



**challenger**  
multi-academy  
trust

**embrace  
challenge:  
expect  
excellence**

# **THE DEANES**

## **How We Use Your Information**

### **Privacy Notice for Parents**



## **Parent Privacy Notice - Key Information**

This notice contains the key information about **how** and **why** we collect your personal information and **what** we do with that information.

The Academy is part of Challenger Multi Academy (the **Trust**). The Trust operates the Academy and is ultimately responsible for how the Academy handles your personal information. Personal information is information that identifies you and relates to you. Eg, information about your family circumstances, your financial information and photographs of you.

We strongly recommend reading the full version of our parent privacy notice which is published on the Academy's website [www.kempstonchallengeracademy](http://www.kempstonchallengeracademy). You can also obtain a copy of the full privacy notice by contacting the Academy via [admin@thedeanes.essex.sch.uk](mailto:admin@thedeanes.essex.sch.uk), 01268 773545, Daws Heath Road, Benfleet, Essex SS7 2TD. The full version includes additional points, such as, the rights you have with regard to your information, including what decisions you can make about your information, for how long the Academy retains your personal information and our legal grounds for using your personal information.

The Academy's primary reason for using your personal information is to provide educational services to your child. We set out below examples of the different ways in which we use your personal information and where that personal information comes from.

- We obtain information about you from admissions forms and from your child's previous school. We may also get information from professionals such as doctors and from local authorities.
- We will have information about any family circumstances which might affect your child's welfare or happiness.
- We may take photographs or videos of you at Academy events to use on social media and on the Academy website. This is to show prospective parents, carers and pupils what we do here and to advertise the Academy. We may continue to use these photographs and videos after your child has left the Academy.
- We will send you information to keep you up to date with what is happening at the Academy eg by sending you information about events and activities taking place (including fundraising events) and the newsletter.
- We will keep details of your address when your child leaves the Academy so we can find out how your child is progressing.

In some situations we may need to share your information with third parties eg:

- In accordance with our legal obligations, we will share information with local authorities, Ofsted and the Department for Education, eg, where we have any safeguarding concerns.
- On occasion, we may need to share information with the police, our legal advisors and our insurers.

The Headteacher can answer any questions which you may have about how we use your personal information. They can be contacted by email [admin@thedeanes.essex.sch.uk](mailto:admin@thedeanes.essex.sch.uk) or by telephone 01268 773545.

**Signed by:**

**Headteacher**

**Date:**

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**Chair of governors**

**Date:**

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## **Parent Privacy Notice (Full version)**

### **Introduction**

This notice is to help you understand **how** and **why** we collect personal information about you and **what** we do with that information. It also explains the decisions that you can make about your own information.

The Academy is part of the Challenger Multi Academy Trust (the **Trust**). The Trust operates the Academy and is ultimately responsible for how the Academy handles your personal information.

If you have any questions about this notice please contact the Headteacher who can be contacted via the academy.

### **What is "personal information"?**

Personal information is information that identifies you as an individual and relates to you. This includes your contact details, next of kin and financial information. We will also hold information such as your religion or ethnic group.

### **Our legal grounds for using your information**

This section contains information about the legal bases that we are relying on when handling your information.

The two tables below contain a general description of the different legal bases but we have also used a **letter code system** so that you can see which bases we are relying on for each of the purposes described at paragraphs 1 to 23 below.

#### **Legal obligation ("LO")**

Where the Academy needs to use your information in order to comply with a legal obligation, e.g. to report a concern to Children's Services. We may also have to disclose your information to third parties such as the courts, the local authority or the police where legally obliged to do so.

#### **Necessary for contract ("CT")**

We will need to use your information in order to perform our obligations under any contract we have with you, e.g. if you buy tickets for an event.

#### **Vital interests ("VI")**

In limited circumstances we may use your information to protect your vital interests or the vital interests of someone else (e.g. if you or they are seriously hurt).

#### **Performance of a task carried out in the public interest ("PI")**

The following are examples of when we use your information to perform tasks in the public interest:

- providing your child with an education;
- safeguarding and promoting your welfare, your child's welfare and the welfare of other children;
- facilitating the efficient operation of the Academy; and
- ensuring that we comply with all of our legal obligations.

### **Legitimate interests ("LI")**

This means that the Academy is using your information when this is necessary for the Academy's legitimate interests except when your interests and fundamental rights override our legitimate interests.

We have a legitimate interest in using your information to:

- i. promote the Academy including fundraising and publicity;
- ii. preserve historical school records.

The Academy must also comply with an additional condition where it processes special categories of personal information. These special categories are as follows: personal information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic information, biometric information, health information, and information about sex life or orientation.

### **Substantial public interest ("SPI")**

The Academy is also allowed to use special categories of personal information where doing so is necessary in the substantial public interest. This is similar to "public interest" in the table above e.g. the Academy may use medical information about you when looking after your child. We may also use other types of special category personal data about you when the Academy is inspected.

### **Social protection and social security laws ("ESP")**

Also the Academy will use your information to comply with social protection law (e.g. to look after your child) and social security laws (e.g. to provide your child with free school lunches if applicable).

### **Legal claims ("LC")**

We are allowed to use your information if this is necessary in relation to legal claims e.g. this allows us to share information with our legal advisors and insurers.

### **Medical purposes ("MP")**

This includes medical treatment and the management of healthcare services.

## **How and why does the academy trust collect and use personal information?**

We set out below examples of the different ways in which we use personal information and where this personal information comes from.

1. The Academy's primary reason for using your personal information is to provide your child with an education - **LO, PI, SPI**.
2. We obtain information about you from admissions forms and from your child's previous school. You may provide us with information about you from professionals such as doctors and local authorities during the admissions process. When your child is at the Academy we may obtain information about you from these individuals - **LO, PI, SPI, ESP, MP**.
3. We will have information about any family circumstances which might affect your child's welfare or happiness. This is to help us provide appropriate care and support to your child - **LO, PI, SPI, ESP**.
4. We will need information about any court orders or criminal petitions which relate to you. This is so that we can safeguard the welfare and wellbeing of your child and the other pupils at the Academy - **LO, PI, SPI, ESP**.
5. We use CCTV to make sure the academy site is safe. Images captured of you via CCTV will be your personal data. CCTV is not used in private areas such as toilets, **CT, PI, SPI**.
6. If there is a complaint or grievance made to the Academy which involves you then we will use your information in connection with that complaint or grievance - **LO, PI, SPI**.

7. Where appropriate, the Academy will have information about your religious beliefs and practices e.g., if you do not eat certain foods, **PI, SPI**.
8. We may take photographs or videos of you at Academy events to use on social media and on the Academy website. This is to show prospective parents and pupils what we do here and to advertise the Academy. We may continue to use these photographs and videos after your child has left the Academy - **LI**.
9. We will send you information to keep you up to date with what is happening at the Academy e.g, by sending you information about events and activities taking place (including fundraising events) and the newsletter - **LI**.
10. We will keep details of your address when your child leaves the Academy so we can send find out how your child is progressing. - **LI**.
11. If you buy things from the Academy such as tickets for events or sportswear, we may hold financial information about you - **CT, LI**.
12. We may use information about you if we need this for historical purposes e.g, if we consider the information might be useful if someone wanted to write a book about the School - **LI**.

#### Sharing personal information with third parties

13. In accordance with our legal obligations, we will share information with local authorities, Ofsted and the Department for Education, e.g, where we have any safeguarding concerns or to comply with our legal obligations - **LO, PI, SPI**.
14. On occasion, we may need to share your information with the police for the prevention and investigation of crime and the prosecution of offenders. We will only do this in specific circumstances to assist the police with their investigations - **LO, PI, SPI**.
15. We may need to share information about you with the Health and Safety Executive (a government organisation) if there is a health and safety issue at the Academy - **LO, PI, SPI**.
16. In certain circumstances, we may also need to share information with our legal advisers for the purpose of obtaining legal advice and legal representation - **LO, PI, SPI, LC**.
17. Occasionally we may use consultants, experts and other advisors to assist the Academy in fulfilling its obligations and to help run the Academy properly (e.g. our accountants). We will share your information with them if this is relevant to their work - **PI, SPI**.
18. We may share information about you with our insurance company, e.g, where there is a serious incident at the Academy - **PI, SPI, LC**.
19. We may use your information when responding to an incident, e.g, if something is published on social media which concerns the Academy - **PI, LI**.
20. We will share information about you with the other academies in the Trust, eg. details of family circumstances - **PI, SPI**.
21. If your child leaves us to attend another school we will need to provide that school with information about you e.g, contact details and information about you if there have been any safeguarding incidents - **PI, SPI, ESP**.
22. Where appropriate, we may share information about you with other people who look after your child, such as another parent or step-parent e.g, where this is part of our obligation to take care of your child or part of our wider legal and regulatory obligations - **LO, PI, SPI, ESP**.
23. We may need to share information with third parties if there is an emergency, e.g if you are hurt whilst on our premises - **VI, PI, SPI, MP**.

We sometimes use contractors to handle personal information on our behalf. The following are examples:

- IT consultants who might access information about you when checking the security of our IT network; and
- we use third party "cloud computing" services to store some information rather than the information being stored on hard drives located on the academy site.

## **Criminal offence information**

We may only use information relating to criminal convictions and offences where the law allows us to do so. This will usually be where such processing is necessary to carry out our obligations.

Less commonly, we may use information relating to criminal convictions and offences where it is necessary in relation to legal claims, where it is necessary to protect our pupils and you are not capable of giving your consent, or when you have already made the information public.

## **Multiple legal grounds**

In some cases we will rely on more than one of the grounds above for a particular use of your information, e.g:

- we will rely on public interest and legitimate interest grounds when providing your child with an education; and
  - we will rely on public interest and legal obligation grounds if we have concerns about your child's welfare and we have to tell the local authority.
- These are only a few examples of when different legal grounds can apply to the same use of your personal information. There are more situations like this which the Headteacher can explain to you.

## **Consent**

We will ask for your consent to use your information in certain ways as an alternative to relying on any of the bases in the table above in three different circumstances e.g,

- Student images
- Marketing and fundraising
- Direct marketing

For these purposes we will ask you to complete a **GDPR Parental Consent Form**.

You will be asked to complete this on your child's enrolment and annually thereafter at the academy/school.

If we ask for your consent to use your personal information you can take back this consent at any time. Any use of your information before you withdraw your consent remains valid. Please speak to the Headteacher if you would like to withdraw any consent given.

## **Sending information to other countries**

In certain circumstances we will send your information to countries which do not have the same level of protection for personal information as there is in the UK. eg, we may store your information on cloud computer storage based overseas.

The European Commission has produced a list of countries which have adequate data protection rules. The list can be found here: [http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index\\_en.htm](http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index_en.htm).

If the country that we are sending your information to is not on the list, or is not a country within the EEA (which means the European Union, Liechtenstein, Norway and Iceland), then it might not have the same level of protection for personal information as there is in the UK.

We will provide you with details about the safeguards which we have in place outside of this privacy notice. If you have any questions about the safeguards that are in place please contact the Headteacher.

### **For how long do we keep your information?**

We keep your information for as long as we need to in order to educate and look after your child. We will keep some information after your child has left the Academy, eg, so that we can find out what happened if you make a complaint.

In exceptional circumstances we may keep your information for a longer time than usual but we would only do so if we had a good reason and only if we are allowed to do so under data protection law.

Please see our Information and Records Retention Policy for more detailed information.

### **What decisions can you make about your information?**

From May 2018 data protection legislation gives you a number of rights regarding your information. Some of these are new rights whilst others build on your existing rights. Your rights are as follows:

- **Rectification:** if information is incorrect you can ask us to correct it.
- **Access:** you can also ask what information we hold about you and be provided with a copy. This is commonly known as making a subject access request. We will also give you extra information, such as why we use this information about you, where it came from and what types of people we have sent it to.
- **Deletion:** you can ask us to delete the information that we hold about you in certain circumstances, eg, where we no longer need the information.
- **Portability:** you can request the transfer of your information to you or to a third party in a format that can be read by computer. This applies where (a) the information has been provided by you; (b) the basis that we are relying on to process your information is consent (please see "Our legal grounds for using your information above"); and (c) the information is being processed by us on computer.
- **Restriction:** our use of information about you may be restricted in some cases e.g., if you tell us that the information is inaccurate we can only use it for limited purposes while we check its accuracy.
- **Object:** you may object to us using your information where:
  - we are using it for direct marketing purposes (eg to send you the Academy newsletter);
  - the legal ground on which we are relying is either legitimate interests or performance of a task carried out in the public interest. Please see the section "Our legal grounds for using your information" above; and
  - we are using it for historical or scientific research purposes or archiving purposes eg, we may keep photographs of you at an Academy event for historical reasons.
- The Headteacher can give you more information about your data protection rights.

### **Further information and guidance**

Like other organisations we need to keep your information safe, up to date, only use it for what we said we would, destroy it when we no longer need it and most importantly - treat the information we get fairly.

This notice is to explain how we use your personal information. The Headteacher can answer any questions which you may have.

Please speak to the Headteacher if:

- you would like to exercise any of your data protection rights mentioned above; or
- you would like us to update the information we hold about you; or
- you would prefer that certain information is kept confidential.

The Academy has a Data Protection Officer who works across all the Trust schools. The Data Protection Officer monitors and advises on the Academy's data protection compliance.

If you consider that we have not acted properly when using your personal information you can contact the Information Commissioner's Office - [ico.org.uk](http://ico.org.uk).