



WELCOME TO SHENLEY ACADEMY



INFORMATION BOOKLET FOR
PARENTS / CARERS
AND STUDENTS
2024-25



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SHENLEY ACADEMY UNIFORM INFORMATION

FOR SEPTEMBER 2023

We believe that students in years 7-11 should be dressed professionally which helps to establish the correct attitude for learning.

Shenley students were heavily involved in helping to choose the design of our uniform and we expect you to wear it with pride.

UNIFORM

Plain black tailored trousers (All year groups)

Plain black knee length pleated skirt (All year groups)

Plain white school shirt

Academy tie – clip on – (All year groups) - red / black

Black/red V-necked sweater with Academy badge

Plain black formal school shoes (leather/leather like material without a logo)

Black tights only with skirts (no footless tights or leggings)

Dark socks with trousers

NO black jeans / jean style trousers, leggings / stretch material or skinny fit. Skirts MUST be knee length and tailored NO LYCRA SKIRTS ALLOWED.

Trainers (even plain black) or canvas footwear are not permitted. Manufacturers such as Nike, Adidas, Converse and Puma WILL NOT be accepted as appropriate footwear providers for school shoes.



OUTDOOR WEAR

Plain black outdoor coat – ideally one which is waterproof and warm.

Plain black hat/gloves/scarf

A suitable bag is required to carry books

Hooded tops MUST NOT be worn at any time. If they are seen they will be confiscated until the end of the academy day.

Outdoor wear MUST NOT be worn inside the academy building.

P.E. KIT – INDOOR / OUTDOOR

Black/red polo shirt with school badge—compulsory

Black/red shorts with badge—compulsory

Black/red socks—compulsory

Black Tracksuit top with school badge (optional—but only type allowed)

Black Tracksuit bottoms with school badge (optional—but only type allowed)

Black /red legging with school badge (optional—but only type allowed)

Trainers

Football boots

A suitable Gym Bag

Compulsory P.E. Kit

Optional P.E. Kit—but
only this to be worn



MAKE-UP

Make-up is **not allowed** at all for students in Years 7-9, with **discreet make-up** only for students in Years 10 and 11. Any student in Years 7-9 wearing make-up or any student in Years 10-11 wearing too much make-up (in the opinion of pastoral staff) will be asked to remove it. False nails **are not** allowed for health and safety reasons. Only clear nail varnish is allowed.

HAIR STYLES

For Health and Safety reasons, and to support the general business-like values of the Academy, the Academy expects students to have reasonable hairstyles and colours. If the Head teacher, or a member of staff acting for the Head teacher, considers a student's hairstyle to be unreasonable, then the student will be asked to rectify the matter. The Academy will take a strict line on inappropriate hairstyles/hair colouring- only 'natural' hair colours are permitted, no 'tram lines', patterns or messages to be cut into the hair.

JEWELLERY

The Academy has agreed that one small ear stud may be worn in each ear **providing that it is in the lower lobe only**. Students may also wear a wrist watch. Apart from this, for Health and Safety reasons and to promote the general business-like values of the Academy, no jewellery may be worn. This includes rings, neck chains and facial piercings such as nose and lip studs.

VISUAL GUIDE

ALL YEAR GROUPS

Plain black formal knee length pleated school skirt, no lycra / stretch



Black box pleat skirt



Black pleated skirt



Black lycra short skirt



Black pleated short skirt



Black straight short skirt

ALL YEAR GROUPS



FOOTWEAR

Examples of footwear that are acceptable



Examples of footwear that are NOT ACCEPTABLE



UNIFORM STOCKISTS

Kids Essentials

762 Bristol Road South, Northfield, Birmingham,
B31 2NN
Tel: 0121 477 0736 [https://
kidsessentialsschoolwearbirmingham.co.uk](https://kidsessentialsschoolwearbirmingham.co.uk)

Dancers Limited

Central Buildings, Peckingham Street,
Halesowen B63 3AR
Tel: 0121 550 1237 [http://
www.dancersltd.co.uk](http://www.dancersltd.co.uk)

FIRST DAY CONTACT

The Academy operates a first day contact policy. Parent(s) / Carer(s) must contact the academy's Attendance Office on the first day of their child's absence.

Attendance Office: 0121 464 8191 – able to leave message

Attendance Office: 0121 464 8192 / 0121 464 8200

Home School Liaison Officer: 0121 464 8193

Switchboard: 0121 464 5191 and select option 1 to report an absence.

CONTACT WITH HOME

We use the Priority one contact details (as completed in the student admission form), to inform you of any important Academy dates, training days or emergency closures. We will also use this information to send other important documents such as homework booklets, weekly newsletter and external examinations details. All routine communication will be sent via text messages and/or e-mail to the priority one contact. Copies of Academy newsletters and important dates will also be available on the website.

THE ACADEMY DAY

Morning registration begins at 8.30 a.m.

Children who arrive after 8.35 a.m. will receive a late mark and will be given a 30 minute same day detention.

Children arriving after 9.15 a.m. will be coded as 'U' which is an unauthorised absence.

We expect all students to be on site by 8.25 a.m.

ATTENDANCE AND PUNCTUALITY

What is good attendance?

We expect all of our students to aim for 100% attendance. The minimum expectation, set by the government is 95%.



Why is good attendance so important?

Attendance of below 95% will reduce your child's chances of doing well at school. Employers expect good attendance and time-keeping and we are regularly asked to provide details of attendance and punctuality as part of students' references for prospective employers and colleges

97%+	• Excellent
95-97%	• Good
93-95%	• Beginning to cause concern: Likely to affect progress
90-93%	• Cause for concern: Affecting progress
<90%	• Persistent absence: significant effect on progress

In February 2015 the Department for Education (DfE) published a report on the link between absence and attainment. It stated that students with 100% attendance are 2.8 times more likely to achieve 5 4-9 grades including English and math's than students who only attend 85% of the time.

What if my child is too ill to attend school?

If you feel that your child is genuinely too ill to attend school:

- Contact our attendance office before 8.30 a.m. on 0121 464 8191, 464 8192, 464 8200
- Let us know what is wrong with your child and how long you expect them to be absent.
- Ensure that your child returns to school as soon as they are able.

Students will be placed on truancy call and their absence recorded as unauthorised if parents/carers do not let us know why they are absent.

If your child has an injury such as a broken leg, support will be put in place to ensure that they can move safely around school. There is no need for them to stay at home.

We will ask for medical evidence if we have concerns about regular absence.

Medical Appointments

We ask that parents do not make routine medical or dental appointments when their child should be at school.

If your child has a hospital appointment that cannot take place outside of school hours, please notify the attendance office in writing, giving 24 hour's notice stating the time they need to leave school, if appropriate.

An appointment card / medical appointment letter etc. for all medical / dental appointments will be needed for the absence to be authorised. If no supporting evidence is given the absence will be marked an unauthorised.

What if my child is ill during the day?

We will always encourage students to stay at school if they are able. We have a number of trained first aiders who can assess your child. If we feel that they are too ill to remain in school, we will contact you using the telephone numbers you have given us.

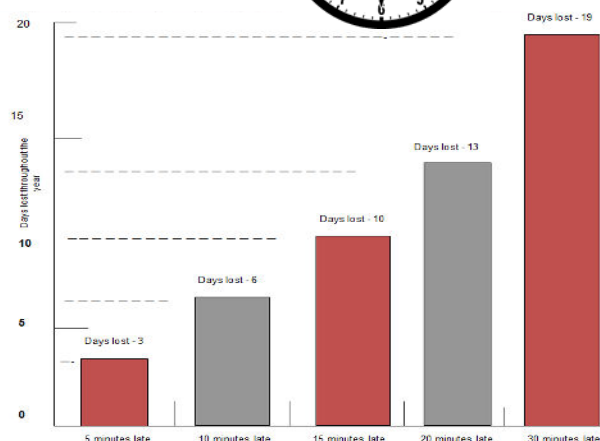
What time does school start?



Morning registration begins at 8.30 a.m.

We expect all students to be on site by 8.25 a.m.

Students who miss morning registration or arrive late miss important notices and cause a disruption to other students. Students arriving after the start of period 1 miss vital learning time and their late arrival to class causes a disruption to the learning of other students. The graph shows how much time is lost over a year by students who are late every day.



Please ensure that your child is punctual every day.

Holidays in term time

What the law says:

The DfE regulations make it clear that parents do not have any right or entitlement to take a child out of school for the purposes of a term time holiday. The regulations do state that Headteachers may, in **exceptional circumstances**, grant up to 10 school days leave in a school year for the purposes of an annual family holiday but parents should not expect such leave to be granted as a right. The law says that it is likely that **in most cases Headteachers will refuse to authorise absence**. The Government guidance on term-time holidays states: 'Parents should not normally take pupils on holiday in term time'.

In exceptional circumstances, parents must apply in writing using the academy's leave of absence form. This must be done at least 2 weeks in advance.

It is the decision of the Headteacher as to what might qualify as an exceptional circumstance and each request for term-time absence will be considered on an individual basis. The Headteacher will also look very carefully at the child's previous attendance record when considering a request.

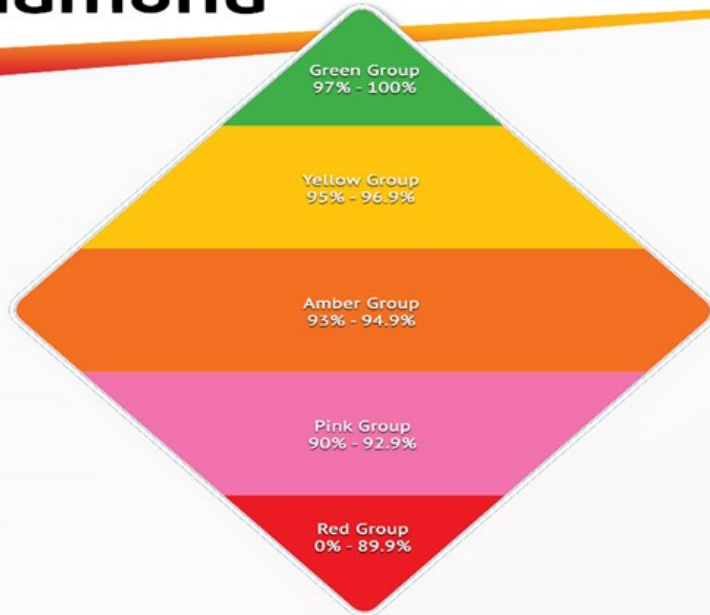
If we do not agree to grant leave and parents take their child on holiday in spite of this, then it will count as **unauthorised absence** - the same as 'truancy'.

If the child remains absent for longer than agreed, then this extra time will be recorded as unauthorised absence.

If a child fails to return to school within 10 days of the agreed return date and there is no appropriate contact from parents /carers, we are **entitled to remove the child from our roll**. We are oversubscribed, so there is no guarantee that the place will remain open and no guarantee of getting the place back.

Parents /carers can be prosecuted for their child's truancy or poor attendance. We want to avoid this happening and will do our best to work with families, but we will take legal action in cases of persistent absence, unauthorised leave or truancy.

Attendance Diamond

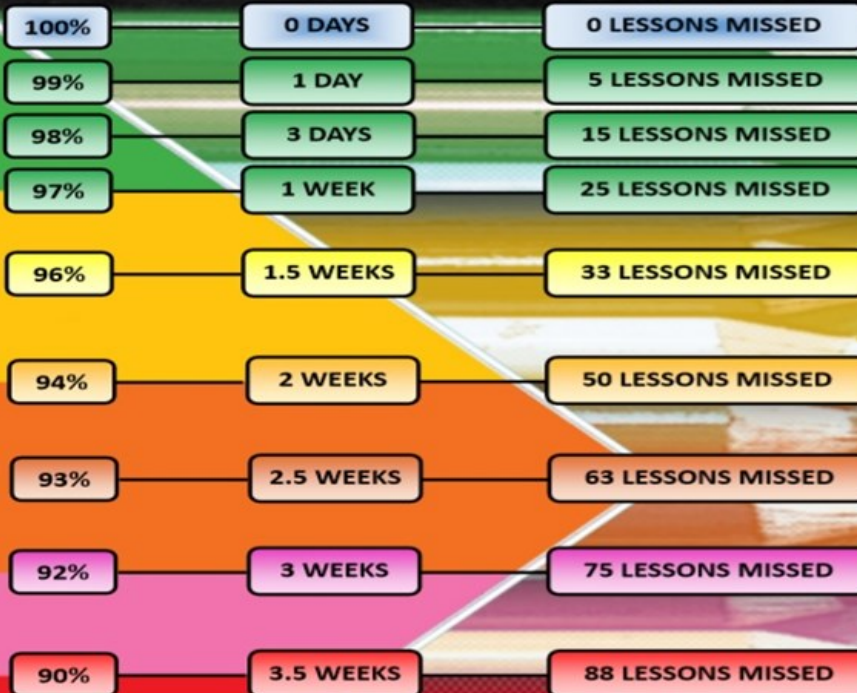


Attendance Groups	
Green	No risk
Yellow	Risk of underachievement
Amber	Serious risk of underachievement
Pink	Severe risk of underachievement
Red	Extreme risk - Court action

Attendance Matters



Sol Attendance
Sustainable impact



**MAXIMISE YOUR POTENTIAL.
ATTEND SCHOOL EVERY DAY.**

EQUIPMENT

We expect all students to come to school fully equipped for learning. This means that they need to bring with them:

A pencil case containing:

- Pens – 2 black, 1 blue pen for completing written work
- Red pen - 1 – for self and peer-assessment
- Pencils - 2
- Ruler
- Rubber
- Sharpener
- Yellow highlighter
- Protractor
- Small calculator



Planners (this will be issued by the form tutor on the first day)

P.E. kit when required. All students will write their timetable in their planner so parents are able to check when these are needed.

Any homework due in that day – it is useful for students to have a suitable folder to carry this to and from the academy.

HOMEWORK

All homework is set via ***Class Charts***. Parents can access this via the academy's website. For mathematics, homework will also be set through ***Hegarty Maths***.



Class Charts is an online homework calendar. It enables students and parents to view every piece of homework which has been set by teachers at Shenley Academy. The calendar can be accessed by clicking the link at the top of the Shenley Academy homepage – no log-in is required.

Clicking on an individual homework entry will reveal information such as the date the homework is due in, instructions for the completion of the task and links to any useful resources. In the future we will be able to provide parents and carers with a PIN so that you will be able to log-in to Class Charts and view only the homework which has been set for your child. A letter will be sent out with further details.

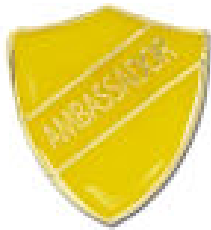
The academy library is open most breaks and lunchtimes for students who wish to use the computers, work quietly or read.

BEHAVIOUR FOR LEARNING CHECKLIST

- Am I fully equipped?
- Am I on time and ready to learn?
- Am I being polite and cooperative?
- Do I need to ask for help?
- Am I focussed and working to the best of my ability?
- Am I being respectful to myself, others and my surroundings?
- Is there anything to get in the way of my learning today?
- Will I learn from my previous mistakes?

STUDENTS MUST SHOW RESPECT

- **For each other by**
 - o Being kind and supportive
 - o Not using put-downs
 - o Celebrating success
 - o Knowing everyone has the right to learn
 - o Not using name-calling
- **For staff and visitors by:**
 - o Being polite
 - o Offering help
 - o Opening doors
- **For yourselves by:**
 - o Being positive
 - o Being proud of your contribution to the academy
 - o Getting it right with the help of a checklist (see below)
 - o Knowing everyone has the right to learn
- **For learning by:**
 - o Following instructions
 - o Staying on task
 - o Arriving equipped
 - o Asking for help if needed
 - o Aiming for the best
 - o Avoiding distractions
- **For the building by:**
 - o No littering
 - o Not chewing gum
 - o Not using graffiti
 - o Caring for displays
 - o Caring for our environment



Shenley's student Anti-Bullying Charter

*Created by Shenley Academy
Safeguarding Ambassadors*

1. Bullying is the intentional physical, verbal or psychological harm in person or online
2. Bullying can include a power imbalance
3. Bullying can be discrete—it can sometimes be hidden under “banter”
4. Know what STOP means

- **S**everal
- **T**imes
- **O**n
- **P**urpose

1. Think before you speak
2. Think about the consequences
3. If you are experiencing or witnessing bullying, speak out. Come out of the shadows—don't stay silent
4. If you see it, report it
5. Bystanders are just as bad as bullies
6. Pay close attention—as someone if they are upset, notice all signs, are they acting differently?
7. You always have someone to talk to

Zero tolerance
to bullying

Sanctions/Support for those who are identified:

1. Detentions
2. Mediation
3. Non-Contact agreements
4. Parental meetings
5. Time in reflection
6. 4 week follow up
7. Well-being sessions
8. Booklets
9. Potential suspensions



You may not think it, but
you are not alone!

STUDENT, PARENT AND TEACHER PARTNERSHIP

To be successful, a school needs a partnership between teachers, parents and students based on shared values and high expectations. An understanding and acceptance of the roles of all the partners helps to create an environment in which students are secure and can take responsibility for their learning and personal development.

- We want everyone to think big for yourselves and for the world around you.
- We want everyone to do the right thing in everything you do, even when this means doing something that's hard, not popular or takes a lot of time.
- We want everyone to show strong team spirit, always supporting and driving your team forward

STUDENT AND PARENT EXPECTATIONS OF THE ACADEMY

- A safe and pleasant environment where learning can prosper.
- An ethos where students are valued as individuals.
- The development of individual talent to the full.
- Recognition and celebration of achievement through positive re-enforcement.
- Challenging and stimulating work which meets the needs of the individual
- Work which is conscientiously marked in line with academy policy.
- Regular and clear information on individual progress.
- Professional care and guidance.
- The promotion of health.
- Commitment to the delivery of quality careers guidance.
- Opportunities and encouragement for parents to meet teachers.
- Sympathetic and fair consultation on concerns.
- Quick response to enquiries and complaints.

TEACHER EXPECTATIONS OF STUDENT AND PARENT

- Support for the aims and ethos of the school.
- Punctuality and regular attendance.
- Ensuring students are prepared for lessons with full uniform and equipment.
- Fostering a positive attitude towards learning.
- Working hard to achieve individual potential.
- Acceptable behaviour with no disruption to others.
- Respect for staff, one another, the environment and property.
- Courtesy to all members of the community.
- Parental encouragement and recognition of effort and achievement.
- Parental support for policies on uniform, discipline and homework.
- Parental liaison with the academy on issues of student behaviour and progress.
- Attendance when possible for parent/teacher evenings.
- To use online payment system where possible.

ICT PROVISION

As part of the Academy's ICT provision, we offer all students supervised access to the internet. Before students can be allowed to use the internet, both the student and parent/carer must sign the declaration in the admissions pack as evidence of their acceptance of the rules below.

During academy time, staff will guide students towards appropriate material. At home, families bear the same responsibility for guidance as they exercise with other information sources such as television, telephones, films and radio.

ICT ACCEPTABLE USE POLICY

- 1) I will not visit websites that contain unsuitable material. If I am unsure if a site is suitable, I will ask a member of staff.
- 2) I will always keep my password secret
- 3) I will not attempt to gain unauthorised access to the Shenley Academy network or to any other computer system found on the Internet.
- 4) I will not attempt to log on using another person's username and password with or without their permission.
- 5) I will not attempt to access another person's files.
- 6) I will remember that anything that is sent out from the Shenley Academy network carries the Shenley Academy e-mail address and represents the Academy. I will be responsible in my use of e-mail. I will not send in an e-mail any material that is inappropriate. I will not use offensive or threatening language in my e-mails or in any other communication on the Internet.
- 7) I will only copy pictures or text into my area on the network. I will not download any other type of file without permission from a member of staff (for example software, games, screen savers etc.)
- 8) I will ask a teacher before I print any information.
- 9) During lessons and after-school clubs I will only use the Internet for Academy work.
- 10) I will not take information from the Internet and pass it off as my own work.
- 11) I will not publish information on the Shenley Academy website that is protected by copyright.
- 12) The Internet in the Academy is for educational use. I will not use it for financial gain or for advertising.
- 13) I will report any misuse of the Internet immediately to a member of staff.
- 14) I will not access chat rooms (including Facebook, Bebo etc.) either directly or through proxy sites.
- 15) I will not do anything that would expose any other child or adult to danger

MOBILE PHONES—STUDENT USE POLICY

Context:

There can be few youngsters in the Academy who do not have a mobile phone or other device, and in many cases those devices have a music playing and camera/video facility.

An absolute ban on mobile devices would cause some parents to have the legitimate concern that their child would lose the ability to be contacted / make contact after school, should they stay behind for example, for a rehearsal or sports event. An equally legitimate concern, of course, is that mobile devices can be used to carry out 'cyber-bullying' or otherwise disrupt the work of the school.

To accommodate these concerns the Academy has a very simple and clear rule:

Mobile devices can be brought into the academy but must not be used anywhere on the academy site and during the academy day (defined as the time that a student enters the academy site **until they leave the site at the end of the day**). Any phone or other electronic device (e.g. an MP3 player) that is **in view or in use** will be confiscated by a member of staff. In such an event the item may be collected by arrangement from a designated member of staff at the end of the school day. When the confiscation is a repeated flouting of this rule, or in any case of misuse of the camera / video facility, the device will only be returned to the parent / carer of the student concerned. Staff may hand devices to the police if misuse is suspected.

Any device switched off and zipped into a coat pocket or student's bag will never be any cause for concern or be confiscated.

The rule on mobile phone use applies to all students in Year 7 to 11 in the Academy.

Mobile phones and other devices are of course valuable, and many students do not bring them to school for fear of loss or theft. All students and their parents/carers should be aware that the Academy cannot accept any liability in that respect.

CASHLESS CATERING

At Shenley Academy we have a system called 'Cashless Catering' for our dining arrangements.

No Cash

Cashless catering systems establish an account for each student and member of staff, and as the name implies – no cash changes hands at the tills in the dining room. This significantly reduces queuing, removes any distinction between those who are in receipt of free school meals (half of our students) and those who are not.

Biometrics

In common with many other local secondary schools and colleges, the system we have introduced is known as biometrics, and uses a digital signature as a secure and convenient way of establishing personal identity.

The finger print images used in biometrics **cannot be used by any other source for identification purposes.**

The system uses an image of the fingerprint to create a mathematical algorithm and then discards the fingerprint. Only the numbers remain **and these cannot be turned back into a fingerprint.** It follows, therefore, that fingerprints taken for this purpose cannot be used by any other agency. (We use the UK's leading supplier of Cashless Catering (Cunninghams), who have run cashless catering systems across the UK for 20 years, now installed in approximately 2000 schools with over 2 million users). **When a new student starts at Shenley Academy we need to take a 'digital signature' and for a parent/carers to sign to agree to this. This will be done before your child starts Shenley in September.**

Easy Payment

There are machines installed in the Reception area where students can pay money into their account.

There is also available a system called **ParentPay**. This is an online payment system, which is used to pay for school meals. When your child starts at Shenley Academy the academy system generates a user name and password for ParentPay for each parent. This will be sent to you early in the Autumn Term.



IS YOUR CHILD ELIGIBLE FOR FREE SCHOOL MEALS?

Free meals are targeted at disadvantaged students. Free meals in further education defines disadvantage as students being in receipt of, or having parents who are in receipt of, one or more of the following benefits:

- Income Support
- income-based Jobseekers Allowance
- income-related Employment and Support Allowance (ESA)
- support under part VI of the Immigration and Asylum Act 1999
- the guarantee element of State Pension Credit
- Child Tax Credit (provided they are not entitled to Working Tax Credit and have an annual gross income of no more than £16,190, as assessed by Her Majesty's Revenue and Customs (HMRC))
- Working Tax Credit run-on – paid for 4 weeks after someone stops qualifying for Working Tax Credit
- Universal Credit with net earnings not exceeding the equivalent of £7,400 pa (after tax and not including any benefits you get)

A student is only eligible to receive a free meal when they, or a responsible adult on their behalf, have made a successful application to the institution where they are enrolled.

Feedback from institutions has indicated that there is some confusion about Working Tax Credit and whether children from families in receipt of it are eligible for free meals. A parent or student must be in receipt of one of the qualifying benefits set out above to be eligible. Working Tax Credit is not a qualifying benefit for free meals, and a parent or student in receipt of Working Tax Credits is not entitled to a free meal.

Qualifying benefits do include the Working Tax Credit run on which is paid for four weeks after you stop qualifying for Working Tax Credit.

From 1 April 2018, any student who is in receipt of, or has parents who are in receipt of, Universal Credit must have a net earned annual income of no more than £7,400 in order to be eligible for free meals.

IF YOU THINK YOU ARE ELIGIBLE FOR FREE SCHOOL MEALS THEN PLEASE FOLLOW THE LINK BELOW

<https://www.cloudforedu.org.uk/ofsm/birmingham>



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-notices>. 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

PUPIL PRIVACY NOTICE—KEY INFORMATION FOR OLDER PUPILS

SECONDARY PHASE: YEAR 7 AND ABOVE

E-ACT

May 2018

Privacy Notice for Older Pupils (Year 7 and above) - Key Information

This notice contains the key information about **how** and **why** we collect your personal information and **what** we do with that information. We refer to Shenley Academy as the Academy in this notice.

The 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 how well you are doing at the Academy and any information that we need to take care of you. Photographs and videos of you also count as your personal information.

We encourage you to read the full version of our pupil 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 asking your parents or carers to contact the Academy or by speaking to your form tutor.

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.

Our primary reason for using your personal information is to provide you with an education.

- We set out below examples of the different ways in which we use your personal information and where that personal information comes from.
- Admissions forms give us lots of personal information. We get information from you, your parents or carers, your teachers and other pupils. Your old school also gives us information about you so that we can teach and care for you.

- Sometimes we get information from your doctors and other professionals where we need this to look after you
- We may need to report some of your information to the government (e.g. the Department for Education). We will need to tell the local authority that you attend the Academy, if you leave the Academy or let them know if we have any concerns about your welfare.
- We will share your academic and (where fair) your behaviour records with your parents or carers so they can support your education.
- We may use photographs or videos of you for the Academy's website and social media sites or prospectus to show prospective pupils what we do here and to advertise the Academy. We may continue to use these photographs and videos after you have left the Academy. Sometimes we use photographs and videos for teaching purposes, for example, to record a drama lesson.
- We publish our public exam results, sports fixtures and other news on the website and put articles and photographs in the local news to tell people about what we have been doing.
- We use CCTV to make sure the Academy site is safe. CCTV is not used in private areas such as changing rooms.
- 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 Academy newsletter.
- We may keep details of your address when you leave so we can send you any alumni communication and find out how you are getting on. We may also pass your details onto any alumni organisation which the Academy introduces.

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.

If you have any questions about how we use your personal information, please speak to your form tutor. Alternatively, you can speak to your parents or carers who will talk to us on your behalf.

The Data Protection Officer (DPO) is the person responsible for managing how the Trust looks after personal information. The Data Protection Officer can answer any questions which you may have about how we use your personal data. They can be contacted on DPO@E-ACT.org.uk

BIOMETRIC INFORMATION NOTICE: PUPILS

Introduction

- 1 The Academy wishes to use biometric information (see paragraph 2) about our pupils as part of an automated biometric recognition system. This is for the purposes of:

System Name	Purpose
BioStore	Cashless payment for school meals

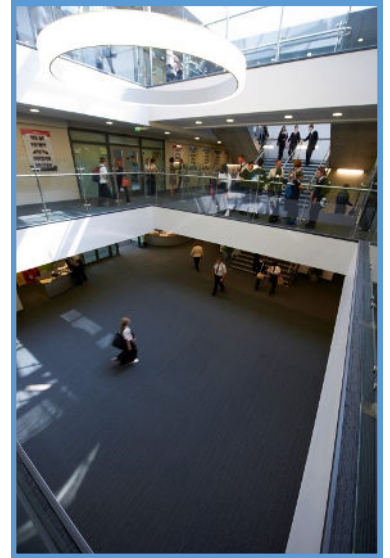
Sections 26 to 28 of the Protection of Freedom Act 2012 (the **Act**) require the Academy to notify each parent / carer of a child and obtain the written consent of at least one parent / carer before we can use that child's biometric information.

Biometric information and how it will be used

- 2 Biometric information is information about a person's physical or behavioural characteristics that can be used to identify him / her. The Academy would like to take and use information from our pupils' fingerprints and use this information for the purposes described in paragraph 1 above.
- 3 The information will be used as part of an automated biometric recognition system. This system will take measurements of the pupils' fingerprints and convert these measurements into a template to be stored on the system. An image of the pupil's fingerprint is not stored. The template (i.e. measurements taken from the pupil's fingerprint) is what will be used.
- 4 The law places specific requirements on the Academy when it uses biometric information about pupils. For example:
- 4.1 The Academy cannot use the information for any purposes other than those described above.
 - 4.2 The Academy must ensure that the information is stored securely.
 - 4.3 The Academy must tell parents / carers and pupils what it intends to do with the information.
 - 4.4 The Academy will not disclose the biometric information to a third party unless permitted by law. The Academy may however share the information with BioStore for the proper use of the automated biometric recognition system.

Providing your consent / objecting

- 5 The Academy requires the written consent of at least one parent / carer to use a pupil's biometric information. However, consent will be overridden at any time if the other parent / carer objects in writing. The Academy will also seek the consent of a pupil if he / she has sufficient maturity to exercise his / her data protection rights. In most cases consent will be sought from pupils going into year 7 or above. Also, if a pupil objects to the use of his / her biometric information at any time, the Academy cannot collect or use that information. Parents / carers may also withdraw their consent at any time in writing addressed to the Academy.
- 6 Parents / carers and pupils can give their consent by completing and returning the Academy/s biometric information consent form.
- 7 Please note that when a pupil leaves the Academy, or if for some other reason he / she ceases to use the biometric system, his / her biometric information will be securely deleted as soon as practically possible.



Why is attendance such a big deal?



TRUE - A student with 100% attendance is nearly three times more likely to achieve an excellent set of grades (with English and Maths) than someone with 85% attendance.

Attending school makes a BIG difference, and will positively impact on your future choices!

TRUE – There are 175 non school days in a year! That is an incredible amount of time to spend on family time, holidays, shopping, household jobs and appointments.



Nearly 48% of the days in the year are non school days. It would be ridiculous to miss school without good reason.

What does my attendance look like?

Attendance * = school target	Approximate days missed by the end of the year
100%	0
99%	2
98%	4
97%	6
96%*	8
95%	10 (two school weeks)
94%	12
93%	14
92%	16 (over three school weeks)
91%	18
90%	20 (an entire school month)
85%	29 (an entire half term)
80%	38 (nearly 8 school weeks)

GOOD NEWS – By being in school you are increasing your overall attendance record and giving yourself the very best chance of building for a successful future.