

Privacy Policy for Parents/Carers – use of their own data

In the development of this policy consideration has been given to Equality and Diversity and Data Protection.

Equality and Diversity

The Diocese of Ely Multi-Academy Trust (DEMAT) is committed to promoting equality of opportunity for all staff and job applicants. The Trust aims to create a supportive and inclusive working environment in which all individuals are able to make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit. We do not discriminate against staff on the basis of age; race; sex; disability; sexual orientation; gender reassignment; marriage and civil partnership; pregnancy and maternity; religion, faith or belief (Equality Act 2010 protected characteristics). The principles of non-discrimination and equality of opportunity also apply to the way in which staff and Governors treat visitors, volunteers, contractors and former staff members.

Data Protection

DEMAT will process personal data of staff (which may be held on paper, electronically, or otherwise). DEMAT recognises the need to treat this data in an appropriate and lawful manner, in accordance with the Data Protection Act 2018 (DPA).

This Policy is to be used across all DEMAT schools	Version	Date
DEMAT Officer responsible for updating content – DPO	4	Jun 2020
Date approved by DEMAT Standards & Ethos Committee	2	1 Sept 2018
Effective date as determined by DEMAT	2	1 Sept 2018
Notice to be reviewed annually from date last approved by DEMAT Standards & Ethos Committee	4 (no procedural changes)	Annually
Policy review by DEMAT (no statutory revisions required as at June 2020)	4	June 2020
Policy to be reviewed by DEMAT (unless statutory revisions require it be done earlier)	4	June 2021

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Application of the policy

This policy is to be used by all persons employed by The Diocese of Ely Multi-Academy Trust (DEMAT).

How we use your personal data

Under data protection law, 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 you.

We, the Diocese of Ely Multi Academy Trust, Grace Building, 8 High Street, Ely, CB7 4JU, are the 'data controller' for the purposes of data protection law.

Our Data Protection Officer (DPO) is Joanne Patterson (see 'Contact us' below).

The personal data we may hold, collect, use, store, share and process, which may include 'special categories', includes but is not restricted to:

- Personal identifiers such as contact details, contact preferences
- Bank details
- Photographs
- CCTV images captured across the Trust/Trust's schools where it is in place
- Characteristics (such as ethnicity, languages spoken and eligibility for certain benefits)
- Family circumstances
- Physical and mental health, including medical conditions if provided
- Support received, including care packages, plans and support providers.

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

Why we use this data:

We use this data to:

- Report to you on your child's attainment and progress
- Keep you informed about the running of the school (such as emergency closures) and events
- Process payments for school services and clubs
- Provide appropriate pastoral care
- Protect pupil welfare
- Administer admissions waiting lists
- Assess the quality of our services
- Carry out research
- Comply with our legal and statutory obligations

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 school 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 clicking on the 'Unsubscribe' link at the bottom of any such communication, or by contacting our Data Protection Officer.

Our legal basis for using this data

We only collect and use your personal data where the law allows. Most commonly, we process it where:

- We need to comply with a legal obligation
- We need to perform an official task in the public interest
- We need to fulfil a contract we have entered into with you.

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

- We have obtained consent to use it in a certain way
- We need to protect an individual's vital interests (protect their life)

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 to withdraw consent if you wish to do so.

Some of the reasons listed above for collecting and using your personal data overlap, and there may be several grounds which justify our use of your data.

Collecting this information

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.

How we store this data

We keep personal information about you while your child is 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. Our [Retention Guidance](#) and [Records Management Policy](#) set out how long we keep information and can be found on our website: <https://demat.org.uk/gdpr/>.

Data sharing

We do not share information about you with any third party without your 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 you with:

- *Our local authority – to meet our legal obligations to share certain information with it, such as safeguarding concerns and information about exclusions*
- *Government departments or agencies*
- *Our regulator - Ofsted*
- *Suppliers and service providers – to enable them to provide the service we have contracted them for, eg online payment system, messaging system*
- *Financial organisations*
- *Our auditors*
- *Survey and research organisations*

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Grace Building, 8 High Street, Ely, Cambridgeshire. CB7 4JU Tel: 01353 656760
Company registration number: 08464996

- *Health authorities*
- *Security organisations*
- *Health and social welfare organisations*
- *Professional advisers and consultants*
- *Charities and voluntary organisations*
- *Police forces, courts, tribunals*

Transferring data internationally

Where we transfer personal data to a country or territory outside the European Economic Area, we will do so in accordance with data protection law.

Your rights

How to access personal information that we hold about you

Individuals have a right to make a 'subject access request' to gain access to personal information that the school holds about them.

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

- 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 complete the form that can be found on our website: <https://demat.org.uk/gdpr/> and send to the address in Contact Us below.

Your other rights regarding your data

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

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

Contact us

If you have any questions or concerns or would like more information about anything mentioned in this privacy notice, please contact our DPO, Joanne Patterson, using the following email address:

- dpo@demat.org.uk

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 DPO.

Alternatively, you can make a complaint to the Information Commissioner's Office:

- Report a concern online at <https://ico.org.uk/your-data-matters/raising-concerns/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

This notice is based on the [Department for Education's model privacy notice](#) for parents of pupils, and to reflect the way we use data in your child's school.