



PETERBOROUGH KEYS ACADEMIES TRUST

Privacy Notice – Parents and Carers

Under data protection law, individuals have a right to be informed about how the School 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 you.

Peterborough Keys Academies Trust (PKAT) is the licensed 'data controller' for the purposes of data protection law. Longthorpe Primary School is an academy within PKAT and operates as a 'data processor' under the PKAT licence.

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
- Bank details (for BACS refund purposes only)
- Photographs

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, nationality
- Information regarding income and eligibility for certain benefits
- Family circumstances, including related documentation
- Physical and mental health, including medical conditions
- Support received, including care packages, plans and support providers
- Information provided by you relevant to your child's learning, attendance and wellbeing

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 pupil welfare
- Administer admissions waiting lists
- Assess the quality of our services
- Carry out research
- Comply with our legal and statutory obligations

USE OF YOUR PERSONAL DATA FOR MARKETING PURPOSES

Longthorpe Primary School uses email as our primary communication method. We use email to notify parents and carers of school news, up and coming events, morning & afterschool clubs, extra curricular activities, trips etc.

If you give consent, we will also use email to notify you about other events, campaigns, charitable causes or services that may be of interest to you. You can withdraw this consent at any time by contacting the school office.

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

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

COLLECTING 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.

HOW WE STORE THIS DATA

We keep personal information about you while your child is attending our school. We also keep it beyond their attendance, alongside your child's personal record, if this is necessary in order to comply with our legal obligations. Personal data is stored in line with our Data Protection Policy.

In accordance with the GDPR, the school does not store personal data indefinitely. We hold data for the periods of time as stated in our Data Retention Policy. These policies can be viewed on our website:

<https://www.pkat.co.uk/page/?title=PKAT+Policies&pid=20>

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:

- 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, e.g. Processing Free School Meal applications
- The PKAT Trust (Peterborough Keys Academies Trust)
- Suppliers and service providers – to enable them to provide the service we have contracted them for, e.g. ParentPay, School's MIS
- Financial organisations, e.g. BACS payments
- Our auditors
- Health authorities, e.g. School Nurses
- Health and social welfare organisations,
- Professional advisers and consultants
- Police forces, courts, tribunals

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.

HOW TO ACCESS PERSONAL INFORMATION THAT WE HOLD ABOUT YOU

Individuals have a right to make a 'Subject Access Request' to gain access to personal information that the school holds about them. 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 our data protection officer.

You also have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing
- object to decisions being taken by automated means

- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and
- claim compensation for damages caused by a breach of the Data Protection regulations

If you have a concern about the way we are collecting or using your personal data, we request that you raise your concern with us in the first instance. Alternatively, you can contact the Information Commissioner's Office at <https://ico.org.uk/concerns/>

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:

GDPR Sentry GDPR@pkat.co.uk

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