THE WHITE HILLS PARK TRUST

Privacy Notice: Use of Artificial Intelligence

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This notice explains how the Trust uses Artificial Intelligence (AI) and what this means for the personal data of our pupils, staff, parents/carers, governors, volunteers and visitors. We are committed to using AI responsibly, ethically, and in a way that respects your privacy and complies with our legal obligations under the UK General Data Protection Regulation (UK GDPR), Data Protection Act 2018 (DPA) and the Data (Use and Access) Act 2025 (DUAA) and other relevant legislation.

1. What is AI and how do we use it?

AI is a broad term for computer systems that can perform tasks that typically require human intelligence, such as learning, problem-solving, and decision-making. We use different types of AI to improve education and administration across the Trust.

These can be categorised as follows:

- **Generative AI:** This type of AI creates new content, such as text or images based on the data it has been trained on. We may use generative AI to assist staff with administrative tasks like drafting letters, creating lesson plans, or generating report card comments. We will not use pupils' personal data or sensitive information in publicly available generative AI tools.

- **Predictive AI:** This AI analyses data to predict future outcomes. For example, we might use predictive AI tools to identify pupils who may be at risk of falling behind academically which will allow the school/academy to provide early support.

- **Adaptive Learning Systems:** These are AI-powered platforms that tailor educational content and adapt to an individual pupil's learning style and progress. The platform will analyse a pupil's performance to suggest relevant materials and exercises.

- **Automated Administrative Tools:** We may use AI to automate routine tasks such as scheduling, managing timetables, or grading certain types of assignments, freeing up staff time to focus on teaching and pupil support.

2. The legal basis for our use of AI

Under the UK GDPR, we must have a lawful basis to process your personal data. When we use AI, our legal basis is typically one of the following:

- **Public Task:** As a Trust we have a public task to provide education and we will rely on this when the AI processing is necessary for our core educational duties, such as teaching, assessing pupil progress, or for safeguarding purposes. The DUAA has clarified that schools can rely on this lawful basis for their core educational duties.

- **Legitimate Interests:** We may process data using AI for the legitimate interests of the Trust, such as improving efficiency or developing our curriculum. This will always be balanced against the rights and freedoms of the individuals involved.

- **Consent:** In some specific cases, particularly where sensitive personal data is used or for non-essential activities, we may seek explicit consent from parents/carers (or pupils, where appropriate).

3. Your data and AI

When the Trust use AI, we are mindful of the following principles:

- **Data Minimisation:** We will only use the minimum amount of personal data necessary for the AI tool to perform its function.

- **Transparency:** We will be transparent about how and why we are using AI. If a decision is made with the help of AI, we will explain the logic involved and its significance.

- **Security:** We have robust security measures in place to protect your personal data from unauthorised access, loss, or damage.

- **Data Protection Impact Assessments (DPIAs):** The UK GDPR and DUAA requires us to conduct a DPIA for any processing that is likely to result in a high risk to individuals' rights and freedoms. This is always required for automated decision-making and for using AI with children's data. Our DPIAs will assess the risks of using specific AI tools and identify measures to mitigate them. Advice will also be sought from the trust's/school's data protection officer (DPO).

4. Special category data

Special category data includes sensitive information such as health data, racial or ethnic origin and biometric data. We will only process special category data using AI when we have an additional legal condition to do so, such as for reasons of substantial public interest (e.g. safeguarding children) or with explicit consent.

5. Automated Decision-Making and your rights

Under the UK GDPR, you have the right not to be subject to a decision based solely on automated processing (without human intervention) if it produces legal or similarly significant effects on you.

- **Human oversight:** We ensure there is always meaningful human involvement in any significant decision-making process. AI tools are used to assist staff, not to replace their professional judgment.

- **Your right to challenge:** If an AI tool is used to help make a decision that affects you, you have the right to request human intervention, express your views, and challenge the decision.

  The DUAA has clarified the rules on automated decision-making allowing organisations to rely on a wider range of legal bases, but it maintains the core safeguards of human oversight, transparency, and the right to challenge.

6. Data subject rights under the UK GDPR

Using AI does not change your fundamental rights regarding your personal data. The rights to your data are listed below.

- **Right of access** – this is known as a subject access request in which you have the right to see information about you which is classed as personal data. Should you wish to make such request, please refer to the trust's/school's separate process published on the website.

- **Right to rectification** – where the data about you held by the trust/school is inaccurate, you have the right to apply for it to be amended and corrected. There is a requirement for this process to be completed within one calendar month or three months if complex.

- **Right to erasure** – in certain circumstances you can request your personal data to be permanently deleted.

- **Right to restrict processing** – if you believe that data is inaccurate, and have asked for it to be erased, you can ask the data processor and controller to stop any processing until the investigation into erasure or amendment has taken place.

- **Right to object** – you can object to your personal data being processed for marketing. In a school setting this is likely to be limited.

- **Right to data portability** – this holds very little bearing in a school/academy setting as the transfer of data for pupil is regulated by guidance from the Department of Education and data relating to staff is part of HMRC contractual obligations.

Further information regarding your data subject rights can be found within our published guide on our website. Please refer to 'My Rights – a guide for data subjects'.

7. Concerns and complaints

If you have any questions or concerns about our use of AI or how we process your personal data, please see our complaint policy that has a separate Appendix for personal data matters.

Our **Data Protection Officer** is John Walker whose contact details are:

Telephone number: 0300 303 4360

Email address: info@phplaw.co.uk

Address: The Brutus Centre, Station Road, Totnes, Devon TQ9 5RW

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you are not satisfied with our response.

The ICO's details are as follows:

Helpline number: 0303 123 1113

Website: https://ico.org.uk

Address: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

8. Review cycle

This privacy notice will be reviewed annually by our Data Protection Officer and the trust/school leadership team to ensure updates are made to ensure compliance with relevant legislation. Where there is an update in relevant legislation prior to the annual review, this notice will be updated without undue delay.

Date of implementation: 05 November 2026

Review date: 084 November 2028