



# Students/Parents/Carers Privacy Notice

The Axholme Academy

February 2024

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## 1. Introduction

Under UK data protection law, individuals have a right to be informed about how our Academy 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 **Students / Parents / Carers at our Academy**.

We, The Axholme Academy, Wharf Road Crowle DN17 4HU, 01724 710368, are the 'data controller' for the purposes of UK data protection law.

Our data protection officer is Nicky Sample (see 'Contact us' below).

## 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)
- Academic Progress / Results
- Attendance Records
- Details of any behavior issues / suspensions
- 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
- Information about your use of our information and communication systems, equipment and facilities (e.g. Academy computers)
- Passport and travel documents (for trips and visits)

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 and CCTV images captured in Academy
- Information about your characteristics, like your ethnic background or any special educational needs

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

### **3. Why we use this data**

We use the data listed above to:

- a) Contact Student / Parent / Carer as and when required
- b) Report to Student / Parent / Carer on Student's attainment and progress
- c) Keep Student / Parent / Carer informed about the running of the Academy (such as emergency closures) and events
- d) Process details & bookings for Academy trips & visits
- e) Provide appropriate pastoral care
- f) Protect Student / Parent / Carer welfare
- g) Administer admissions waiting lists
- h) Track how well the Academy as a whole is performing
- i) Assess the quality of our services
- j) Carry out research
- k) Comply with our legal and statutory obligations
- l) Make sure our information and communication systems, equipment and facilities (e.g. Academy computers) are used appropriately, legally and safely

#### **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 Academy 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 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 parents' or carers' 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.

#### **3.3 Use of your personal data for filtering and monitoring purposes**

While you're in our Academy, we may monitor your use of our information and communication systems, equipment and facilities (e.g. Academy computers). We do this so that we can:

- Comply with health and safety and other legal obligations
- Comply with our policies (e.g. child protection & safeguarding policy, Acceptable Use & E Safety policy, GDPR policy) and our legal obligations
- Keep our network(s) and devices safe from unauthorised access, and prevent malicious software from harming our network(s)

- Protect Student / Parent / Carer welfare

## 4. Our lawful basis for using this data

We process this information under the Data Protection Act 1998, and according to guidance published by the Information Commissioner's Office and the Department for Education. Under Article 6 of the General Data Protection Regulations (GDPR), which comes into effect from 25 May 2018, the lawful basis for processing Student/Parent/Carer information is to fulfil contractual obligations and other legitimate/vital interests. For data collection purposes (Departmental Censuses) provisions of the Education Act 1996 will be followed. We also comply with Article 9(2)(b) of the GDPR.

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 1 of the following conditions for processing as set out in UK 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

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 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 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
- Student / Parent / Carer
- Police forces, courts or tribunals

## **6. How we store this data**

We keep personal information about Student / Parent / Carer while Student is attending our Academy. We may also keep it beyond attendance at our Academy if this is necessary. Our Data Retention policy sets out how long we keep information about Student / Parent / Carer.

The Axholme Academy – Data Retention Policy is available request via the DPO.

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 UK data protection law), we may share personal information about you with:

- Our local authority, North Lincolnshire Council – to meet our legal obligations to share certain information with it, such as safeguarding concerns and information about exclusions
- Other local authority's depending on students home catchment area (i.e East Riding Council, South Yorkshire etc)
- Government departments or agencies
- Our regulator, Ofsted
- Our youth support services provider
- Suppliers and service providers:
  - HR
  - Cashless Catering
- 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 currently do not share personal information about you with international third parties, where different data protection legislation applies. If this is required we will update this policy accordingly.

If we transfer your personal data to a third-party country or territory, we will do so in accordance with UK data protection law.

## 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
- Withdraw your consent, where you previously provided it for the collection, processing and transfer of your 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).

## 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 or concerns, or would like more information about anything mentioned in this privacy notice, please contact our **data protection officer**:

- Nicky Sample, [dpo@theaxholmeacademy.com](mailto:dpo@theaxholmeacademy.com)
  - o The Axholme Academy, Wharf Road, Crowle, Dn17 4HU
  - o 01724 710368