

## Privacy Notice

### *Parents and Carers*

#### Categories of information that we collect, hold and share include:

Personal data that we may collect, use, store and share (when appropriate) about you includes, but is not restricted to:

- personal identifiers such as your name and contact details
- CCTV images obtained when you visit one of our colleges/schools
- your relationship to your child/ward including any relevant court orders and safeguarding information.

We may also collect, store and use information about you that falls into "special categories" of more sensitive personal data. This includes (where applicable), but is not restricted to:

- personal characteristics, such as nationality and/or languages spoken
- family circumstances
- free school meal eligibility
- physical and mental health
- support received.

If your child/ward makes an application for a bursary payment, parents and carers may be required to provide additional information. This may include (where applicable), but is not restricted to:

- occupation
- marital status and spouse/partner details
- disability status
- household income.

We may also hold data about you that we have received from other organisations, including other colleges/schools and social services.

#### Why we collect and use this information

We use this data to:

- report to you on your child/ward's attainment and progress
- keep you informed about operational matters e.g. college/school closures and events
- provide appropriate support
- assess the quality of our services
- to keep children safe
- to meet our statutory obligations.

## The lawful basis on which we use this information

We only collect and use your personal data when the law allows us to. Most commonly, we process it where:

- we need to comply with a legal obligation
- we need it to perform an official task in the public interest.

We may also process your personal data in situations where:

- we have obtained consent to use it in a certain way
- we need to protect the individual's vital interests.

Where we have obtained consent to use your personal data, this consent may be withdrawn at any time. We will make this clear when we ask for consent and explain how consent may be withdrawn.

Some of the reasons listed above for collecting and using your personal data overlap, and there may be several grounds which justify our use of this data.

## How we collect your information

We collect information from application forms, permission forms, bursary applications and via secure file transfer from a pupil's previous college/school.

All of our colleges/schools have CCTV and will collect images when you visit the college/school.

While most of the information we collect about you is mandatory, there is some that may be provided voluntarily. Whenever we request information from you, we will make it clear whether you are required to provide it or if you have a choice in this.

## Storing your data

We keep personal information about you while your child/ward is attending one of our colleges/schools. We may also keep it beyond their attendance at our school if this is necessary to comply with our legal obligations.

We refer to the Information and Record Management Society's Data Retention Toolkit for Schools and to DfE guidance on data protection for current guidelines and best practice.

## Who we share your information with

We do not share information about you with anyone without consent unless the law and our policies allow us to do so.

Where it is legally required or necessary (and it complies with data protection law), we may share personal information about you with:

- Department of Education and local authorities
- government departments or agencies
- our regulator - Ofsted
- suppliers/service providers
- our auditors
- NHS, safeguarding, health and social welfare professionals
- professional advisers and consultants
- charities and voluntary organisations

- emergency services e.g. Police
- HM Courts & Tribunals Service

Your information may be shared internally (when relevant) between other Heart of Mercia member schools and colleges.

Where Heart of Mercia engages third parties to process personal data on its behalf, we require them to do so on the basis of a written contract, they are under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure the security of data.

## International transfer of your data outside of the EEA

All of our Colleges currently use MailChimp to manage email communication. We transfer your e-mail address to the United States to facilitate the use of MailChimp and manage email communication. A Data Sharing Agreement is in place and regular checks are made to ensure your data is kept safe.

## Requesting access to your personal data

Under data protection legislation, you have the right to request access to information about you that we hold. To make a request for your personal information, contact the Data Protection Officer for the relevant college (see below).

Parents/carers can make a request with respect to their child's data, where the child is not considered mature enough to understand their rights over their own data (usually under the age of 12) or where the child has provided consent.

You also have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress
  - prevent processing for the purpose of direct marketing
  - object to decisions being taken by automated means
  - in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed;
- and
- a right to seek redress, either through the ICO, or through the courts

If you have a concern about the way we are collecting or using your personal data, we ask that you raise your concern with us in the first instance. Alternatively, you can contact the Information Commissioner's Office at <https://ico.org.uk/concerns/>

## Contact

If you would like to discuss anything in this privacy notice, please contact the Data Protection Officer at Heart of Mercia, or, the Data Protection Lead at the relevant college:

- Heart of Mercia Multi Academy Trust Data Protection Officer: [dpo@heartofmerciamulti.org.uk](mailto:dpo@heartofmerciamulti.org.uk)
- Hereford Sixth Form: [dpo@hereford.ac.uk](mailto:dpo@hereford.ac.uk)
- King Edward VI College: [dpo@kedst.ac.uk](mailto:dpo@kedst.ac.uk)
- Worcester Sixth Form College: [dp.officer@wsfc.ac.uk](mailto:dp.officer@wsfc.ac.uk)

