



# GDPR Privacy Notice for Students/Parents/Carers Policy

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| Approved by:        | Shelley Price | Date: 17/06/26 |
| Last reviewed on:   | 17/06/26      |                |
| Next review due by: | 01/09/28      |                |



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## 1. Introduction

You have a legal right to be informed about how our school uses any personal information that we hold about you. To comply with this, we provide a 'privacy notice' to you where we are processing your personal data.

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.

## 2. The Personal Data we hold

We hold some personal information (data) about you to make sure we can help you learn and look after you at school.

For the same reasons, we get information about you from some other places too – such as other schools, the local council and the government.

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
- Your test results, details about your learning and what you have achieved at school
- Your attendance records
- Details of any behaviour issues or exclusions
- Information about how you use school computers and other IT and communication systems

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 characteristics, such as ethnic background, eligibility for free school meals, or special educational needs
- Information about any medical conditions, including physical and mental health
- Photographs, CCTV Images and Biometric data (fingerprints)

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



### 3. Why we use this Data

We use the data listed above to:

- a) Get in touch with you and your parents or carers when we need to
- b) Check how you're doing in exams and work out whether you or your teachers need any extra help
- c) Track how well the school as a whole is performing
- d) Look after your wellbeing and keep you safe
- e) Make sure our computers and other school systems and equipment are used appropriately, legally and safely
- f) Answer your questions and complaints
- g) Publish statistics, for example, about the number of pupils or learners in schools
- h) Meet legal requirements placed upon us

We will only use your personal information for the purposes for which we have collected it, unless we reasonably consider that we need to use it for any other reason and that reason is incompatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and explain the legal basis that allows us to do so.

Please note that we may process your personal information without your knowledge or consent in compliance with the above rules where this is required or permitted by law.

#### 3.1 Use of your Personal Data for Marketing Purposes

Where you have given us consent to do so, we may send you messages by email or text promoting school events, campaigns, charitable causes or services that you might be interested in.

You can take back this consent or 'opt out' of receiving these emails and/or texts at any time by selecting the 'Unsubscribe' link at the bottom of any such communication, or by contacting us.

#### 3.2 Use of your Personal Data in Automated Decision-Making and Profiling

We don't currently put pupils' personal data through any automated decision-making or profiling process. This means we don't make decisions about you using only computers, without any human involvement.

If this changes in the future, we will update this notice to explain the process 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 school, we may monitor what material you access on our computers and other IT and communication systems. We do this so that we can:

- Comply with health and safety law and other laws
- Comply with our policies (e.g. child protection policy, IT acceptable use policy)
- Keep our network(s) and devices safe from people who aren't allowed to access them, and prevent harmful software from damaging our network(s)
- Protect your welfare

### 4. Our Lawful Basis for using this 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 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.



#### 4.1 Our Basis for using Special Category Data

For 'special category' data (more sensitive personal information), 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 your explicit consent to use your information in a certain way
- We need to use your information under 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 information has already been made obviously public by you
- We need to use it to make or defend against legal claims
- We need to use it for reasons of substantial public interest as defined in legislation
- We need to use it for health or social care purposes, and it's used by, or under the direction of, a professional obliged to confidentiality under law
- We need to use it for public health reasons, and it's used by, or under the direction of, a professional obliged to confidentiality under law
- We need to use it for archiving purposes, scientific or historical research purposes, or for statistical purposes, and the use is in 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 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 obviously public by you
- We need to use it as part of legal proceedings, to obtain legal advice, or to make or defend against legal claims
- We need to use it for reasons of substantial public interest as defined in legislation



## 5. Collecting this Data

We will only collect and use your personal information when the law allows us to, as detailed above in section 4 of this notice. While most of the information we collect about you is mandatory (i.e. you have to give us the information), there is some information that you can choose whether or not to provide to us.

Whenever we want to collect information from you, we make it clear whether you have to give us this information (and if so, what the possible consequences are of not doing that), or whether you have a choice.

Most of the data we hold about you will come from you or your parents/carers, but we may also hold data about you from:

- Local councils
- Government departments or agencies
- Police forces, courts or tribunals
- Other schools or trusts
- Department for Education (DfE)

## 6. How we Store this Data

We keep personal information about you while you're attending our school. We may also keep it after you stop attending our school, if this is necessary to comply with our legal obligations or to meet our regulatory requirements. Our record retention schedule sets out how long we keep information about students. This information has been supplied by the IRMS Schools Toolkit.

We have security measures in place to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, changed, or disclosed (given or told to someone else).

We'll dispose of your personal data securely when we no longer have a legal requirement to retain it.



## 7. Who we share data with

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

Where it's legally required, or necessary (and it complies with UK data protection law), we may share personal information about you with:

- Schools that you may attend after leaving us
- Our local authority, – because we must share certain information with it, such as safeguarding concerns and information about exclusions
- Government departments or agencies
- Youth support services provider
- Our regulator, [e.g. Ofsted]
- Department for Education
- Suppliers and service providers
- 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 or tribunals





## 7.1 Sharing Data with the Department for Education (DfE)

We have to share information about you with the Department for Education (a government department) either directly or via our local authority, via various statutory data collections.

The data shared will be in line with the following legislation:

- Regulation 5 of The Education (Information About Individual Pupils) (England) Regulations 2013

The data is transferred securely and held by the Department for Education under a combination of software and hardware controls that meet the current government security policy framework.

The data we share about you with the Department for Education is used for a number of different purposes, including to:

- Help decide the amount of money that our school receives
- Monitor how well the education system is working and how well our school is doing in terms of educating our pupils
- Support research

The information shared with the Department for Education about you could include:

- Your name and address
- Your unique pupil number
- Pupil matching reference numbers
- Details of your gender or ethnicity
- Details of any special educational needs (SEN)
- Details of schools attended
- Absence and exclusion information
- Information relating to exam results
- Information relating to any contact with children's services
- What you have done since finishing school

Please note: this list is not exhaustive.

Once pupils in our school reach the age of 13, we are legally required to pass on certain information to the local authority or youth services provider, which has responsibilities regarding the education or training of 13 to 19 year olds under section 507B of the Education Act 1996. Parents/carers, or pupils if aged 16 or over, can request that only their name, address and date of birth be passed to these agencies by informing the data protection officer (DPO).



## National Pupil Database (NPD)

We have to provide information about you to the Department for Education as part of data collections such as the school census.

Some of this information is then stored in the National Pupil Database, which is managed by the Department for Education and provides evidence on how schools are performing. This, in turn, supports research.

The database is held electronically so it can easily be turned into statistics. The information it holds is collected securely from schools, local authorities, exam boards and others.

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

You can find more information about this on the Department for Education's webpage on 'how it collects and shares personal data'.

You can also 'contact the Department for Education' if you have any questions about the database.

## 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.

## 7.2 Transferring Data Internationally

It is very unlikely, but we may share personal information about you with the following international third parties (organisations, companies, etc., that are based outside the UK), where different data protection legislation applies.

Where we transfer your personal data to a third-party country or territory, we will follow 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 (unless there's a really good reason why we shouldn't):

- Give you a description of it
- Tell you why we are holding it, how we are using 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 (decisions made by a computer or machine, rather than by a person), and any consequences of this
- Give you a copy of the information in an understandable form

You may also have the right for your personal information to be shared with another organisation in certain circumstances.

If you would like to make a request, please contact us.

### 8.2 Your Other Rights Regarding your Data

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

- Say that you don't want your personal information to be used
- Object to the processing of personal data that is likely to cause, or is causing, damage or distress
- Stop it being used to send you marketing materials
- Say that you don't want it to be used for automated decisions (decisions made by a computer or machine, rather than by a person)
- In some cases, have it corrected if it's inaccurate
- In some cases, have it deleted or destroyed, or restrict its use
- Withdraw your consent, where you previously provided consent for your personal information to be collected, processed and transferred for a particular reason
- In some cases, be notified of a data breach



- Make a complaint to the Information Commissioner's Office (ICO) if you feel we have not used your information in the right way
- Claim compensation if the data protection rules are broken and this harms you in some way

We may refuse your information rights request for legitimate reasons, which depend on why we're processing it. Some rights may not apply in these circumstances:

- Your right to have all personal data deleted or destroyed doesn't apply when the lawful basis for processing is legal obligation or public task
- Your right to receive a copy of your personal data, or have your personal data transmitted to another controller, does not apply when the lawful basis for processing is legal obligation, vital interests, public task or legitimate interests
- Right to object to the use of your private data doesn't apply when the lawful basis for processing is contract, legal obligation or vital interests. And if the lawful basis is consent, you don't have the right to object, but you have the right to withdraw consent

See information on types of lawful basis in section 4 of this privacy notice.

To exercise any of these rights, please contact us

### 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 cases 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 process 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.



## 9. Complaints

We take 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/make-a-complaint/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5A

## 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:

Staffordshire County Council

Fourth Floor

Staffordshire Place 1

Stafford

Staffordshire, ST16 2DH

Email: [DPO@staffordshire.gov.uk](mailto:DPO@staffordshire.gov.uk)