

Updated September 2025

The Academy collects personal information about you and uses it so that it can do its job as a school. This privacy notice explains to you what information is kept about you as a school, what we do with that information and what your data protection rights are.

The personal information that we collect includes:

- Personal information (such as name, address and telephone number)
- Characteristics (such as ethnicity, gender, and nationality)
- Attendance information (such as sessions attended, number of absences and absence reasons)
- Special educational needs information
- Other personal information including relevant medical information, provided by your parents/ carers, or others who help to look after you
- Behaviour and achievement information (such as records of incidents, records of achievement awards)
- Assessment information (including the results of external and school assessments)
- Information about your course choices, career aspirations etc.
- Records of tasks we have set for you and feedback given

We use the information:

- To support your learning and our duty to educate you as well as possible;
- To monitor and report on your progress;
- To provide pastoral care and keep you safe (e.g. so we know when you might need special help, or can contact your parents when we need to);
- To help us improve how school works (e.g. by looking to see what sort of things help you to learn well);
- To comply with the law (e.g. to make sure that we have the information the government requires us to have, and to share with the Department for Education the information that we have to share about you).

Any use of your information always involves a member of staff at some point.

¹ re-written to meet the requirement for child-friendly language; a formal version is also available that contains more detail

The parent/carers information that we hold includes:

- Personal information such as name, address and contact details (phone number / email address etc.)
- Other personal information that you have volunteered to us which helps us to ensure your wellbeing and effective education

We use the parent/ carer information:

- To enable us to contact parents in an emergency or in relation to the education of a child
- To tell the government things that they are legally entitled to know about the school and its pupils such as where our pupils live
- To help us provide an effective education for you

Why we are allowed to have and use this information

We use the data only in ways that you would expect us to, and we only show it to the people in school who need to see it. We design our systems to stop the data from going missing or ending up in the wrong hands. If you ever worry that your data is not being treated correctly, you should ask to speak to the Academy's Data Protection Officer, which is currently Mr Parr.

Where does the personal information come from?

To begin with the data comes from your previous school and the forms that your parents complete when you join school. The schools and your parents must give this information to us so that we can fulfil our duty as a school and so that we can take the right action in the event of an emergency. We also get some data about you, such as test results, from the government.

We create data about you based on your test results, attendance and behaviour record and so on. We also occasionally record comments about you or your work so that staff can take good care of you and be aware of your needs. This is done so that we can do our job as a school.

Consent

There are some types of information that we use that are not essential for the job we do. In these cases, we ask your permission, or your parents' permission to use the information. You, or your parents can withdraw that permission whenever you want.

We need consent to process:

- Biometric information (the facial recognition system Aspens use in the canteen)
- Photographs or videos or other information that we take to use for marketing or publicity (e.g. the school website, the Academy Update or Year Book, newspaper articles)

In all these cases we obtain consent by getting your parents to sign a consent form when you join school in Year 7 which lasts until the end of Year 11. We will always seek consent directly with

pupils directly if we receive any subject access request about you after you have turned 13 years of age. **We seek consent directly from pupils when they enter Years 12 and 13.** If you do not want us to take or use a photograph or video for publicity or similar, you just have to tell us and we will stop doing it. We are also training staff to understand that they should always explain why they are taking a photograph or video. We won't ask for your consent if we are recording a lesson as this is sometime how we try to improve how school works.

Storing pupil information

We hold pupil data only for as long as we need it, then it is deleted or shredded. The details of this are set out in our Data Retention Policy which is available on the Academy website. We expect to retain most information until you are 25 unless we have received a specific request to delete data from an individual. We will normally delete a year cohort's information at a time.

Cloud services

In common with most schools, we use 'cloud based' services for the storage and processing of some of the data we hold about you. This means that we store the data on the Internet instead of on a hard drive in school or provide education providers like GCSE Pod, Arbor, Sparx Maths or Aspens, the caterers, with some information like your name and date of birth. We are still in control of your data and take the right steps to ensure it remains safe and secure.

Who we share pupil information with

We do not share information about you with anyone else unless the law, our data protection policy or appropriate consent allow us to do so.

If you leave school to go to another school or college then we will pass your educational record on to the new school or college. We also share information about your examination results with the primary school that you attended, so that we can work with them to improve our schools.

We also have to supply some information about you to our Local Authority (LA) and the Department for Education (DFE) – this is a legal obligation. The DFE might share information with other people who are for example researching education but this can only happen where the law allows it to do so, and it has a thorough approval process to make sure it gets these decisions right.

Once you are aged 13 or over, we pass on certain information to the Local Authority Youth Support Service. We must provide the names and addresses of you and your parent(s), and any further information relevant to the support services' role.

We may also share data about you with post-16 providers to secure appropriate support on entry to post-16 education and training, if this is an educational option we know you are considering.

Parents, or pupils if aged 13 or over, can however ask that no information beyond names, addresses and your date of birth be passed to the support service.

We may also, in certain circumstances, need to share your information with organisations like the Police or NHS.

Please tell Pupil Services, the Data Protection Office or the Systems Manager if you want us to limit the information we share with these sorts of providers. We don't ask for your consent to do this normally because we think it is part of doing the job you expect us to do for you as a school.

The National Pupil Database (NPD)

The NPD is owned and managed by the Department for Education and contains information about all pupils in schools in England, including you. It provides important and useful evidence that is used in research to improve education.

Your rights

You have the right to access your information, to ask us to correct it where it is wrong and in certain circumstances you can ask us to delete the data or limit what we do with it. If you want to see what data we hold about you, you can make a subject access request by contacting the Data Protection officer, or any other member of staff and explaining that you wish to see the data that the school holds about you. We will assess the request and arrange for a member of staff to sit with you and show you what data we hold about you and answer any specific requests for information that you may have. We will also arrange for printed or electronic copies of the data where the law requires us to do this.

If you think that we are not processing your data fairly, correctly and legally then you may complain. The following options are available to you:

- 1) Contact the Data Protection officer (details below) to discuss your concerns; most worries should be dealt with successfully by doing this
- 2) If you are still not happy the school has a complaints policy which is published on our website.
- 3) You may also contact the Information Commissioner's Office which oversees the way we process data. <https://ico.org.uk/concerns/>

Useful contacts

Christopher Parr, Data Protection Officer, Knutsford Academy, Bexton Road, Knutsford WA16 0EA

Tel: 01565 632738

The Data Protection Officer, Cheshire East Council 1 st Floor Westfields C/O Municipal Buildings Earle Street Crewe CW1 2BJ Tel: 0300 123 5500 Email dp@cheshireeast.gov.uk
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Cheshire East Youth Support Service
The Youth Support Service Hub
33 Great King Street
Macclesfield
SK11 6PN

Tel: 01625 384320 Online www.cheshireeast.gov.uk/children_and_families/youth_support.aspx

Public Communications Unit, Department for Education
Sanctuary Buildings
Great Smith Street
London
SW1P 3BT

Tel: 0370 000 2288 Online <https://www.gov.uk/contact-dfe>

Further information

Further information on school policies and data protection can be found in the following link:
<https://3vywr6huwat37ur611lfqt8-wpengine.netdna-ssl.com/wp-content/uploads/GDPR-Policy-2018.pdf>

Data protection in Cheshire East:

http://www.cheshireeast.gov.uk/council_and_democracy/council_information/data_protection/data_protection.aspx

The Department for Education's data sharing process and the national pupil database:

<https://www.gov.uk/data-protection-how-we-collect-and-share-research-data>
<https://www.gov.uk/guidance/national-pupil-database-apply-for-a-data-extract>
<https://www.gov.uk/government/publications/national-pupil-database-requests-received>

Guidance on how schools should protect your data:

<https://ico.org.uk/your-data-matters/schools/>
<https://www.gov.uk/government/publications/cloud-software-services-and-the-data-protection-act>