

January 2026

Next Review date: January 2028

Privacy Notice

Website

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



**Wootton
Academy Trust**

Person responsible: Chief Finance and Operating Officer

Reviewed by: Executive Headteacher

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Overview

This privacy statement sets out how Wootton Academy Trust and its schools use and protect any information that you provide when you use our websites. This privacy statement relates to the Wootton Academy Trust website, and to the individual school/college websites and any other sites developed and managed by the central services marketing department.

Wootton Academy Trust is committed to ensuring that your privacy is protected. Should we ask you to provide personal information by which you can be identified when using our websites, you can be assured that it will only be used in accordance with this privacy statement.

Wootton Academy Trust will review this statement regularly and you are advised to regularly revisit the statement.

General Browsing of our Website

To make our websites simpler to use, we may sometimes place small data files on your computer, these are known as cookies. These cookies aim to improve your experience of our websites by:

- Remembering settings, so you don't have to keep re-entering them whenever you visit a new page.
- Measuring how you use the website so we can make sure it meets your needs and improve it as required. We use anonymous traffic log statistics to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes.
- Our cookies aren't used to identify you personally. They aim to make our sites work better for you. You can manage and/or delete these small files as you wish. If you would like to learn more about cookies and how to manage them, you can visit www.aboutcookies.org
- Some third-party services are occasionally used to improve the user experience on our websites. A list of the current third-party services and a link to their respective privacy policy pages can be found below. When you navigate away from our websites via one of these services you will need to refer to the site-specific privacy policies listed below:
 - Google Analytics – measuring and improving website usage.
 - Google Maps – embedded mapping service.
 - YouTube.com – embedded video streaming service.
 - X.com – embedded micro-blogging service.
 - Facebook – embedded social networking service.

User Interaction

In specific circumstances where you may wish to either send us information or request support or services we may need to collect information from you. At these times (where possible) it will be made explicit that you are interacting with our websites in this way. Types of information may include:

- Contact Details
- Demographic information such as postcode, preferences and interests.
- Other information relevant to surveys and/or stakeholder engagement.
- Any other information that you choose to send to us.

The information collected could be used to:

- Improve our services to you.
- Undertake stakeholder engagement.
- Send information that you have requested to you.
- Deal with enquiries and complaints made by or about you relating to the website.

However, we will not contact you unless you have specifically requested that we do so, and we will not share information about you with anyone outside Wootton Academy Trust without your consent, unless the law or our internal policies allow us to do so.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure (password- and firewall protected) servers. You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

Links to other Websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over other websites. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your Personal Information

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to follow up questions or issues you have submitted in relation to a stakeholder engagement process or service improvement.

You may request details of personal information which we hold about you under the General Data Protection Regulation (GDPR).

Policy Amendments

We may update this privacy policy from time to time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

Contact Us

If you believe that any information we are holding on you is incorrect or incomplete, or 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