

Privacy Notice for Parents & Carers

Reviewed January 2026



The Stour Academy Trust

Privacy Notice for Parents and Carers

Under data protection law, individuals have the right to be informed about how the school uses any personal data that we hold about them. We comply with this requirement through this Privacy Notice.

This Notice explains how we collect, use, store and share personal data about pupils.

We, The Stour Academy Trust, are the 'data controller'.

Our Data Protection Officer is: Rachael Howell (pa@stouracademytrust.org.uk).

1. The Personal Data We Collect and Use

We collect, use and store a wide range of personal data about pupils. This includes (but is not limited to):

- Contact details & personal identifiers
- Pupil records and achievement data
- Results of internal and external assessments
- Attendance information
- Safeguarding and welfare information
- Characteristics (ethnicity, language, eligibility for free school meals, SEND status)
- Medical, dietary and health information
- Behaviour and exclusion information
- Information about support, interventions and agencies involved
- Images and audio/video recordings

We may also receive data from previous schools, local authorities, NHS services, and the Department for Education.

2. Why We Use Personal Data

We process pupil information to:

- Support learning and personal development
- Monitor and report on progress
- Provide pastoral care and safeguarding
- Manage admissions and transitions
- Meet our statutory duties to government bodies
- Assess service quality and meet legal/regulatory requirements
- Administer school operations, systems and digital learning tools

3. Our Legal Basis for Processing

We only process pupil personal data when the law allows:

Most commonly:

- Public task – performing tasks in the public interest (education, safeguarding, school management)
- Legal obligation – complying with the law (e.g., census, safeguarding, health & safety)

Less commonly:

- Consent – for specific, optional uses (see Images section)
- Vital interests – to protect life or prevent serious harm

Where consent is used, you may withdraw it at any time by contacting the Data Protection Officer.

4. How We Collect and Store Information

Most information is mandatory; optional data is clearly identified when requested.

We retain information in line with the IRMS Schools Toolkit retention schedule (which our Trust follows). This schedule determines how long different types of pupil information are kept, based on statutory and recommended retention periods.

Personal data is stored securely within our systems, with appropriate technical and organisational controls, including role-based access, encryption, secure backups, and audit trails.

5. Use of Images, Videos and Audio

We maintain a strict approach to image use, based on our Image Consent procedures.

Internal educational/administrative use:

We may capture and use pupil images within school (e.g., classroom evidence, records, internal displays) as part of our public task (UK GDPR Article 6(1)(e)).

Consent is not required for internal use.

External/promotional use:

We will only use pupil images externally (e.g., website, social media, newsletters, press releases) where a parent/carers has given explicit consent (Article 6(1)(a)).

Consent is voluntary, can be withdrawn at any time, and does not affect educational provision.

Image retention:

- External images are not re-used more than one year after a pupil leaves.

- We publish photographs and videos on our websites and social media to celebrate school life. Older posts are reviewed periodically, and images that are no longer required are removed.
- Due to the nature of social media platforms, some historic posts may remain visible until they are reached during our scheduled review cycle or unless a parent requests their removal sooner.
- Parents/carers may request the removal of an image at any time by contacting the school, and we will remove it where reasonably and technically possible.
- Internal images follow IRMS retention schedules and secure disposal standards.

External photographers:

Where external school photographers are used for individual/class photos, they operate under a contract and Data Processing Agreement ensuring safe, lawful handling of pupil images.

6. Digital Learning Tools and Cloud Services

We use approved digital platforms to support teaching and learning. These platforms may process pupil data under strict contractual and security controls aligned with:

- UK GDPR
- IRMS guidance on externally hosted systems
- Trust Information Security and Acceptable Use policies

We carry out due diligence and Data Protection Impact Assessments (DPIAs) for third-party systems.

7. Data Sharing

We do not share pupil information unless legally required, justified under our lawful bases, or permitted by policy. Where appropriate, we may share information with:

- Local authorities
- The Department for Education
- Family members (emergency or routine information)
- Health, social care and safeguarding partners
- Examining bodies
- IT and system providers
- Professional advisers
- Police, courts or tribunals (where legally required)

All third-party processors must comply with our data security standards.

8. National Pupil Database (NPD)

We are legally required to provide pupil information to the Department for Education for the NPD, which stores national assessment, census and performance data.

For details, visit the DfE's website on how it collects and shares data.

9. International Transfers

If personal data is transferred outside the UK, this will be done in accordance with UK GDPR safeguards, such as adequacy regulations or approved international transfer mechanisms.

10. Data Breach Procedures

In the unlikely event of a data breach involving personal information, we will take immediate steps to contain and investigate it.

Where required, we inform affected parents and notify the Information Commissioner's Office within 72 hours, in line with legal requirements.

11. Rights of Parents, Carers and Pupils

You and your child (where judged mature enough) have rights over your personal data:

- Right of access (Subject Access Request – SAR)
- Right to rectification
- Right to erasure (in specific circumstances)
- Right to restrict processing
- Right to object
- Right not to be subject to automated decision-making
- Right to data portability (where appropriate)

To exercise any of these rights, contact the Data Protection Officer: pa@stouracademytrust.org.uk

All SARs are managed in line with IRMS audit principles and retention requirements.

12. Complaints

We take all privacy concerns seriously.

Please raise any concerns with us first via the Trust Data Protection Officer.

If you remain dissatisfied, you may contact the Information Commissioner's Office (ICO):

- Website: <https://ico.org.uk/concerns>
- Telephone: 0303 123 1113
- Address: ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

13. Contact

Data Protection Officer:

Rachael Howell

Email: pa@stouracademytrust.org.uk