

PRIVACY NOTICE FOR PARENTS/CARERS AND STUDENTS

MAYFIELD SCHOOL PRIVACY POLICY

Mayfield School collect, hold, use and share information about our pupils and their families. This is known as “personal data” and you have rights around that data, including knowing how and why we are processing the data. “Processing” data means from collecting, storing, using, sharing and disposing of it.

Under data protection law, individuals have a right to be informed about how we use any personal data that we hold about them. We comply with this right by providing privacy notices to individuals where we are processing their personal data.

This document contains the following information:

1. The type of personal information we process
2. How we collect personal information
3. Why we collect and use personal information
4. How we store your information
5. Data sharing
6. Your Data Protection rights
7. How to complain

This notice will be reviewed annually or sooner when significant changes are made to the law.

Last updated 20th January 2025.

Our Data Protection Officer is Dannielle Knibbs, dpo@educationimpact.org.uk.

SCHOOL CONTACT DETAILS

Name: Mayfield School

Address - Heathfield Road Site: Heathfield Road, Birmingham, B19 1HJ

Address - Wheeler Street Site: Wheeler Street, Birmingham, B19 2EP

Phone Number: 0121 809 2500

E-mail: enquiry@mayfield.eiat.org.uk

THE PERSONAL INFORMATION WE PROCESS

The categories of information that we collect, hold and share include the following:

- Pupil name, date of birth, unique pupil number, and contact details including address
- Characteristic information such as gender and ethnicity
- Attendance records (sessions attended, number of absences, absence reasons and any previous schools attended)
- Behavioural information (such as exclusions and any alternative provision put in place)
- Assessment and attainment (such as National curriculum assessment results e.g. Key Stage 2 results, exam results and student performance at different data collections)
- Medical conditions we need to be aware of, including SEND, mental and physical health
- Medical information that we need to be aware of (including your doctor's information, allergies, medication and dietary requirements)
- Safeguarding information including notifications from the police, court orders and/or social care involvement
- Destination data (this is information about what students do after leaving the school, for example, college, university, apprenticeship, employment)
- Extra-curricular and enrichment participation
- Parent/Carer name, contact details, address and relationship
- Correspondence and complaints in email and letter format
- Pupil use of school devices and school networks as part of our safeguarding procedures
- Parent/Carer financial payments including arrears
- Funding information and free school meal eligibility
- CCTV footage (where applicable)

HOW WE COLLECT PERSONAL DATA

We collect pupil information using admission forms completed by parent/carers when a pupil joins our school, data collection forms, CCTV cameras, information produced from our day-to-day interaction with pupils, and other information provided by; parents/carers, the previous school/provisions, local authorities, NHS, Police, the Department for Education (DfE).

Where audio/ video/ photographs may be used to record sessions/lessons/assessments for pupil or staff development and assessment. This will generate personal data including pupil images, names, contributions, and will be protected, processed, and retained in the same way as all personal data, in line with the school's Data Protection and Retention Policies.

Whilst most of the pupil information you provide to us is mandatory, some of it is requested on a voluntary basis. We will let you know, when we ask you for information, whether you are required to provide the information and your rights in relation to this.

WHY WE COLLECT AND USE YOUR INFORMATION

Pupil information

- To support learning
- To monitor and report on pupil attainment progress
- To provide appropriate pastoral care
- To assess the quality of our services
- To keep children safe
- Photos are used for identification purposes (safeguarding), and celebration purposes (to record work, classes and school events)
- To meet the legal duties placed upon us by the Department for Education
- To comply with the law in general
- For site safety and security

Family Information

- To fulfil our legal obligations
- For the admissions process
- For communication and reporting purposes
- For safeguarding and welfare purposes
- To keep families informed about events and emergencies
- To process payments
- To gather feedback about our work

Under the General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing pupil and family information are:

- Article 6(a) – Your consent (for anything which does not fall into the purposes explained below)
- Article 6(c) - Compliance with our legal obligations as set out in the Education Act 1996 (as amended). We are required to share information about our pupils with the (DfE) under regulation 3 of The Education (Information About Individual Pupils) (England) Regulations 2013. In addition, there are extensive statutory obligations that a school is subject to – further details about these are available from our Data Protection Officer.
- Being necessary for us to carry out tasks that are in the Public Interest

HOW WE STORE YOUR PERSONAL INFORMATION

We take appropriate measures to ensure that personal data is kept secure, including security measures to prevent personal data from being accidentally lost, or used in an unauthorised way. We limit access to your personal data to those who have a genuine need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

All confidential information is kept secure either on encrypted, password protected devices or paper copies kept on the school site. Once the deadline for retaining information has passed, data stored electronically is deleted and paper copies destroyed.

DATA SHARING

We routinely share pupil information with:

- Schools that the pupil attends after leaving us
- Local authority's
- Our Governing Body
- Support services
- Careers services/ Employers (where applicable)
- The Department for Education (DfE)
- Police
- NHS
- External systems used by the school for day-to-day processes and requirements for example; payment and booking systems, homework platforms and communication systems.

The Department for Education (DfE) collects personal data from educational settings and local authorities via various statutory data collections. We are required to share information about our pupils with the Department for Education (DfE) either directly or via our local authority for the purpose of those data collections, under regulation 5 of The Education (Information About Individual Pupils) (England) Regulations 2013. All data is transferred securely and held by DfE under a combination of software and hardware controls, which meet the current government security policy framework.

YOUR DATA PROTECTION RIGHTS

Under data protection law Under data protection law, pupils have the right to request access to information about them that we hold. Parents can make the request on the pupil's behalf, although this will be subject to the pupil's consent if they are deemed to be competent to understand the request and any implications. Parents/Carers/Family members also have the right to request access to information about them that we hold.

You also have the right to:

- Be informed about the collection and use of your personal data.
- Have inaccurate personal data changed, or completed if it is incomplete.
- Erasure, often known as the 'right to be forgotten'; however, this does not apply where, amongst other things, processing is necessary to comply with a legal obligation.
- Restrict the way we are using your information, although, as above this is a limited right.
- Object to the way we are using your information; though other than for marketing purposes, this is also limited as above.
- Where we rely on your consent to collect and use your data, you have the right to withdraw that consent. If you do change your mind, or you are unhappy with our use of your personal data, please let us know.
- You also have rights in relation to automated decision making and profiling, though these are not currently relevant as we don't carry out automated decision making or profiling.
- Finally, the right to complain about the way we use your personal information to the ICO, or to seek compensation through the courts

If you make a request, we will keep a record of the request and any personal data supplied for a suitable period after its fulfilment, in order to deal with any questions you, your representatives or regulators may have about it.

If you wish to make a request, please contact Dannielle Knibbs at

Email: dpo@educationimpact.org.uk

Post: Education Impact Academy Trust Head Office, Wood End Road, Erdington B24 8BL

HOW TO COMPLAIN

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Post: Education Impact Academy Trust Head Office, Wood End Road, Erdington B24 8BL

Email: dpo@educationimpact.org.uk

If you do not wish to liaise with The Trust you can contact our External Data Protection Officer at:

Email: dpforschools@derbyshire.gov.uk

Phone: 01629 532888

You can also complain to the ICO if you are unhappy with how we have used your data.

Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline number: 0303 123 1113, ICO website: <https://www.ico.org.uk>