about you that falls into "special categories" of more sensitive personal data. This includes, but is not restricted to, information about:

- Any medical conditions you have that we need to be aware of
- Photographs, videos and CCTV images captured in school

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

## 3. Why we use this data

We use the data listed above to:

- a) Report to you on your child's attainment and progress
- b) Keep you informed about the running of the school (such as emergency closures) and events
- c) Process payments for school services and clubs
- d) Provide appropriate pastoral care
- e) Protect pupil welfare

- f) Administer admissions waiting lists
- g) Provide a service
- h) Assess the quality of our services
- i) Carry out research
- j) Comply with our legal and statutory obligations

### 3.1 Use of your personal data for marketing purposes

Where you have given us consent to do so, we may send you marketing information by email or text promoting school events, campaigns, charitable causes or services that may be of interest to you.

You can withdraw consent or 'opt out' of receiving these emails and/or texts at any time by clicking on the 'Unsubscribe' link at the bottom of any such communication, or by contacting us (see 'Contact us' below).

### 3.2 Use of your personal data in automated decision making and profiling

We do not currently process any personal data through automated decision making or profiling. If this changes in the future, we will amend any relevant privacy notices in order to explain the processing to you, including your right to object to it.

## 4. Our lawful basis for using this data

Our lawful basis for processing you and your child's personal data for the purposes listed in section 3 above are as follows:

- **Legal obligation:** the processing is necessary for you to comply with the law (not including contractual obligations). We need to process data to meet our responsibilities as a school under UK law as set out here: <https://www.gov.uk/government/collections/statutory-guidance-schools>  
An example of this is 'safeguarding children and young people'
- **Public task:** the processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law. Managing a school is considered a '**task in the public interest**'. Further details are available here: <https://www.gov.uk/government/collections/statutory-guidance-schools>

Less commonly, we may also use personal information about you where:

- We ask for your **Consent:** the individual has given clear consent for you to process their (or their child's) personal data for a specific purpose. An example of this may be certain uses of photographs of your child.
- We need to protect an individual's **vital interests** (i.e. protect your life or someone else's life), in situations where you're physically or legally incapable of giving consent

Where you have provided us with consent to use your data or your child's data, you may withdraw this consent at any time. We will make this clear when requesting 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 personal information about you overlap, and there may be several grounds which justify the school's use of your data.

### 4.1 Our basis for using special category data

For 'special category' data, we only collect and use it when we have both a lawful basis, as set out above, and one of the following conditions for processing as set out in data protection law:

- We have obtained your explicit consent to use your personal data in a certain way
- We need to perform or exercise an obligation or right in relation to employment, social

security or social protection law

- We need to protect an individual's vital interests (i.e. protect your life or someone else's life), in situations where you're physically or legally incapable of giving consent
- The data concerned has already been made manifestly public by you
- We need to process it for the establishment, exercise or defence of legal claims
- We need to process it for reasons of substantial public interest as defined in legislation
- We need to process it for health or social care purposes, and the processing is done by, or under the direction of, a health or social work professional or by any other person obliged to confidentiality under law
- We need to process it for public health reasons, and the processing is done by, or under the direction of, a health professional or by any other person obliged to confidentiality under law
- We need to process it for archiving purposes, scientific or historical research purposes, or for statistical purposes, and the processing is in the public interest

## **5. Collecting this data**

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.

Most of the data we hold about you will come from you, but we may also hold data about you from:

- Local authorities
- Government departments or agencies
- Your children
- Police forces, courts, tribunals
- NHS

## **6. How we store this 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. Our record retention schedule/records management policy sets out how long we keep information about parents and carers.

If you wish to see a copy of the schools retention policy please ask at the main school office.

We have put in place appropriate security measures to prevent your personal information being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

We will dispose of your personal data securely when we no longer need it.

## **7. Who we share data with**

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, Rotherham Metropolitan Borough Council – to meet our legal obligations to share certain information with it, such as safeguarding concerns and information about exclusions

- Government departments or agencies
- Our regulator, Ofsted,
- Suppliers and service providers:
  - Bromcom, our Pupil Data Management System operator
  - Parent Pay Limited, our payment system operator
  - SchoolCloud to arrange parent evening bookings
  - CPOMS – Our safeguarding database
  - HeppSY – The University of Sheffield
- Financial organisations
- Our auditors
- Survey and research organisations
- Health authorities
- Security organisations
- Health and social welfare organisations
- Professional advisers and consultants
- Charities and voluntary organisations
- Police forces, courts, tribunals

### **7.1 Transferring data internationally**

We may share personal information about you with the following international third parties outside of the European Economic Area, where different data protection legislation applies:

- Google cloud services including Gmail and Google Suite for Education

Where we transfer your personal data to a country or territory outside the European Economic Area, we will do so in accordance with data protection law.

In cases where we have to set up safeguarding arrangements to complete this transfer, you can get a copy of these arrangements by contacting us.

## **8. Your rights**

### **8.1 How to access personal information that we hold about you**

You have a right to make a 'subject access request' to gain access to personal information that we hold about you.

If you make a subject access request, and if we do hold information about you, we will (subject to any exemptions that may apply):

- Give you a description of it
- Tell you why we are holding and processing it, and how long we will keep it for
- Explain where we got it from, if not from you
- Tell you who it has been, or will be, shared with
- Let you know whether any automated decision-making is being applied to the data, and any consequences of this
- Give you a copy of the information in an intelligible form

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 us (see 'Contact us' below).

## 8.2 Your other rights regarding your data

Under data protection law, you have certain rights regarding how your personal data is used and kept safe. For example, you have the right to:

- Object to our use of your personal data
- Prevent your data being used to send direct marketing
- Object to and challenge 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
- In certain circumstances, have the personal data we hold about you deleted or destroyed, or restrict its processing
- In certain circumstances, be notified of a data breach
- Make a complaint to the Information Commissioner's Office
- Claim compensation for damages caused by a breach of the data protection regulations

To exercise any of these rights, please contact us (see 'Contact us' below).

## 9. Complaints

We take any complaints about our collection and use of personal information very seriously.

If you think that our collection or use of personal information is unfair, misleading or inappropriate, or have any other concern about our data processing, please raise this with us in the first instance.

Alternatively, you can make a complaint to the Information Commissioner's Office:

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

## 10. 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**:

Jeff Finnigan, Data Protection Officer – New Collaborative Learning Trust, contact details New College Pontefract, Park Lane, Pontefract, WF8 4QR Tel 01977 802790

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