

## PRIVACY NOTICE (How we use parents' and carers' information)

Under data protection law, individuals have a right to be informed about how the Trust and its schools use 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.

We, Northern Ambition Academies Trust, are the 'data controller' for the purposes of data protection law.

Our data protection officer is David Walton (see 'Contact us' below).

### The categories of information that we collect, hold and share include:

- Contact details, contact preferences
- Financial information, such as bank details
- Photographs or videos
- 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 collect and use this information

We use this data:

- To report to you on your child's attainment and progress
- To keep you informed about the running of the school (such as emergency closures) and events
- To process payments for school services and clubs
- To provide appropriate pastoral care
- To protect pupil welfare
- To assess the quality of our services

- To carry out research
- To comply with the law and our statutory obligations regarding data sharing

## Use of your personal data for marketing purposes

Where you have given us consent to do so, your child's school 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 the Business Manager at the school.

## The lawful basis on which we use this information

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, e.g. to contact you to check your child is safe if they are absent
- We need it to perform an official task in the public interest, e.g. to notify you of your child's progress or behaviour
- We need to fulfil a contract we have entered into with you, e.g. in relation to your child's participation in an extra-curricular activity, afterschool club or trip

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

- We have obtained consent to use it in a certain way e.g. to send text messages about school events or campaigns
- We are processing the data in line with our 'legitimate interests', e.g. by recording CCTV images of you when on the school premises to protect staff, students, visitors and property
- We need to protect the individual's vital interests (or someone else's interests), e.g. where your child has a serious medical condition and requires urgent medical assistance

Where we have obtained consent to use your personal data, this consent can be withdrawn at any time. We will make this clear when we ask for consent, and explain how consent can be withdrawn.

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 this data.

## Collecting information

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

In order to comply with the General Data Protection Regulation, we will inform you whether you are required to provide certain information to us or if you have a choice in this. If it is mandatory, we will explain the possible consequences of not complying.

## Storing your data

We keep personal information about you while your child is attending our schools. We may also keep it beyond their attendance at our schools if this is necessary in order to comply with our legal obligations.

Our Records Management Policy sets out how long we keep information about parents and carers.

If you would like a copy of this policy, please contact our Data Protection Officer using the contact details below.

## Who we share your information with and why

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 exclusions
- Our regulator, Ofsted – as part of our statutory duties during school inspections
- Suppliers and service providers – to enable them to provide the service we have contracted them for
- Financial organisations – to enable us to take payment from you for goods or services, or to issue refunds
- Central and local government – where required by law or statute
- Our auditors – to provide details of payments made in relation to school activities and trips as part of our statutory audit
- Survey and research organisations – in relation to the operation of the Trust and its schools, and where the required outcomes cannot be achieved using pseudonymised or anonymised data
- Health authorities – to enable your child to receive urgent medical attention, to enable us to support your child's medical needs and to ensure that they are included in national health screening and immunisation programmes
- Security organisations – to allow us to keep staff, students, visitors and property safe
- Health and social welfare organisations – in accordance with our statutory responsibilities to safeguard children and young people
- Police forces, courts, tribunals – where we are legally required to do so, or where it is in performance of a task in the public interest

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

## Transferring data internationally

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

## Requesting access to your personal data

Under data protection legislation, you have the right to request access to information that we hold about you.

If you make a subject access request, and if we do hold information about you, we will:

- 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

Individuals also have the right for their personal information to be transmitted electronically to another organisation in certain circumstances.

To make a request for your personal information, please contact your school's Business Manager in the first instance.

You also have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing
- object to decisions being taken by automated means
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and
- claim compensation for damages caused by a breach of the Data Protection regulations

If you have a concern about the way we are collecting or using your personal data, we request that you raise your concern 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/concerns/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

## Contact

If you would like to discuss anything in this privacy notice, please contact:

David Walton  
 Data Protection Officer  
 Tel: 01977 664555  
 Email: [dataprotection@northernambition.org.uk](mailto:dataprotection@northernambition.org.uk)  
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 Airedale Academy, Crewe Road, Airedale, Castleford WF10 3JU