

January 2026

Next Review date: January 2028

Privacy Notice

Parent & Carer Child's Data

This privacy notice applies to all academies managed by Wootton Academy Trust (WAT).



**Wootton
Academy Trust**

Person responsible: Chief Finance and Operating Officer

Reviewed by: Executive Headteacher

Contents

Overview	3
The personal data we hold.....	3
Why we use this data	3
Use of your child's personal data for marketing purposes	3
Use of your child's personal data in automated decision making and profiling	4
Our legal basis for using this data	4
Our basis for using special category data.....	4
Change of Purpose.....	5
Collecting this information	5
How we store this data	5
Data Sharing	5
National Pupil Database	6
Youth Support Services	6
Transferring Data Internationally.....	6
Parents/Carers and pupils/students' rights regarding personal data.....	6
Your right to access your child's educational record.....	7
Other Rights.....	7
Complaints.....	7
Contact Us.....	7

Overview

Under UK data protection law individuals have a right to be informed about how our school/college use 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 pupils/students.

We, Wootton Academy Trust, are the 'data controller' for the purposes of data protection law within our schools. Our schools currently include Wootton Academy and Kimberley Sixth Form College.

Our Data Protection Officer is the Chief Finance and Operating Officer for Wootton Academy Trust.

The personal data we hold

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

- Contact details (including parent/carers contact details), contact preferences, date of birth, identification documents.
- Results of internal assessments and externally set tests.
- Pupil and curricular records
- Biometric information, such as finger printing
- Exclusion information
- Attendance information
- Behavioural information
- Safeguarding information
- Details of any support received, including care packages, plans and support providers.
- Photographs

We may also collect, use, store and share (when appropriate) information about your child that falls into "special categories" of more sensitive personal data. This includes, but is not restricted to, information about:

- Details of any medical conditions we need to be aware of, including physical and mental health
- Photographs and CCTV images captured in schools where CCTV cameras are installed
- Characteristics, such as ethnic background, first language, eligibility for free school meals, young carer or special educational needs

We may also hold data about pupils/students that we have received from other organisations, including other schools and multi-academy trusts, local authorities and the Department for Education.

Why we use this data

We use this data to:

- Support pupil learning
- Monitor and report on pupil progress
- Provide appropriate pastoral care
- Provide appropriate systems and opportunities to enhance learning
- Protect pupil welfare
- Assess the quality of our services
- Administer admissions waiting lists
- Carry out research
- Comply with the law regarding data sharing

Use of your child's personal data for marketing purposes

Where you have given us consent to do so, we may send your child marketing information by email or text promoting school/college events, campaigns, charitable causes or services that may be of interest to them.

You can withdraw consent or 'opt out' of receiving these emails and/or texts at any time by clicking on the 'Unsubscribe' link at the bottom of any such communication, or by contacting us (see 'Contact us' below).

Use of your child's personal data in automated decision making and profiling

We do not currently process any personal data through automated decision making or profiling. If this changes in the future, we will amend any relevant privacy notices in order to explain the processing to you, including your right to object to it.

Our legal basis for using this data

We only collect and use pupils/students' personal data when the law allows us to. Most commonly, we process it where:

- We need to comply with a legal obligation.
- We need it to perform an official task in the public interest.
- We need it to perform a contract.

Less commonly, we may also process pupils/students' personal data in situations where:

- We have obtained consent to use it in a certain way.
- Legitimate interests are to the benefit of the individual.
- We need to protect the individual's vital interests (or someone else's interests)

Where we have obtained consent to use pupils/students' personal data, this consent can be withdrawn at any time. We will make this clear when we ask for consent and explain how consent can be withdrawn.

Some of the reasons listed above for collecting and using pupils/students' personal data overlap, and there may be several grounds which justify our use of this data.

Our basis for using special category data

For 'special category' data, we only collect and use it when we have both a lawful basis, as set out above, and one of the following conditions for processing as set out in UK data protection law:

- We have obtained your explicit consent to use your child's personal data in a certain way.
- We need to perform or exercise an obligation or right in relation to employment, social security or social protection law.
- We need to protect an individual's vital interests (i.e. protect your child's life or someone else's life), in situations where you're physically or legally incapable of giving consent.
- The data concerned has already been made manifestly public by you.
- We need to process it for the establishment, exercise or defence of legal claims.
- We need to process it for reasons of substantial public interest as defined in legislation.
- We need to process it for health or social care purposes, and the processing is done by, or under the direction of, a health or social work professional or by any other person obliged to confidentiality under law.
- We need to process it for public health reasons, and the processing is done by, or under the direction of, a health professional or by any other person obliged to confidentiality under law.
- We need to process it for archiving purposes, scientific or historical research purposes, or for statistical purposes, and the processing is in the public interest.

For criminal offence data, we will only collect and use it when we have both a lawful basis, as set out above, and a condition for processing as set out in UK data protection law. Conditions include:

- We have obtained your consent to use it in a specific way.
- We need to protect an individual's vital interests (i.e. protect your child's life or someone else's life), in situations where you're physically or legally incapable of giving consent.
- The data concerned has already been made manifestly public by you.
- We need to process it for, or in connection with, legal proceedings, to obtain legal advice, or for the establishment, exercise or defence of legal rights.
- We need to process it for reasons of substantial public interest as defined in legislation.

Change of Purpose

We will only use your child's personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your child's personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

We may process your child's personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

Collecting this information

While the majority of information we collect about pupils/students 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.

Most of the data we hold about your child will come from you, but we may also hold data about your child from:

- Local authorities
- Other schools your child has attended
- Government departments or agencies
- Police forces, courts, tribunals

How we store this data

We keep personal information about pupils/students while they are attending our school/college. We may also keep it beyond their attendance at our school/college if this is necessary in order to comply with our legal obligations. Our Record Management and Retention Policy sets out how long we keep information about pupils/students.

We have put in place appropriate security measures to prevent your child's personal information being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

We will dispose of your child's personal data securely when we no longer need it.

Data Sharing

We do not share information about pupils/students 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 pupils/students with:

- Our local authority to meet our legal obligations to share certain information with it, such as safeguarding concerns and exclusions.
- The Department for Education to meet our statutory obligations under regulation 5 of The Education (Information about Individual Pupils/students) (England) Regulations 2013. This data underpins school funding and educational attainment policy and monitoring.
- The pupil's family and representatives.
- Educators and examining bodies to meet student assessment obligations.
- Our regulator, Ofsted.
- Suppliers and service providers to enable them to provide the service we have contracted them for.
- Financial organisations to enable payments for trips, catering etc. to be processed.
- Central and local government to meet our statutory obligations.
- Our auditors.
- Health authorities and health and social welfare organisations to ensure the well-being and safety of individuals.
- Professional advisers and consultant related to enhancing educational provision.
- Charities and voluntary organisations.

- Police forces, courts, tribunals to fulfil our legal obligations.

National Pupil Database

We are required to provide information about pupils/students to the Department for Education as part of statutory data collections such as the school census and early years' census as relevant.

Some of this information is then stored in the National Pupil Database (NPD), which is owned and managed by the Department and provides evidence on school performance to inform research.

The database is held electronically so it can easily be turned into statistics. The information is securely collected from a range of sources including schools, local authorities and exam boards.

The Department for Education may share information from the NPD with other organisations which promote children's education or wellbeing in England. Such organisations must agree to strict terms and conditions about how they will use the data.

For more information, see the Department's webpage on how it collects and shares research data. You can also contact the Department for Education with any further questions about the NPD.

Youth Support Services

For educational settings within Wootton Academy Trust with students aged 13+, we also share data in the following way. Once our pupils/students reach the age of 13, we are legally required to pass on certain information about them to Bedford Borough Council as it has legal responsibilities regarding the education or training of 11-19 year-olds.

This information enables it to provide youth support services, post-16 education and training services, and careers advisers.

Parents/carers, or pupils/students once aged 16 or over, can contact our Data Protection Officer to request that we only pass the individual's name, address and date of birth to Bedford Borough Council.

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 UK data protection law.

Parents/Carers and pupils/students' rights regarding personal data

Individuals have a right to make a 'subject access request' to gain access to personal information that the school/college holds about them.

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/carers 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 or your child, 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.

If you would like to make a request please contact the Trust's Data Protection Officer, using the contact details below.

Your right to access your child's educational record

Although there's no automatic parental right of access to the educational record in our setting, we may choose to provide parents, or those with parental responsibility, access to their child's educational record (which includes most information about a pupil). This applies as long as the pupil is aged under 18.

There are certain circumstances when a request may be denied, such as if releasing the information might cause serious harm to the physical or mental health of the pupil/student or another individual, or if it would mean releasing exam marks before they are officially announced.

To make a request, please contact the Data Protection Officer.

Other Rights

Under data protection law, individuals have certain rights regarding how their personal data is used and kept safe, including the right to:

- Object to the use of personal data if it would cause, or is causing, damage or distress.
- Prevent it being used to send direct marketing.
- Object to decisions being taken by automated means (by a computer or machine, rather than by a person)
- In certain circumstances, have inaccurate personal data corrected, deleted or destroyed, or restrict processing.
- Claim compensation for damages caused by a breach of the data protection regulations.

Complaints

We take any complaints about our collection and use of personal information 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. To make a complaint, please follow our complaints procedure.

Alternatively, you can make a complaint to the Information Commissioner's Office:

- Report a concern online at <https://ico.org.uk/concerns/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Contact Us

If you have any questions, concerns or would like more information about anything mentioned in this privacy notice, please contact our data protection officer:

- Mr M Mieczkowski, Data Protection Officer, Wootton Academy Trust, Hall End Road, Wootton, Bedford MK43 9HT
- Email: dpo@wootton.beds.sch.uk

This notice is based on the Department for Education's model privacy notice for the school workforce, amended to reflect the way we use data in this Trust.