



Privacy Notice for Parents and Pupils – How we use your information

2026/27

Who are we?

The Arden Forest C of E Multi Academy Trust is the 'organisation responsible for your information (data controller)'. This means the Trust is responsible for how your personal information is processed and for what purposes.

Arden Forest C of E Multi Academy Trust is registered as the Data Controller with the Information Commissioner's Office (ICO); Registration Number: ZA415063

This Privacy Notice applies to all schools within the Arden Forest C of E Multi Academy Trust.

For day-to-day queries about how personal data is handled at your child's school, please contact the school directly. Trust-wide data protection queries can be sent to AFMdatacontact@welearn365.com

What is a Privacy Notice?

A Privacy Notice sets out to individuals how we process any personal information that we hold about them. We are required to publish this information by data protection legislation. This Privacy Notice explains how we use (collect, store, use and share) personal information about our pupils and parents.

What is Personal Information?

Personal information relates to a living individual who can be identified from that information. Identification can be by the information alone or in conjunction with any other information in the organisation responsible for your information (data controller)'s possession or likely to come into such possession.

'Special category' personal information relates to personal information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing your information of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

What personal information do we process about pupils and parents?

The pupil and parent information that we collect, hold and share includes:

- Personal information including a pupil's name, date of birth, unique pupil number, home address
- Attendance information such as sessions attended, number of absences and absence reasons.
- Educational information including records of work, assessment results, relevant medical

information, details of pupils' special educational needs, exclusions/behavioural information.

- Contact information for parents, carers and other relatives, including telephone numbers, home addresses and e-mail addresses.
- Information about a child's home life, where required as part of necessary safeguarding and welfare processes.
- Details of any support received, including care packages, plans, and support providers.
- Financial details (such as bank account or credit card details), and other financial details such as eligibility for free school meals or other financial assistance
- Visit details when parents sign at a school reception, including dates and times, your photograph, vehicle registration, and who you have visited.

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:

- Any medical conditions we need to be aware of, including physical and mental health
- Photographs and CCTV images captured in school
- religious or similar belief
- Characteristics, such as ethnic background or special educational needs

Why do we use personal information?

We use pupil data:

- to support pupil learning
- to monitor and report on pupil progress
- to provide appropriate pastoral care
- to protect pupil welfare
- to assess the quality of our services
- to comply with the law regarding data sharing
- to safeguard pupils
- to share medical information with health professionals
- Administer admissions waiting lists
- Carry out educational research, quality assurance and school improvement activities where appropriate.

Communications about school activities

Where you have given consent, we may contact you by email, text or other electronic means about school events, fundraising activities, charitable initiatives or other optional activities. You may withdraw your consent at any time 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.

Collecting pupil information

Whilst the majority of pupil information you provide to us is mandatory, some of it is provided to us on a voluntary basis. In order to comply with the UK General Data Protection Regulation, we will inform you whether you are required to provide certain pupil information to us or if you have a choice in this.

Most of the data we collect in relation to parents and pupils will come direct from the parent or pupil. However, we may also hold data relating to you and/or your child that has come from:

- Local authorities
- Government departments or agencies
- Police force, courts, tribunals
- External support services

What are the legal reasons for us to process your personal information?

We are required to process personal information in accordance with data protection legislation and only do so when the law allows us to. The lawful reasons we have for processing personal information are as follows:

1) To comply with the law

We collect and process general purpose pupil information in order to meet certain legal requirements and legal obligations placed upon the school by law. We therefore are required to process personal information for such purposes even if you have not consented to us doing so.

Details of the type of processing of your information that we must undertake, the personal data that is processed, the legislation which requires us to do so and who we may share this information with is set out in Table 1.

If you would like a copy of or further information regarding the statutory authorities that underpin our legal obligations, you should contact the school in writing.

2) To protect someone's vital interests

We are able to process personal information when there is an emergency and/or where a person's life is in danger.

Details of the type of processing of your information that we may undertake on this basis and who we may share that information with is set out in Table 2.

3) With the consent of the individual to whom that information 'belongs'

Whilst much of the personal information processed is in accordance with a legal requirement, there is some personal information that we can only process when we have your consent to do so. In these circumstances, we will provide you with specific and explicit information regarding the reasons the data is being collected and how the data will be used. We only rely on consent where no other lawful basis applies, for example for photographs, videos or optional activities

Details of the type of processing your information that we may undertake on this basis and who we may share that information is set out in Table 3.

4) To perform a public task

It is a day-to-day function of the school to ensure that children receive the education and support they require. Much of this work is not set out directly in any legislation but it is deemed to be necessary in order to ensure that pupils are properly educated and supported

Details of the type of processing your information that we may undertake on this basis and who we may share that information is set out in Table 4.

Special category personal information

In order to process 'special category' data, we must be able to demonstrate how the law allows us to do so. In addition to the lawful reasons above, we must also be satisfied that ONE of the following additional lawful reasons applies:

- 1) Explicit consent of the data subject
- 2) Processing relates to personal data which is manifestly made public by the data subject
- 3) Necessary for establishing, exercising or defending legal claims
- 4) Necessary for reasons of substantial public interest
- 5) Necessary for preventive or occupational medicine, or for reasons of public interest in the area of public health
- 6) Necessary for archiving, historical research or statistical purposes in the public interest

The lawful bases and, where applicable, the additional conditions relied upon when we process special category personal data are described in the tables attached.

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

Who might we share your information with?

We routinely share pupil information with:

- Schools and education providers that pupils attend before, during or after their time with us.
- Local authorities, including Warwickshire County Council and other local authorities where relevant.
- The Department for Education (DfE) and other government departments where required by law.
- Examination and assessment organisations, including awarding bodies and statutory assessment providers.
- Health and wellbeing services, including the NHS, School Nursing Service, Compass School Health, educational psychologists, speech and language therapists and other health professionals involved in supporting pupils.
- Children's services and safeguarding partners, including social care, police, early help services and other agencies where necessary to safeguard children or meet our legal duties.
- Public health organisations, including UK Health Security Agency (UKHSA), local public health teams and other public health bodies where required.
- Special Educational Needs and Disabilities (SEND) services, including specialist support services, alternative provision providers and other professionals supporting pupils.
- Educational software and online learning providers, including our Management Information System (SIMS), Wonde, Synergy and curriculum platforms such as Purple Mash, Times Tables Rock Stars, Mathletics, Accelerated Reader, Bedrock Learning and other approved educational applications used by the Trust.

- Communication and parental engagement platforms, including Studybugs, ParentPay/SchoolMoney, Arbor Communications (if applicable), ClassDojo (where used) and other systems used to communicate with parents and carers.
- Video conferencing and online collaboration platforms, including Microsoft 365, Microsoft Teams, Google Workspace/Classroom or other approved platforms used to support learning.
- IT, cloud hosting and technical support providers who provide secure hosting, system maintenance and technical support.
- Professional advisers and regulators, including auditors, legal advisers, insurers, the Information Commissioner's Office (ICO) and the Education and Skills Funding Agency (ESFA), where necessary.
- Third-party service providers and data processors who provide services on our behalf, including IT support, cloud hosting, management information systems, educational software, communication systems, payment services, catering, transport, educational visits, identity management, printing and technical support. All such providers are required to process personal information in accordance with UK data protection legislation and our contractual requirements.

We do not share information about our pupils or parents unless the law and our policies allow us to do so.

Please refer to the tables for information about what personal information is shared with which specific third parties.

A full list of the data processors and service providers used by the Trust is available on request from the Trust's Data Protection Officer.

Data collection requirements:

We are required to provide information to the Department for Education (DfE) as part of statutory data collections, including the school census. Further information is available on the Department for Education website.

National Pupil Database (NPD)

The Department for Education (DfE) holds and uses data about pupils in England in the National Pupil Database (NPD). Some of the information we share with the DfE is held in the NPD and may be shared by the DfE with third parties for research, statistics and the allocation of funding, where the law allows. Further information is available on the Department for Education website.

What do we do with your information?

All personal information is held in a manner which is compliant with data protection legislation. Personal information is only processed for the purpose it was collected. The school monitors the personal information it processes and will only share personal information with a third party if it has a legal basis to do so (as set out above).

How long do we keep your information for?

All personal data is stored in line with the MAT's Data Protection Policy and Record Retention Schedule. Records are securely destroyed or anonymised once the retention period has expired.

Transferring data internationally

Where personal data is processed by suppliers outside the UK, appropriate safeguards are in place, such as adequacy regulations or approved international data transfer agreements, in accordance with UK data protection law. Where appropriate, we undertake transfer risk assessments before personal information is transferred internationally.

What are your rights with respect of your personal information?

Under data protection law, parents and pupils have the right to request access to information about them that we hold. To make a request for your personal information, or to have access to your child's educational record, contact the School Data Protection Officer at Warwickshire Legal Services via email at schooldpo@warwickshire.gov.uk or alternatively;

School Data Protection Officer
Warwickshire Legal Services
Warwickshire County Council
Shire Hall
Market Square
Warwick
CV34 4RL

****Please ensure you specify which school your request relates to.**

You also have the right to:

- request access
- request rectification
- request erasure (where applicable)
- request restriction
- object to processing
- data portability (where applicable)
- withdraw consent
- complain to the ICO

The Trust does not make decisions about pupils or parents based solely on automated processing or profiling.

- 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
- Subject to the complaints procedure below, you have the right to complain to the ICO

Data Protection Complaints

We are committed to handling your personal data in a way that is fair, transparent, and in accordance with the law. If you are unhappy with how we have handled your data, this process outlines how you can make a complaint.

How to Make a Complaint

If you have a concern about how your personal data has been handled, please contact our Data Protection Lead (DPL) or our Data Protection Officer (DPO). This gives us the opportunity to investigate and resolve the matter as quickly as possible.

Please direct your complaint to:

- Trust Data Protection Lead: Amanda Dale who is contactable via info@ardenforestmat.org
- School/Trust Data Protection Officer (DPO): schooldpo@warwickshire.gov.uk

We encourage you to use our Data Protection Complaint Form, available on each school website, as this will help us investigate your concerns more efficiently.

What to Expect from Us

We will acknowledge receipt of your complaint within 30 days. We will, without undue delay, take appropriate steps to respond to your complaint, including making appropriate enquiries.

Throughout the process, we will:

- Keep you informed of our progress.
- Request any additional information we may need from you in a timely and proportionate manner.
- Provide you with a clear and comprehensive outcome of our investigation.

If You Remain Unhappy

If you are not satisfied with the outcome of your complaint, or if you feel we have not handled it appropriately, you have the right to complain to the Information Commissioner's Office (ICO). The ICO is the UK's independent regulator for data protection and information rights.

For more information about the ICO and their complaints process, you can visit their website at <https://ico.org.uk/concerns/>

Review

Next review: July 2027 or sooner if legislation changes.

The tables below provide additional transparency about the purposes of processing, the lawful bases relied upon, and the categories of organisations involved. They do not replace the Trust's internal records of processing activities.

TABLE 1 — PROCESSING TO COMPLY WITH A LEGAL OBLIGATION

Purpose	Information we may use	Lawful Basis	Typical recipients
Meet our statutory duties, including the school census, admissions, attendance, exclusions and statutory returns	Pupil identity details, attendance, assessment information, SEND status, contact details	Legal obligation	Department for Education (DfE), Local Authorities, statutory assessment providers
Safeguarding and child protection	Safeguarding records, welfare concerns, family information where necessary	Legal obligation and substantial public interest	Local Authority, Police, Children's Social Care, Multi-Agency Safeguarding Partners
Public health reporting	Health information where required by law	Legal obligation and public health	NHS, UK Health Security Agency, Public Health Teams
Financial and audit requirements	Financial records where required	Legal obligation	Auditors, ESFA, HMRC, pension providers and regulators

TABLE 2 — PROCESSING TO PROTECT VITAL INTERESTS

This lawful basis is used only in emergency or life-threatening situations.

Purpose	Information we may use	Lawful Basis	Typical recipients
Medical emergencies	Medical conditions, allergies, emergency contacts	Vital interests	NHS, Ambulance Service, hospitals, healthcare professionals
Emergency safeguarding situations	Information necessary to protect a child or another person	Vital interests	Emergency Services, Children's Social Care, Police

TABLE 3 — PROCESSING BASED ON CONSENT

Consent is only relied upon where no other lawful basis applies.

Purpose	Information we may use	Lawful Basis	Typical recipients
Photographs and videos used for optional publicity and promotional purposes	Images and recordings	Consent	School publications, website, social media, local press (where consent has been given)
Communications about school activities	Parent contact details	Consent	Approved communication platforms
Optional clubs, activities or educational projects	Relevant participation information	Consent (where required)	Approved activity providers and partners

TABLE 4 — PROCESSING TO PERFORM A PUBLIC TASK

Purpose	Information we may use	Lawful Basis	Typical recipients
Deliver education, assess learning and monitor progress	Pupil identity, attendance, assessment, behaviour, curriculum information	Public task	Educational software providers, assessment organisations, receiving schools
Provide pastoral care and safeguard wellbeing	Wellbeing information, behaviour records, SEND information	Public task	Health professionals, SEND services, safeguarding partners where appropriate
Manage the day-to-day operation of the school	Contact details, attendance, timetable, communication records	Public task	MIS providers, communication platforms, IT providers
School visits and extracurricular activities	Medical information, emergency contacts, participation records	Public task	Visit providers, transport providers, activity organisers
School improvement and quality assurance	Survey responses, attainment and attendance information	Public task	Approved survey providers, education partners, Trust improvement services
Communicating with parents and carers	Parent contact details and correspondence	Public task	Communication platforms, messaging providers

Purpose	Information we may use	Lawful Basis	Typical recipients
Protect pupil health and safety and support the safe management of medical conditions and allergies	Pupil identity information, medical information and, where necessary for safe identification, a photograph	Public task	Relevant school staff, catering staff and service providers where necessary