



Privacy Notice for Parents & Carers – How we use your personal data

Under data protection law, individuals have a right to be informed about how the academy 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 visitors to the academy in line with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

We, University Academy Keighley, are the 'data controller' for the purposes of data protection law. This means that we are responsible for deciding how we hold and use personal information about you.

Our Data Protection Officer (DPO) is Mr D Harvey-Hill and can be contacted in writing:

Mr D Harvey-Hill
University Academy
Green Head Road
Utley
Keighley
BD20 6EB

The personal data we hold

Personal data that we may collect, use, store and share (when appropriate) about you includes, but is not restricted to:

- Contact details and contact preferences
- CCTV images captured in school

We may also collect, store and use information about you which falls into 'special categories' of more sensitive personal data. This includes information about (where applicable):

Characteristics, such as ethnicity, languages spoken and eligibility for certain benefits

- Family circumstances
- Physical and mental health, including medical conditions
- 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 student welfare
- Administer admissions
- 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, University Academy Keighley 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 by contacting our Data Protection Officer, as above.

Our legal basis for using this data

We only collect and use your personal data when the law allows us to. 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)

Collecting this information

Whilst 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 will 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 whilst 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.

Data Sharing

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

- Local Authority, to meet our legal duties to share certain information with it, such as safeguarding concerns and information about exclusions
- Government departments or agencies and in particular the Department for Education, to meet statutory obligations to provide them with information, especially regarding data returns such as census
- Our regulator Ofsted, to enable it to evaluate the education we provide, which is in the public interest
- Suppliers and service providers, so they can provide the services we have contracted them for
- Financial organisations, so they can provide the services we have contracted them for
- Auditors, to demonstrate that we have taken appropriate action in providing educational services
- Health authorities, to comply with legal and statutory obligations with investigations and to support legal entitlements
- Security organisations, with regard to legal or safeguarding investigations and to assist in crime prevention, detection and prevention of fraud
- Health and social welfare organisations, to enable us to comply with our duty of care and statutory safeguarding duties
- Professional advisers and consultants, to comply with entitlements and assist with claims
- Police forces, courts, tribunals, in order to uphold law and order

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 we hold about you

Individuals have a right to make a 'subject access request' to gain access to personal information that the academy 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 contact our Data Protection Officer, as above.

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 a person)
- In certain circumstances, have inaccurate personal data corrected, deleted or destroyed, or restrict its processing
- Claim compensation for damages caused by a breach of the data protection regulations

To exercise any of these rights please contact our Data Protection Officer, as above.

Complaints

We take any complaints regarding our collection and use of personal data 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 by writing to our Data Protection Officer, as above.

- Alternatively, you can make a complaint to the Information Commissioner's Office:
- Report a concern online at www.ico.org.uk/concerns
- Call 0303 123 1113
- In writing to Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF