



## Privacy Notice

### Ash Meadow School

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At Ash Meadow School, we are committed to safeguarding the privacy of our pupils, staff, parents, and visitors. This privacy notice explains how we collect, use, and protect your personal information in compliance with:

- The UK GDPR, the Data Protection Act 2018
- The Data Use and Access Act 2025.

#### 1. Who We Are

Ash Meadow School is an independent specialist school providing educational services for pupils aged 5–19. As the data controller, we are responsible for ensuring the security and appropriate use of personal data in accordance with legal requirements.

#### 2. Types of Personal Data We Collect

We may collect and process the following types of personal information:

- Pupils: Name, date of birth, contact details, medical and health information, academic records, attendance records, behaviour and safeguarding information, photos, and special educational needs (SEN) data.
- Parents/Guardians: Name, contact details, relationship to pupil, financial information, communication preferences.
- Staff: Name, contact details, qualifications, employment history, payroll information, DBS checks, health and safety information, online use checks, DfE checks.
- Visitors: Name, contact details, reason for visit, vehicle registration.

#### 3. How We Collect Data

We collect data in various ways, including:

- Registration and admission forms.
- Communications between parents, staff, and the school.

- Visitor logs.
- Health and safety documentation.
- Our school website and apps (including cookies – see our Cookie Policy).

#### 4. Purpose of Processing

We collect and process personal data for the following reasons:

- To provide education and support services to pupils.
- To monitor pupil progress and provide pastoral care.
- To ensure the welfare, safeguarding, and health of pupils and staff.
- To manage school operations, including communication with parents/guardians and staff.
- To fulfil contractual obligations (e.g., employment contracts, fee payments).
- To comply with legal and regulatory requirements.

#### 5. Legal Basis for Processing

We rely on various legal grounds to process personal data, including:

- Consent: For specific activities such as using photographs in school marketing.
- Legal obligation: For safeguarding and health and safety purposes.
- Contract: To fulfil our obligations under employment or fee agreements.
- Legitimate interests: For the efficient running of the school, including communications and school operations.
- Recognised legitimate interests (Data Use and Access Act 2025): Such as safeguarding, preventing crime, or responding to emergencies.

#### 6. Who We Share Your Data With

We may share personal data with the following third parties, where necessary:

- Local authorities and government departments (for statutory reporting).
- Examination boards and regulatory bodies (for academic assessment).
- External service providers (IT support, payroll, or school management systems).

- Health services, where safeguarding or welfare concerns arise.
- Public authorities, including the police, if required by law.

We ensure that any third parties who receive your data are compliant with data protection laws and only use the data for agreed purposes.

## 7. International Data Transfers

Where personal data is transferred outside the UK (for example, by cloud-based IT service providers), we ensure appropriate safeguards are in place. These transfers are only permitted where the level of protection is not materially lower than UK standards, in line with the Data Use and Access Act 2025.

## 8. Data Retention

We only retain personal data for as long as necessary to fulfil the purposes outlined above, or as required by law. Pupil records are typically retained until the pupil reaches the age of 25, while staff records may be kept for six years after employment ends.

## 9. Your Data Protection Rights

Under data protection law, you have certain rights regarding your personal data, including:

- The right to access – request a copy of the data we hold about you.
- The right to rectification – correct any inaccurate data.
- The right to erasure – request deletion of your data in certain circumstances.
- The right to restrict processing – ask us to limit how your data is used.
- The right to data portability – request your data in a structured, commonly used format.
- The right to object – object to how your data is used in some cases.

Please note: We may ask you to verify your identity or clarify your request before responding. In line with UK law, we will carry out searches that are reasonable and proportionate. We will normally respond within one month, though this may be extended where requests are complex.

## 10. Data Security

We take appropriate technical and organisational measures to protect personal data against unauthorised access, loss, or misuse. These include secure servers, password protection, encryption, and access controls.

## 11. Contact Us

If you have any questions or concerns about how your data is handled, or if you wish to make a request under your data protection rights, please contact:

Data Protection Officer (DPO):

## 12. Complaints

If you are dissatisfied with our response to any data protection issues, you can raise your concerns with us directly. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

- ICO Website: <https://ico.org.uk>
- ICO Contact Number: 0303 123 1113

## 13. Updates to This Notice

We may update this privacy notice from time to time. Any significant changes will be communicated to you, and the latest version will always be available on our website or at the school office.

