



Ark Atwood Primary Academy & Ark Schools Privacy Notice for Parents and Carers

This letter explains how we use information about you and what we do with it.

We call this information your ‘personal data’ or ‘personal information.’

Under the law, people have a right to be informed about how school uses any information we collect about them. This ‘privacy notice’ (sometimes called a ‘fair processing notice’) tells you how we use your personal data.

Who we are

Your school is called Ark Atwood Primary Academy and it is part of the Academy Trust called Ark Schools. Ark Schools is the organisation which is in charge of your personal information. This means that Ark Schools is called the ‘Data Controller’. The postal address for Ark Schools is 65 Kingsway, London WC2B 6TD.

If you want to contact us about your personal information you can contact our school data protection lead, who is Karen Stack. You can speak to her in school or you can leave a letter at reception or send one by post. You can also email Ark’s Data Protection Officer using the email address data.protection@arkonline.org.

The personal data we hold about you

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
- Bank details
- Photographs
- CCTV images captured in school

We may also collect, store and use information about you that 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 collect and 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

How we collect 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.

When we give your information to others

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:

- 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
- Financial organisations
- Our auditors
- Survey and research organisations
- Health authorities
- Security organisations
- Health and social welfare organisations
- Professional advisers and consultants
- Charities and voluntary organisations
- Police forces, courts, tribunals

Transfer outside of the European Economic Area (EEA)

We do not normally transfer your information to a different country outside the European Economic Area. This would only happen if a parent/carer lives abroad or if you move abroad. If this happens we will be very careful to make sure that it is safe to transfer your information. We will look at whether the other country has good data protection laws. If we cannot be sure that it is safe, then we will talk to you about it and make sure that you are happy for us to send your information. 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.

How long we keep your information

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. We have a policy which explains how long we keep information. It is called a Data Retention Schedule and you can ask for a copy at reception.

Your rights

You have the right to do the following:

- You can ask us for a copy of the information we have about you. This is called a ‘subject access request.’
- You can ask us to correct any information we have about you if you think it is wrong.
- You can ask us to erase information about you (although we may have good reasons why we cannot do this).
- You can ask us to limit what we are doing with your information.
- You can object to what we are doing with your information.
- You can ask us to transfer your information to another organisation in a format that makes it easy for them to use.

Parents/carers can make a request with respect to their child’s data where the child is not considered mature enough to understand their rights over their own data (usually under the age of 12), or where the child has provided consent.

Parents also have the right to make a subject access request with respect to any personal data 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 or your child
- 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

Individuals also have the right for their personal information to be transmitted electronically to another organisation in certain circumstances.

There is more information in our Data Protection Policy or you can ask Karen Stack. The policy can be found [here](#) or you can ask for a copy at reception.

If you want to contact us about your personal information you can contact our school’s data protection lead, who is Karen Stack, Office Manager on 020 7266 7070.

You can issue a complaint about what we do with your personal information. If you are not happy with our answer to your complaint, then you can complain to the Information Commissioner’s Office: Information Commissioner's Office, Wycliffe House, Water Lane,

Wilmslow, Cheshire, SK9 5AF. Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number.

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Note 1: Legal basis for holding and processing personal data

The use of your information for these purposes is lawful for the following reasons:

- The law requires Ark Schools to collect the information.
- We need the information to meet the legal requirements of safeguarding pupils.
- To fulfil our functions in providing schooling and so we can look after our pupils. This is in the public interest, because everybody is entitled to an education. This means we have real and proper reasons to use your information.
 - 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)
- We have legitimate interests in processing the data – for example, where we share newsletters with information about various school activities and events (Fun Runs, bake sales, school performances, etc.) and fundraising information through platforms like Just Giving.

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 you would go about withdrawing 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.

Note 2: Legal basis for holding and processing sensitive personal data

- Ark Schools is under a legal obligation to hold and process the information.
- To fulfil of our functions in providing schooling. This is a function which is in the public interest.