



# GDPR Privacy Notice for Parents / Carers

## Introduction

Under General Data Protection Regulations, 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 students. We, Wood Green Academy, Wood Green Road, Wednesbury, WS10 9QU, are the 'data controller' for the purposes of data protection law.

Our Data Protection Officer is (see 'Contact us' below). The school's privacy notices are available on the school website.

## The Personal Data Processed and Retained by the Academy

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

- Contact details, contact preferences, date of birth, identification documents
- Results of internal assessments and externally set tests
- Student and curricular records
- Characteristics, such as ethnic background, eligibility for free school meals, or special educational needs
- Exclusion and behavior information
- Details of any medical conditions, including physical and mental health
- Attendance information
- Safeguarding information
- Details of any support received, including care packages, plans and support providers
- Photographs
- CCTV images captured in school
- Biometric data (finger print)

We may also hold data about students that we have received from other organisations, including other schools, local authorities and the Department for Education.

## Reasons for our Processing and Recording Data

We use this data to:

- Support student learning
- Monitor and report on student progress and attendance
- Provide appropriate pastoral care
- Protect student welfare
- Assess the quality of our services
- Administer admissions waiting lists
- Carry out research
- Comply with the law regarding data sharing
- Celebrate student success
- Market the school
- Confirm identity
- Provide references
- Record and monitor students behavior
- Protect and secure the school

## Our Lawful Basis for Processing and Recording Data

We only collect and use personal information about you when the law allows us to. Most commonly, we use it where we need to:

- We need to comply with a legal obligation
- It is a legitimate interest of the Academy in order to facilitate the students' education;
- We need it to perform an official task in the public interest

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

- We have obtained consent to use it in a certain way, e.g images in the press
- We need to protect the individual's vital interests (or someone else's interests)

Where we have obtained consent to use students' 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 students' personal data overlap, and there may be several grounds which justify our use of this data.

## Collecting Data

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

Whenever we seek to collect information from you or your child, we make it clear whether providing it is mandatory or optional. If it is mandatory, we will explain the possible consequences of not complying.

## How we Store Data

We keep personal information about students while they are 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 and provide references.

Our record retention schedule sets out how long we keep information about students. This information has been supplied by the Information Management Toolkit for Schools Version 5 – 1 February 2016 (pages 37-56).

[2016 IRMS Toolkit for Schools v5 Master.pdf \(1.5 MB\)](#)

## Data Sharing

We do not share information about students 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 students with:

- Our local authority – to meet our legal obligations to share certain information with it, such as safeguarding concerns and exclusions.
- The Department for Education (DfE) – to meet our legal obligations.
- The student’s family and representatives – to meet our legal obligations for safeguarding and educational purposes.
- Educators and examining bodies – to allow entries for examinations and accreditations.
- Our regulator(s) (Ofsted, HMI) – to meet our legal requirements and to assess the quality of the institution.
- Suppliers and service providers – to enable them to provide the service we have contracted them for.
- Financial organisations – bank details to pay bursaries.
- Central and local government - to meet our legal obligations.
- Our auditors – as part of our legal obligation to annual audit and ensure accuracy of our accounts.

- Survey and research organisations – to contribute to the national development of education.
- Health authorities – to meet our legal responsibilities and ensure safeguarding.
- Other schools – to meet our legal responsibilities and ensure safeguarding.
- Security organisations – to meet our legal responsibilities.
- Health and social welfare organisations – for safeguarding purposes.
- Professional advisers and consultants – to ensure and develop the quality to provision/education.
- Charities and voluntary organisations – for safeguarding and curriculum enrichment purposes.
- Police forces, courts, tribunals – to ensure the safety of our students and to comply with our legal obligations.
- Professional bodies – to meet our legal and contractual obligations.

This list is not exhaustive.

## **National Pupil Database**

We are required to provide information about students 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 other organisations which promote children's education or wellbeing in England. Such organisations 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.

## **Youth Support Services**

Once our students reach the age of 13, we are legally required to pass on certain information about them to Sandwell LEA, as it has legal responsibilities regarding the education or training of 13-19 year-olds.

This information enables it to provide youth support services, post-16 education and training services, and careers advisers.

Parents/carers, or students once aged 16 or over, can contact our Data Protection Officer to request that we only pass the individual's name, address and date of birth to Sandwell LEA.

## **Transferring Data Internationally**

It is very unlikely but if we transfer personal data to a country or territory outside the European Economic Area, we will do so in accordance with data protection law.

## **Parents and Students' Rights Regarding Personal Data**

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 12), or where the child has provided consent.

Parents also have the right to make a subject access request with respect to any personal data the school holds about them.

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

- Give 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 or your child
- 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.

If you would like to make a request please contact our Data Protection Officer.

The Academy can choose to allow Parents/carers to access to their child's educational record. However, the Academy provides access to much of the data held within its MIS system on the secure parent portal which parents/carers have access to. Any additional access, although not necessarily required can be requested by contacting the Data Protection Officer.

## Other Data Rights

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

- Object to the use of personal data if it would cause, or is causing, damage or distress
- Prevent it being used to send direct marketing
- Object to 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.

## Telephone Call Recording

Wood Green Academy records all incoming and outgoing external telephone calls made through the school's phone system. Internal calls are not recorded.

Call recording is used for the following purposes:

- To protect staff from abusive or threatening behaviour
- To safeguard pupils and support welfare concerns
- To provide evidence in case of disputes, complaints, or investigations
- To support staff training and improve service quality

External callers are informed via the school's main switchboard welcome message that calls may be recorded. Recordings are stored securely on-site for 30 days and then automatically deleted, unless a specific call is required for investigation or legal purposes, in which case it may be retained for longer on a secure basis. Access to recordings is strictly limited to authorised senior staff and all access requests are logged through the school's IT Helpdesk. The legal basis for this processing is the school's legitimate interests in ensuring safety, accountability, and service quality, and in some cases, to fulfil its duties in the public interest or in relation to safeguarding.

## 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.

To make a complaint, please contact our Data Protection Officer.

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 5A

## 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:

Staffordshire County Council  
Fourth Floor  
Staffordshire Place 1  
Stafford  
Staffordshire, ST16 2DH  
Email: [DPO@staffordshire.gov.uk](mailto:DPO@staffordshire.gov.uk)