



Privacy Notice

Pupils and Families

This Privacy Notice is applicable to:



This document will be reviewed annually, or sooner where significant changes to the law occur.

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Privacy Notice (How we use pupil information) – For pupils and their families

1. What this Privacy Notice is for

Education Impact Academy Trust 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.

For the purposes of Data Protection legislation Education Impact Academy Trust is a data controller and is registered as such with the Information Commissioner’s Office.

2. The types of information that we process

- Your name, date of birth, unique pupil number, and contact details including your address
- characteristics such as ethnicity, language, religion and identity*
- Attendance records (sessions attended, number of absences, absence reasons and any previous schools attended)
- Special educational needs (including the needs and ranking)*
- Behavioural information (such as exclusions and any alternative provision put in place)
- Assessment and attainment
- Medical conditions we need to be aware of, including SEND, mental and physical health, doctors’ information, dental health, allergies, medication and dietary requirements*
- Safeguarding information including notifications from law enforcement agencies e.g. police, court orders and/or social care involvement
- For pupils enrolling for post 14 qualifications, the Learning Records Service will give us the unique learner number (ULN) and may also give us details about your learning or qualifications.
- Destination data (this is information about what students do after leaving the Trust for example, college, university, apprenticeship, employment)
- Post 16 learning information
- Extra-curricular and enrichment participation
- CCTV data
- Photographs of you
- Correspondence and complaints
- Your use of Trust devices networks as part of our safeguarding procedures
- Free school meal eligibility*
- Other funding (Pupil Premium, Employment and Support Allowance, Disability Living Allowance, High Needs Funding and Catch Up Funding)*
- Biometrics (for catering services) (Queensbury School only)
- Information about any criminal convictions, offences and cautions*

Items marked with an asterisk * are particularly sensitive, and so are known as special category or criminal offence data. This includes data that the Department for Education advises we treat as special category.

Some of the legal conditions for processing special category and criminal offence data require us to have an Appropriate Policy Document (‘APD’) in place, setting out and explaining our procedures for securing compliance with the data protection principles and to have policies regarding the retention and erasure of such personal data. This document is our Special Category Data Policy Document and should be read alongside this Privacy Notice.

3. Why we collect and use your information

3.1 Pupil information

We collect and use your 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 Trust 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
- To protect against fraud
- To streamline systems

3.2 Family information

We collect and use information about our pupils' families:

- 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.
- Article 6(d) - Being necessary for us to protect your, or someone else's, Vital Interests (potentially lifesaving)
- Article 6(e) - Being necessary for us to carry out tasks that are in the Public Interest

The ways we collect and use *sensitive* pupil and family information are lawful based on Articles 9 and 10 of UK GDPR. Please see our Special Category Data Policy document for full details of these lawful bases for processing this data.

Where we are processing your personal data with your consent, you have the right to withdraw that consent.

3.3 Marketing purposes

Where a family member gives us consent, we may send them marketing information by text message or email, such as for promoting Trust events, campaigns or charities. Consent can be withdrawn at any time by contacting us (see the Contacts section)

3.4 Automated decision making & profiling

We don't use any of your personal information to make automated decisions about you, or to profile you. If this changes in the future, privacy notices should be updated to explain both the processing and your right to object to it.

We may use our authorised artificial intelligence (AI) tools to help us review and analyse written information that individuals provide to us. This may include identifying themes, patterns or areas of interest within the responses we receive. The AI does not make decisions about individuals, and any analysis is always reviewed and interpreted by staff.

3.5 Information about how we use personal data for interventions

The school may contact you about educational, wellbeing, pastoral, or safeguarding interventions where we feel additional support may help your child. The legal basis for processing personal data for these interventions is Public Task (Article 6(1)(e) UK GDPR), as this forms part of the school's official duties.

Any signature or agreement you provide on this form relates only to your agreement for your child to take part in the intervention - it is not a consent basis under data protection law.

4. How we collect pupil and family information

We collect pupil and family information using admission forms completed by parent/carers when a pupil joins our Trust, 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, law enforcement agencies e.g. police, the Department for Education (DfE) and by secure file transfer Common Transfer File (CTF).

We sometimes audio/ video record sessions/lessons/assessments for pupil or staff development and assessment. This will generate personal data including pupil images, names, contributions, and must be protected, processed, and retained in the same way as all personal data, in line with the Trust's Data Protection Policies and in accordance with our other policies including Acceptable Use, Off Site Working and Bring Your Own Device policies, as well as our Retention Schedule.

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

5. How, where and for how long we store pupil and family information

We store pupil and family information securely on the Trust's IT network (Microsoft UK), our IT Network is cloud based and appropriate safeguards are in place. Secure storage is provided for paper based records.

We only keep the information for the length of time we need it for, as shown in our data retention schedule.

We securely dispose of personal information securely when we no longer need it.

6. Who we share pupil and family information with

We routinely share pupil and family information with:

- Schools that the pupils attend after leaving us
- Feeder schools
- Our local authority
- Other relevant local authorities
- Our Governing Body
- Youth support services/careers services (pupils aged 13+)
- Universities & UCAS
- Employers/training providers where references are requested (we mark these as ‘confidential’)
- Work experience providers
- Government bodies including, The Department for Education (DfE) Inc. Learner Record Services, the National Pupil Database, Teaching Regulation Agency and public health agencies.
- Exam boards (AQA CCEA City & Guilds NCFE OCR Pearson WJEC)
- law enforcement agencies e.g. police
- NHS (agencies and services including Public Health)
- The Children and Family Court Advisory and Support Service (CAFCASS)
- External systems used by the Trust to carry out day to day processes and requirements. For example, and not limited to; Arbor (School MIS), CPOM’s (Safeguarding system), Class Dojo (parents communications), Microsoft, Wonde (Data integrator), Paxton Access Ltd (Access control), Little Wandle (Phonics).

7. School immunisation programme

We will need to provide data to support immunisation programmes in our Trust. This includes:

- Sharing information leaflets and consent forms with parents or carers
- Providing a list of eligible children and young people, and their parent’s or carer’s contact details to the School Age Immunisation Service (SAIS) team

Sharing these contact details does not mean that a vaccine will be given. A parent or carer must give their consent for a vaccine to be given to their child.

There is a lawful basis for Trust to share information with school immunisation teams under article 6(1)(e) of UK GDPR. This states that the information can be shared if “processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller”.

This means that we can share this information with immunisation programmes as it is in the public interest.

Sharing information with immunisation programmes is part of the exercise of a school’s official authority. Schools also have a duty to support wider public health.

Data protection laws do not prevent us from sharing personal data where it is appropriate to do so in a fair and lawful way, and in this instance, it is beneficial to do so.

8. International Transfers

Your personal information may be transferred outside the UK and the European Economic Area (‘EEA’), including to the United States. Where information is transferred outside the UK or EEA to a country that is not designated as “adequate” in relation to data protection law, the information is adequately protected by the use of International Data Transfer Agreements and security measures, and other appropriate safeguards. For more information on international transfers please contact us at the details below.

9. Freedom of Information Act and Environmental Information Regulations 2004

As a public body, our Trust is subject to requests made under the above legislation. However, we must never disclose personal data in our responses to these requests where to do so would contravene the principles of data protection.

10. Why we regularly share pupil and families information

We do not share information about our pupils and families with anyone without consent unless the law and our policies allow us to do so.

10.1 Youth support services & Careers advisors

Pupils aged 13+

Once our pupils reach the age of 13, we pass information about the pupil to our local authority so they can carry out their legal responsibilities in relation to the education or training of 13-19 year olds under section 507B of the Education Act 1996.

This enables them to provide services as follows:

- Youth support services
- Careers advisers

A parent or guardian can object to any information in addition to their child’s name, address and date of birth being passed to their local authority or provider of youth support services by informing us. This right is transferred to the child / pupil once they reach the age 16

For more information about services for young people, please visit our local authority website or contact our Schools’ Data Protection Officer.

Pupils aged 16+

We must also share certain information about pupils aged 16+ with our local authority as they have responsibilities in relation to the education or training of 13-19 year olds under section 507B of the Education Act 1996.

This enables them to provide services as follows:

- Post-16 education and training providers
- Youth support services
- Careers advisers

A child / pupil once they reach the age of 16 can object to information other than their name, address and date of birth being passed to their local authority by contacting us.

For more information about services for young people, please visit our local authority website.

10.2 Department for Education

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.

10.3 Local Authorities

We may be required to share information about our pupils and families with the local authority to ensure that they can conduct their statutory duties under

- The Schools Admission Code, including conducting Fair Access Panels
- Safeguarding of children/young people
- Supporting children and young people who are eligible for SEND related provision
- Promoting the education, employment and training of young people which requires the exchange of data and the use of information not otherwise available to either organisation.
- Census, Early Years Foundation Stage, Phonics, and other key stage pupil attainment data.
- To identify where pupils have transferred to make the task of tracking vulnerable pupils more secure and also to ensure appropriate services are extended to pupils needing additional support e.g., for reasons of health, exclusions, attendance or transport.

10.4 Requesting access to your personal data, and other rights

Under data protection law, pupils have the right to request access to information about them that we hold, and in some cases, parents can make the request on the pupil's behalf, although this must be subject to the pupil's consent if they are deemed to be competent to understand the request and any implications.

Family members/carers 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 – our contacts are in section 13. at the end of this document.
- 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 would like to request access to your data, or use any of the other rights listed above, please contact the School office in the first instance.

11. How the Government uses your data

The pupil data that we lawfully share with the DfE through data collections:

- Underpins Trust funding, which is calculated based upon the numbers of children and their characteristics in each school.
- Informs ‘short term’ education policy monitoring and Trust/School accountability and intervention (for example, school GCSE results or Pupil Progress measures).
- Supports ‘longer term’ research and monitoring of educational policy (for example how certain subject choices go on to affect education or earnings beyond school)

For privacy notices and further information relating to how the DfE collects, holds and uses your personal information please visit:

[Personal information charter - Department for Education - GOV.UK](#)

For all information relating to how the DfE uses student information please visit:

[How DfE shares personal data GOV.UK](#)

For all information relating to how the DfE uses parent, carer and legal guardian information please visit:

[Privacy information: parents, carers and legal guardians - GOV.UK](#)

For all information relating to how the DfE uses key stage 1 (KS1), key stage 2 (KS2) and key stage 3 (KS3) information please visit

[Privacy information: early years foundation stage to key stage 3 - GOV.UK](#)

For all information relating to how the DfE uses key stage 4 (KS4), key stage 5 (KS5) and adult learner information please visit

[Privacy information: key stage 4 and 5 and adult education - GOV.UK](#)

For all information related to the retention periods for data processed by the Department for Education (DfE) please visit:

[DfE retention schedule - GOV.UK](#)

11.1 Your information rights under UK General Data Protection Regulation (UK GDPR) when the Department for Education collects your personal data

UK General Data Protection Regulation (UK GDPR) gives you certain rights about how your information is collected and used. The Department for Education (DfE) must have a valid reason to collect your personal data. These reasons are called the lawful basis in UK GDPR. You have different rights depending on the DfE's reason to collect your personal data.

For more information, please visit: [Your information rights under UK GDPR - GOV.UK](#)

11.2 Data collection requirements

To find out more about the data collection requirements placed on us by the Department for Education (for example; via the school census) go to:

<https://www.gov.uk/education/data-collection-and-censuses-for-schools>

11.3 The National Pupil Database (NPD)

The NPD is owned and managed by the Department for Education (DfE) and contains information about pupils in schools in England. This information is securely collected from a range of sources including schools, local authorities and awarding bodies.

The data in the NPD is provided as part of the operation of the education system and is used for research and statistical purposes to improve, and promote, the education and well-being of children in England.

The evidence and data provide DfE, education providers, Parliament and the wider public with a clear picture of how the education and children's services sectors are working in order to better target, and evaluate, policy interventions to help ensure all children are kept safe from harm and receive the best possible education.

To find out more about the NPD, go to <https://www.gov.uk/government/publications/national-pupil-database-npd-privacy-notice/national-pupil-database-npd-privacy-notice>

11.4 Sharing by the Department for Education

DfE will only share pupils' personal data where it is lawful, secure and ethical to do so. Where these conditions are met, the law allows the Department to share pupils' and family personal data with certain third parties, including:

- Schools
- Local authorities
- Researchers
- Organisations connected with promoting the education or wellbeing of children in England
- Other government departments and agencies
- Organisations fighting or identifying crime

The DfE provides a formal process for external organisations to apply for access to certain types of personal data it holds. Depending on the nature of the request, access may be provided through the Office for National Statistics Secure Research Service (ONS SRS), the UK Data Service (UKDS), or directly by the DfE where data cannot be shared via those routes. The DfE will only share personal data when strict legal and data protection requirements are met,

and in many cases, data is first de-identified by accredited processors such as the ONS or UK Data Service before being made available. Applicants must demonstrate a clear purpose, satisfy security and lawful basis requirements, and comply with the DfE's data sharing arrangements. More information about how organisations can apply for DfE-held personal data, including the available routes and eligibility criteria, is available at: <https://www.gov.uk/guidance/apply-for-department-for-education-dfe-personal-data>.

For more information about the Department for Education's (DfE) data sharing process, please visit: <https://www.gov.uk/data-protection-how-we-collect-and-share-research-data>

Organisations fighting or identifying crime may use their legal powers to contact the Department for Education (DfE) to request access to individual level information relevant to detecting that crime.

For information about which organisations the Department for Education (DfE) has provided pupil information, (and for which project) or to access a monthly breakdown of data share volumes with Home Office and the Police please visit the following website: <https://www.gov.uk/government/publications/dfe-external-data-shares>

11.5 Learner Records Service

The information you supply is used by the Learning Records Service (LRS). The LRS issues Unique Learner Numbers (ULN) and creates Personal Learning records across England, Wales and Northern Ireland, and is operated by the Education and Skills Funding Agency, an executive agency of the Department for Education (DfE). For more information about how your information is processed, and to access your Personal Learning Record, please refer to: <https://www.gov.uk/government/publications/lrs-privacy-notice>

11.6 National Careers Service (NCS)

The NCS is owned and managed by the Department for Education (DfE). Data will be shared between the National Careers Service and Jobcentre Plus (JCP) in order to facilitate closer co-operation in the delivery of employment and careers guidance.

Data could be shared between the National Careers Service and JCP, in either direction and at any point in the customer journey which is relevant to employment, skills and training. Data shared will be in connection with advice, support and assistance to support customers to acquire or enhance skills and qualifications to help find and retain employment.

11.7 Sharing data for the purposes of the DfE breakfast club provision

The school's must record daily take up (attendance) of their breakfast club during a one-week period each term.

11.8 Education and Child Health Insights from Linked Data (ECHILD)

The ECHILD project originated at University College London (UCL) and was created in partnership with NHS England (NHSE) and DfE. The ECHILD project links education and health data together to provide an evidence base to allow policy makers to better understand how health can impact education and how education can affect health.

ECHILD holds different categories of data for different cohorts of individuals depending on the nature of their interactions with the education, children's services and health sectors. The data sources included are: national pupil database, Hospital episode statistics, mental health services data, community services data and maternity services data. Data may be shared between the DfE, University College London (UCL) and NHS England (NHSE)

For more information about ECHILD, please visit: [Privacy information notice: Education and Child Health Insights from Linked Data \(ECHILD\) - GOV.UK](#)

11.9 How to find out what personal information DfE hold about you

Under the terms of the UK GDPR, you are entitled to ask the Department for Education (DfE)

- If they are processing your personal data

- For a description of the data they hold about you
- The reasons they're holding it and any recipient it may be disclosed to
- For a copy of your personal data and any details of its source

If you want to see the personal data held about you by the Department, you should make a 'subject access request'. Further information on how to do this can be found within the Department's personal information charter that is published at the address below:

<https://www.gov.uk/government/organisations/department-for-education/about/personal-information-charter> or
<https://www.gov.uk/government/publications/requesting-your-personal-information/requesting-your-personal-information#your-rights>

To contact DfE: <https://www.gov.uk/contact-dfe>

12. Contacts

If you have a concern about the way we are collecting or using your personal data or you would like to discuss anything in this privacy notice, we ask that you raise your concern with us in the first instance. Please contact the School Office initially.

Mayfield School:

Heathfield Road, Birmingham, B19 1HJ

Wheeler Street, Birmingham, B19 2EP

Phone: 0121 809 2500

Email: enquiry@mayfield.eiat.org.uk

Queensbury School:

Queensbury School, Wood End Road, Erdington, B24 8BL

Queensbury New Horizons, Station Road, Erdington, B23 6UB

Phone: 0121 373 5731

Email: enquiry@queensbury.eiat.org.uk

Wilson Stuart School:

Perry Common Road, Erdington, B23 7AT

Phone: 0121 373 4475

Email: enquiry@wilsonstuart.co.uk

If you do not wish to contact a school directly, you can contact the Trust data lead below.

Education Impact Academy Trust

EIAT Head Office, C/O Queensbury School, Wood End Road, Birmingham, B24 8BL

Email: DPO@educationimpact.org.uk

Our external DPO service is

Education Data Hub (Data Protection), Derbyshire County Council

Phone: 01629 532888

Email: dpforschools@derbyshire.gov.uk

If however, you are dissatisfied with our response to your concerns you can of course contact the ICO quoting our ICO registration number (ZA769278) and stating that the Data Controller is Education Impact Academy Trust.

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>