

Privacy Notice – Parents

Summary

This document tells you more about the information we collect, what we use the information for, how your information is stored and how long we keep it and what rights you have to the information.



If you are unsure about the validity of the content of this policy please refer to the Policy Owner.

Please Note: This policy is applicable to All settings within the Trust.

Policy owner	Audit Committee
Policy holder	Paul Shanks, Chief Executive Officer
Author	Rebecca Schrooder, Trust Operations Manager
Policy Inventory ID Number	DP11
Group Policy Area	IT Security and GDPR Policies

Approved by

Consultation Group	Audit, ELT
Approval Committee	Audit Committee
Implementation date	July 2025
Review Date	July 2028

Version Control

Control No	Change summary	Consultation Group	Effective date
01	Addition of section on how we collect personal data	Audit	June 2024
02	Addition of information on international transfer of data	Audit	June 2025

Privacy Notice – How we use parent information

Eastern Multi-Academy Trust (the Trust) is the data controller for information it uses and that used by its Academies:

In this document the Trust and the Academies, whether singly or in groups, are referred to as ‘we’ or ‘our’. Parents are referred to as ‘you’ or ‘your’.

Much of the information we collect is classed as ‘personal data’ and our use of it is covered by a set of rules called the General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This document tells you more about:

- The information we collect
- What we use the information for
- How your information is stored and how long we keep it
- What rights you have to the information

We have also included a section about your rights in relation to your children who attend the Trust’s Academies. A full Privacy Notice for pupils is available on request

What Information do we collect and use about parents?

We collect many different categories of information, for example:

- Personal details (for example; name, date of birth, national insurance number)
- Contact details (for example; address, telephone number, email address)
- Family details (for example; details of other children, emergency contacts)
- Admission requests
- Records of communications (for example; emails, phone messages and letters)
- Records of visits to Trust Academies (for example; time and date, the person you visited)
- Photographs of you or images on CCTV, where installed
- Banking details (A credit or debit card registered with our payment system)
- Records of transactions in our payment system
- Consent for Trust visits and extra-curricular activities

In some cases, we will also have:

- Information about consultation with other professionals
- Information about your employment and financial situation
- Information about any care or contact orders relating to your child(ren)

Why we collect and use this information

We use the information

- To support the admissions process
- To support learning for your child(ren)

- To maintain a safe environment for our pupils
- To provide appropriate pastoral care
- To enable you to pay for activities for your child(ren)
- To enable you to pay for school meals for your child(ren)
- To enable free school meals to be provided
- To comply with our legal obligations to share information
- To ensure your health and safety if you visit Trust Academies
- To keep you up to date with news about the Trust and its academies

The legal basis for using this information

Depending on the purpose, our use of your information will be legal due to one of the following:

- Informed consent given by you [Article 6(1)(a)]
For example: The use of banking information in our payment service
- To meet a legal requirement [Article 6(1)(c)]
For example: Providing your contact details to the local authority
- To protect the vital interests of you or someone else [Article 6(1)(d)]
For example: Giving your contact details to emergency services
- Delivering a public task [Article 6(1)(b)]
For example: Recording communications about your child(ren) being absent from school

Collecting this information

While the majority of information we collect is mandatory, there is some information that can be provided voluntarily. Whenever we seek to collect information from you, we make it clear whether providing it is mandatory or optional. In addition,

- If an academy uses CCTV cameras around the school site for security purposes and for the protection of staff and pupils. CCTV footage may be referred to during the course of disciplinary procedures (for staff or pupils) or to investigate other issues. CCTV footage involving parents/carers will only be processed to the extent that it is lawful to do so.
- If the academy records external telephone calls for training and monitoring purposes, personal data referred to within such a call recording may be transcribed and/or referred to when supporting student learning, when supporting students' health/welfare (including their vital interests) or when resolving other issues.

Storing your personal data

Some of the personal data that we collect, and use, is added to the Educational Record for your child(ren). This record is kept while they attend the Academy. If they leave the Academy, then the record will be transferred to the next school they attend or transferred to the local authority in which the academy resides.

Other data that we collect from you will be stored in paper files or on our computer systems.

Some personal data is kept for different lengths of time. For example;

- Records of admission to the Trust Academies are kept permanently. We do this as pupils often ask us to confirm the dates they attended the Academy.
- Correspondence about a child's absence is kept for the current year and 2 years afterwards
- Records of your visits to Trust Academies are kept for then current year and 6 years afterwards

If you'd like to know how long we keep a specific piece of personal data, please contact the Data Protection Officer whose details can be found at the end of this Privacy Notice.

Sharing your personal data

At times we will share your personal data with other organisations and people. We will only do this when we are legally required to do so, when our policies allow us to do so or when you have given your consent.

Examples of people we may share personal data with are:

- Family, associates and representatives of the person whose personal data we are processing who are authorised to receive the data
- The local authority in which the academy resides
- The Department for Education
- Healthcare, social and welfare organisations
- Police forces and Courts
- Voluntary and charitable organisations
- Our suppliers and service providers

Where we share your personal data with someone who is a supplier or service provider, we have taken steps to ensure that they treat your personal data in a way that meets the requirements of the GDPR.

Transferring data internationally - Data stored electronically may be saved on a cloud-based system which may be hosted in a different country. Personal data may also be transferred to other countries if, for example, we are arranging a school trip to a different country. Appropriate steps will be taken to keep the data secure. 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 to your personal data

You have rights relating to the personal data that we collect and use. Depending on the legal basis we are using the information you have different rights. If we are using your personal data based on your consent, you can withdraw that consent and we will stop using that personal data.

Withdrawing your consent will need to be recorded in writing, please contact the Data Protection Officer.

The right to be informed:

If you ask us, we must tell you if we are collecting or using your personal data.

If we are collecting or using your personal data, you have:

The right of access to your personal data

You have the right to view the personal data that we hold about you, to receive a copy of the data and to be given more information about the data including any transfer to countries who do not fall under the requirements of the GDPR.

Some information we hold can not be accessed in this way. If you ask for information that is not available, there may be other ways of accessing it and we can help you.

To have access to your personal data we will need to collect details of what you want and in the first instance you can contact the Data Protection Officer whose details can be found at the end of this Privacy Notice. You will also need to supply us with standard information to verify your identity.

Other rights

You also have rights to ask us to correct inaccurate personal data, to ask us to stop using it or to object to us using it. For some data you may have the right to ask us to erase it, or to provide it in an electronic format that you can give to someone else. For some personal data if we are subjecting it to automated decision making then you have the right to object to this as request that a person is involved.

You will be given full details of these rights if you request access to your personal data or you can ask the Data Protection Officer.

Access to personal data about your child(ren)

Where your child(ren) is/are under the age of 12 it is usually assumed that they are not able to make decisions about their personal data. That right is usually given to parents or a guardian. To access the personal data relating to your child(ren) you will need to follow the same procedure as you would to access your own personal data.

If your child requests access to their personal data, then we will normally refer that request to you for confirmation before releasing the data.

Once your child(ren) reach(es) the age of 12, in most cases they are assumed to be able to make their own decisions about their personal data. This means that we will not refer any request for access to their own data. Similarly, if you wish to make a request for data about your child(ren) we may refer that request to them for confirmation.

It is worth knowing that under the terms of the Data Protection Act (2018) parents do not have an automatic right to access about their child(ren) through a subject access request.

Who to contact:

The Trust has the responsibility to ensure that your personal data is protected. It is called the **data controller**. All members of staff work for the data controller.

We recommend that you contact the data protection administrator:

Name of Person: Rebecca Schrooder

email address: Rebecca.schrooder@eastern-mat.co.uk

Contact number: 441553779685

Contact address: Eastern Multi-Academy Trust, Queen Mary Road, Kings Lynn, Norfolk, PE30 4QG

Trusts are also required to have someone called a Data Protection Officer or DPO. The DPO advises the Trust about issues to do with data protection, but can also help you, if you have a problem.

Our Data Protection Officer is:

Name of DPO: GDPR Sentry Limited
email address: support@gdprsentry.com
Contact number: 0113 804 2035
Contact address: Unit 434 Birch Park, Thorp Arch Estate, Wetherby, West Yorkshire, LS23 7FG

If you have any questions about this privacy notice please contact the data protection administrator or the Data Protection Officer.

If you have a concern about the way we are collecting or using your personal data, we request that you raise your concern with us in the first instance. Alternatively, you can contact the Information Commissioner's Office at <https://ico.org.uk/concerns/> or call 0303 123 1113.