



Privacy Notice for Parents/Carers – Child’s data

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1. Introduction

Under UK data protection law, individuals have a right to be informed about how our 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 **pupils at our school**.

This privacy notice applies while we believe your child is not capable of understanding and exercising their own data protection rights.

Once your child is able to understand their rights over their own data (generally considered to be age 12, but this has to be considered on a case-by-case basis), you should instead refer to our privacy notice for pupils to see what rights they have over their own personal data.

We, Excellence Girls Academy (Excellence Academy Girls School Ltd.), are the 'data controller' for the purposes of UK data protection law. We are registered with the Information Commissioner's Office (ICO) (Reg. No. ZA541550).

Our Data Protection Officer (DPO) is Laura Webb (see 'Contact us' below).

2. The personal data we hold

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

- Contact details, contact preferences, date of birth, identification documents
- Results of internal assessments and externally set tests
- Pupil and curricular records
- Exclusion information
- Attendance information
- Safeguarding information
- Details of any support received, including care packages, plans and support providers

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

- Any medical conditions we need to be aware of, including physical and mental health
- Photographs and CCTV images captured in school
- Characteristics, such as ethnic background or special educational needs

We may also hold data about your child 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) Support pupil learning
- b) Monitor and report on pupil progress
- c) Provide appropriate pastoral care
- d) Protect pupil welfare
- e) Assess the quality of our services
- f) Administer admissions waiting lists
- g) Carry out research
- h) Comply with the law regarding data sharing

3.1 Use of your child's personal data for marketing purposes

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

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 child's 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

We only collect and use personal information about you for data for the purposes listed in section 3 when the law allows us to, as per the [ICO's guidance on the lawful basis for processing](#).

Most commonly, we use it where we need to:

- Comply with a legal obligation
- Carry out a task in the public interest
- Where we have legitimate interests in processing the data – for example, the use of photographs to enable us to clearly identify you in the event of an emergency evacuation

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

- You have given us consent to use it in a certain way
- We need to protect your vital interests (or someone else's interests)

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.

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.

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 UK data protection law:

- We have obtained your explicit consent to use your child's 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 child's 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

For criminal offence data, we will only collect and use it when we have both a lawful basis, as set out above, and a condition for processing as set out in UK data protection law. Conditions include:

- We have obtained your consent to use it in a specific way
- We need to protect an individual's vital interests (i.e. protect your child's 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, or in connection with, legal proceedings, to obtain legal advice, or for the establishment, exercise or defence of legal rights
- We need to process it for reasons of substantial public interest as defined in legislation

5. Collecting this data

While the majority of information we collect about your child 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 your child will come from you, but we may also hold data about your child from:

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

6. How we store this data

We keep personal information about your child while they are attending our school. We may also keep it beyond their attendance at our school if this is necessary. Our data retention schedule sets out how long we keep information about pupils and is available to view upon request.

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

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

7. Who we share data with

We do not share information about your child 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 UK data protection law), we may share personal information about your child with:

- **Our local authority (Stoke-on-Trent)** – to meet our legal duties to share certain information with it, such as concerns about pupils' safety and exclusions.
- **The Department for Education (a government department)** – we share data with the Department for Education on a statutory basis. We are required to share information with the (DfE) under regulation 5 of The Education (Information about Individual Pupils) (England) Regulations 2013 (More information about the National Pupil Database below).
- **Educators and examining bodies** – to deliver and administer pupil's education, record the details of their studies (including placements with external organisations), and determine/confirm their academic achievements (e.g. results, prizes). We need to tell the appropriate teachers if some pupils are allergic to something or might need extra help with some tasks.
- **Our regulator** (the organisation or "watchdog" that supervises us, Ofsted) – to monitor the school's performance and to intervene or assist with incidents as appropriate. Ofsted uses information about the progress and performance of pupils to help inspectors evaluate the work of schools, to assist schools in their self-evaluation, and as part of Ofsted's assessment of the effectiveness of education initiatives and policy. Ofsted also uses information about the views of children and young people and their parents/carers, to inform children's services inspections in local authority areas.
- **Suppliers and service providers** – so that they can provide the services we have contracted them for.
- **Financial organisations** – to administer the financial aspects of your relationship with us and any funders.
- **Central and local government** – to give and receive information and references about past, current and prospective pupils, including relating to outstanding fees or payment history, to/from any educational institution that the pupil attended or where it is proposed they attend and to provide reference to potential employers of past students.
- **Health authorities** – We need to share information about pupil's health and wellbeing with the NHS, Department of Health, the school nurses, immunization team, school GP, Public Health etc... to safeguard and promote pupil health and welfare, prevent the spread of infections, and to protect against life threatening diseases some of which may pose a public health concern. The NHS also use information about pupils for research and statistical purposes, to monitor the performance of local health services and to evaluate and develop them.

- **Security organisations** – to operate security (including CCTV) in accordance with the school's CCTV policy; and where otherwise reasonably necessary for the school's purposes, including to obtain professional advice and insurance for the school
- **Health and social welfare organisations** – to safeguard student welfare and provide appropriate pastoral (and where necessary, medical) care, and take appropriate action in the event of an emergency, incident or accident, including by disclosing details of their medical condition where it is in their interest to do so: for example, for medical advice, social services, insurance purposes or to organisers of school trips.
- **Professional advisers and consultants** – to assist the school in fulfilling its obligations and to help the school run properly. We might need to share pupil's information with them if this is relevant to their work.
- **Police forces, courts, tribunals** – to fulfil and monitor our responsibilities under equalities, immigration and public safety legislation. We will need information about any court orders or criminal matters which relate to pupils. This is so that we can safeguard pupil's welfare and wellbeing and the other pupils at the school. We need to share information with the police or our legal advisers if something goes wrong or help with an enquiry. For example, if a pupil is injured at school or if there is a burglary.
- **Professional bodies** – in accordance with Data Protection Law, some of the school's processing activity is carried out on its behalf by third parties, such as IT systems, web developers and cloud storage. Where possible this is subject to contractual assurances that personal data will be kept securely and only in accordance with the schools' specific direction.

National Pupil Database

We are required to provide information about pupils to the Department for Education as part of statutory data collections such as the school census.

Some of this information is then stored in the [National Pupil Database](#) (NPD), which is owned and managed by the Department and provides evidence on school performance to inform research.

The database is held electronically so it can easily be turned into statistics. The information is securely collected from a range of sources including schools, local authorities and exam boards.

The Department for Education may share information from the NPD with third parties, such as other organisations which promote children's education or wellbeing in England. These third parties must agree to strict terms and conditions about how they will use the data.

For more information, see the Department's webpage on [how it collects and shares research data](#).

You can also [contact the Department for Education](#) with any further questions about the NPD.

7.1 Transferring data internationally

We may share personal information about you with the following international third parties, where different data protection legislation applies. For example:

- Other schools or educational establishments
- Government departments or agencies
- Security organisations
- App or cloud server providers

For each of above, we transfer data on the basis of an adequacy regulation (previously named 'adequacy decision') by the UK government.

Where we transfer your child's personal data to a third-party country or territory, we will do so in accordance with UK 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 your child

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

If you make a subject access request, and if we do hold information about your child, we will (subject to any exemptions that 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 child's 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).

Once your child is able to understand their rights over their own data (generally considered to be age 12, but this has to be considered on a case-by-case basis), we will need to obtain consent from your child for you to make a subject access request on their behalf.

8.2 Your right to access your child's educational record

As an independent school, there's no automatic parental right of access to the educational record. However, in certain circumstances, we may allow parents to make a request.

To make a request, please contact us (see 'Contact us' below).

There are still certain circumstances in which this right can be denied, such as if releasing the information might cause serious harm to the physical or mental health of the pupil or another individual, or if it would mean releasing exam marks before they are officially announced.

8.3 Your other rights regarding your child's data

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

- Object to our use of your child's personal data
- Prevent your child's data being used to send direct marketing
- Object to and challenge the use of your child's 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 your child deleted or destroyed, or restrict its processing
- Withdraw your consent, where you previously provided it for the collection, processing and transfer of your child's personal data for a specific purpose
- 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).

Once your child is able to understand their rights over their own data (generally considered to be age 12, but this has to be considered on a case-by-case basis), we will need to obtain consent from your child for you to make these requests on their behalf.

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 (DPO)**, Laura Webb, via dpo@excellencegirlsacademy.co.uk.