



Privacy Information for Parents / Carers – Key Information

E-ACT

May 2018



Parent / Carer Privacy Notice - Key Information

This notice contains the key information about **how** and **why** we collect your personal information and **what** we do with that information.

Shenley Academy is part of E-ACT (the **Trust**). The Trust operates the Academy and is ultimately responsible for how the Academy handles your personal information.

Personal information is information that identifies you and relates to you. For example, information about your family circumstances, your financial information and photographs of you.

We strongly recommend reading the full version of our parent / carer privacy notice which is published on the Academy's website and can be found here <http://www.e-act.org.uk/privacy-notice>. You can also obtain a copy of the full privacy notice by contacting the Academy on 0121 464 5191 or enquiry@shenleyacademy.org.uk. The full version includes additional points, such as, the rights you have in your information, including what decisions you can make about your information, for how long the Academy retains your personal information and our legal grounds for using your personal information.

The Academy's primary reason for using your personal information is to provide educational services to your child.

We set out below examples of the different ways in which we use your personal information and where that personal information comes from.

- We obtain information about you from admissions forms and from your child's previous Academy. We may also get information from professionals such as doctors and from local authorities.
- We will have information about any family circumstances which might affect your child's welfare or wellbeing.
- We may take photographs or videos of you at Academy events to use on social media and on the Academy website. This is to show prospective parents, carers and pupils what we do here and to advertise the Academy. We may continue to use these photographs and videos after your child has left the Academy.
- We will send you information to keep you up to date with what is happening at the Academy. For example, by sending you information about events and activities taking place (including fundraising events) and the newsletter.
- We will keep details of your address when your child leaves the Academy for any alumni communication. In some situations we may need to share your information with third parties.



- In accordance with our legal obligations, we will share information with local authorities, Ofsted and the Department for Education, for example, where we have any safeguarding concerns.
- On occasion, we may need to share information with the police, our legal advisors and our insurers.

You have the following rights regarding your information:

- Rectification of information held;
- Access to information held;
- Deletion of information in certain circumstances;
- Portability - the transfer of information to you or a third party;
- Restriction of use of information; and
- The right to object to the use of information in certain circumstances.

These rights are explained in more detail in the full privacy notice, and Data Protection Officer / Regional Operations Director can give you more information.

The Data Protection Officer / Regional Operations Director can answer any questions which you may have about how we use your personal information. The Data Protection Officer can be contacted by email on DPO@E-ACT.org.uk

