Privacy Notice for Pupils, Parents and Families

What Is a Privacy Notice?

The Data Protection Act 2018 gives everyone the right to be informed about how their information is used by organisations. This Privacy Notice explains how Annie Lennard Primary School use information about pupils who attend our schools and their parents or carers. If you can be identified from the information we hold, then this is known as "personal data".

This Privacy Notice explains:

- why we use your personal data
- the reasons we need to do this
- what kinds of personal data we use
- where we collect your personal data from
- who we will share your personal data with
- Your information rights
- who to contact if you need more information or have a concern

The Personal Data We Hold

We use personal information about pupils and their families for the purposes of delivering teaching and learning, undertaking our duties in relation to safeguarding and so that the school can perform other duties it is required to do so.

For the same reasons, we collect and share information about pupils and their families from other organisations, like previous schools, Local Authority services, or government departments.

The pupil information we need to use includes:

- Identifier (names) and contact details
- Pupil progress, attainment other information about tests or exams
- Attendance and absence information, including free breakfast club attendance (such as sessions attended, number of absences, absence reasons and any previous schools attended)
- Assessment and attainment (such as phonics results and any relevant results)
- Behavioural information (such as exclusions and any relevant alternative provision put in place)
- Attendance and absence information, including reasons for absence
- Details of behaviour issues, welfare support, or educational needs
- Photographs and video images

The parent/family information we need to use includes:

- Identifier (names) and contact details (home address, phone numbers and email addresses)
- National insurance numbers (to check for school meals eligibility)
- Preferences for how we use your child's information outside of school

We may also collect, use, store and share (when necessary) more sensitive information about pupils that falls into 'special categories'. This includes:

- Characteristics and identity information, like gender, ethnicity, language and religion,
- Special educational needs, disabilities or additional educational needs
- Medical and administration (such as doctor's information, child health, dental health, allergies, medication and dietary requirements)
- Safeguarding, pastoral support and wellbeing information (such as court orders and professional involvement)

Why We Use Personal Data for Pupils and Their Families

We use the information we hold about you to:

- Send important information or get in touch with you when we need to
- Undertake our legal duties in relation to safeguarding and wellbeing
- Encourage positive behaviour
- Helping pupils prepare for and sit assessments and other tests
- Provide pupils and their families with access to lesson information, homework and other information about the curriculum we offer
- Support pupils and their families with any additional learning needs or disabilities
- Provide access to other organisations that offer specialist support
- Provide access to other learning opportunities outside of school
- To help assess entitlement for additional support (for example Free School Meals)
- Support pupil learning
- Monitor and report on pupil attainment progress
- Provide appropriate pastoral care
- Assess the quality of our services
- Keep children safe (food allergies, or emergency contact details)
- Meet the statutory duties placed upon us for the Department for Education (DfE) data collections

Our Legal Basis for Using Your Data

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing pupil information for general purposes are:

- Article 6, 1, (a) the data subject has given consent to the processing of his or her personal data for one or more specific purposes
- Article 6, 1, (c) processing is necessary for compliance with a legal obligation to which the controller is subject

The bases we rely on for processing pupil special category information for general purposes are:

- Article 9, 1, (a) the data subject has given explicit consent to the processing of those personal data for one or more specified purposes, except where Union or Member State law provide that the prohibition referred to in paragraph 1 may not be lifted by the data subject
- Article 9, 1, (b) processing is necessary for the purposes of carrying out the obligations and exercising specific rights of the controller or of the data subject in the field of employment and social security and social protection law in so far as it is authorised by Union or Member State law or a collective agreement pursuant to Member State law providing for appropriate safeguards for the fundamental rights and the interests of the data subject

At Annie Lennard Primary School, we also collect and use personal data where it is necessary to meet the legal responsibilities set out in data protection legislation, other UK law and regulation that applies to schools. These include the following:

- Education Act 2011
- Regulation 5 of The Education (Information About Individual Pupils) (England) Regulations 2013
- The School Admissions Code
- The SEND Code of Practice 0-25 Years
- Keeping Children Safe In Education 2026

Sometimes, we may also use your personal information where:

- Parents/carers of have given us permission to use this for a particular purpose
- We have assessed that using information for a particular purpose is in your best interests and it is fair and reasonable to do this
- An Official Body like the Police or Department for Work and Pensions has requested your information as part of their "recognised legitimate interests"
- It is necessary to use your information for emergency purposes, where not doing so would put you at significant risk

Where we are using pupil parent data because we have gathered your permission (consent), you may withdraw or amend these preferences at any time. We will make this clear when we ask for permission and explain how to go about withdrawing consent.

Some of the reasons listed above for collecting and using your information overlap, and there may be several grounds which mean we can use your data.

Collecting Your Personal Data

Most of the information we collect about pupils and their families is mandatory (you must provide this information, so we are able to support your child in school), however, there are some occasions when you can choose whether or not to provide the data.

We will always tell you if supplying information is optional. If you must provide the data, we will explain what might happen if you don't.

Most of the personal data we hold about pupils is provided by parents/carers. We may also collect pupil information from:

- Previous schools
- Local Authorities
- Government departments or agencies
- Police forces, courts or other official bodies
- Other professionals involved in the statutory assessment of pupil needs
- Providers of services you have consented to support pupils

How We Store Your Personal Data

We will keep personal information about pupils and their families while children are registered at our school. When a pupil leaves Annie Lennard Primary School, this information is usually transferred to the next school they attend.

We have a records management policy and retention schedule which sets out how long we must keep information about pupils. This document is published on the school's website, and can be viewed following this link: https://annielennardprimary.co.uk/School-Information/GDPR

We have security measures in place to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

We will dispose of your personal data securely when we no longer need it.

Data Sharing

We do not share your personal information outside school without your permission, unless the law and our policies require us to do so.

We may share personal information about you with:

- The Local Authority (Sandwell MBC) – to meet our legal responsibilities, such as sharing concerns about pupil safety and wellbeing, or sharing the choices secondary school pupils make about going into further education, employment, or training. We have an information sharing agreement with the Local Authority that supports how we share this information
- The Department for Education (a government department) – to meet legal obligations we have as a school
- With designated parent/family contacts – to share information about your child's academic progress, wellbeing, behaviour and details of how we may support other needs they have
- Awarding bodies – where pupils are entered as a candidate for statutory tests and public exams
- Our regulator (the organisation or "watchdog" that supervises us), Ofsted – they inspect and regulate services that care for children and young people, and services providing education and skills for learners of all ages
- Suppliers of the IT systems pupils and staff use in school – including our central pupil information system (SIMS) and other essential systems we connect to this (School Comms)
- Suppliers of services that work with pupils in school – like sports coaches, therapists, counsellors, etc
- External Support Agencies (Welfare support, Inclusion and Behaviour Services)
- Providers of the systems we use to deliver our curriculum – so pupils can access learning online (Purple mash, Twinkle, PlanB, Tapestry, TT Rock Stars, Now Press Play, Little Wandle, White Rose, Big Cat Online, Curriculum Visions, Classroom Secrets)
- Our firewall, filtering and monitoring systems - to safeguard pupils from potentially harmful and inappropriate online material (Senso through SIPS)
- The finance systems we use for online payments – to enable parents to pay for services such as school meals, trips and other events (ESS FMS through SIPS)
- Sandwell Local Authority – Where we receive services such as free school meals eligibility checks
- Our auditors – they inspect how we manage our finances and other school standards
- Survey and research organisations- to enable us to provide the most appropriate learning opportunities for our pupils
- Health Authorities – School Nurses, Public Health teams and other NHS organisations that attend our schools to provide pupils with immunisations and advice on health
- Health and social welfare organisations – GPs, Hospitals, Children's Services, Education Psychology Service who look after pupil's medical and social needs
- Professional advisers and consultants – who may provide specialist informal, advice and guidance to staff or to parents
- Charities and voluntary organisations – to provide specialist information, advice and guidance to staff or to parents
- Police, Courts, Legal tribunals, Insurance Underwriters – who may require information to complete official or regulatory duties
- The system we use for managing visitors to school (EDIT)
- Contract catering services (SIPS)
- Contracted IT support services (SIPS)

Making Choices About Your Personal Data (consent)

If you have given consent for your child's personal data to be used for a particular purpose (for example, preferences relating to the use of your child's image on our website), you can amend or withdraw your consent at any time.

To change your consent preferences, you can contact the office staff via email: denise.goldbytimmis@annielennard.sandwell.sch.uk or phone 0121 429 4284 (we may ask you to submit your request in writing at a later date).

Where parents have given us consent to receive email or text messages promoting school events, campaigns, charitable causes or services that you might be interested in, you can also withdraw or 'opt out' by clicking on the 'Unsubscribe' link at the bottom of the message, or by contacting us (see 'Contact us' below).

Transferring Data Internationally

Where we share data with an organisation that is based outside the UK, we will protect your data by following data protection law.

Your Information Rights

Data Protection law provides you with certain rights.

Requesting access to your personal data

Pupils or their parent(s) have the right to request access to information that we hold about them.

We will conduct reasonable and proportionate searches to identify the records you have requested.

If you have not provided enough information in your request to allow us to locate the types of personal data, time periods, or indicated specific records you wish to access, we may require you to clarify your request. If you cannot do this, we may extend to the period of time we have to respond, or determine that the request is manifestly excessive and refuse it.

If we do hold information about you, we will:

- Give you a description of it
- Tell you why we are holding and using it, and how long we will keep it for
- Explain where we got it from, if not from you or your parents
- Tell you who it has been, or will be, shared with
- Let you know if we are using your data to make any automated decisions (decisions being taken by a computer or machine, rather than by a person)
- Give you a copy of the information

To make a request to access your personal information, please contact our Data Protection Officer using the details in the "Who to Contact" section. We may require you to provide proof of your identity, before we can help with your request.

Your Other Information Rights:

- **The right to know how your information is being used** – We uphold this by publishing Privacy Notices and letting you know how your information will be used when we collect it.
- **The right to have inaccurate information amended** - We uphold this right by asking your to review the information we hold on record and updating information if you provide evidence to show it has changed
- **The right to have information removed or deleted from your records** – We uphold this right by removing or deleting your information that we are no longer required to keep
- **The right to temporarily restrict how your information is used** - We uphold this right by not using information until we have confirmed what is accurate, unless it is necessary to do so

- **The right to object to us using your data for certain purposes** – We uphold this by asking for your consent or permission to use your information for these purposes (including direct marketing and for scientific/historical research and statistics)
- **The right for important decisions about you not to be made solely by automated systems that use your information (like computer algorithms and AI**) – We uphold this right by letting you know if these systems are used and giving you a choice for these types of decisions to be reviewed.

Who to Contact

Annie Lennard Primary School has a Data Protection Officer (provided by Services 4 Schools Ltd). Their role is to oversee and monitor our data protection procedures, and to make sure we are compliant with data protection legislation.

The Data Protection Officer is also responsible for helping the workforce uphold their information rights.

If you would like to discuss anything in this privacy notice, please contact our Data Protection Officer:

Email: DPO@services4schools.org.uk

In writing: **For the attention of the Data Protection Officer**

Annie Lennard Primary, The Oval, Smethwick, West Midlands B67 6LE

Complaints or Concerns

We take any complaints about how we collect and use your personal data very seriously, so please let us know if you think we've done something wrong.

If you have a concern or complaint about the way we are collecting or using your personal data, you should raise your concern with our Data Protection Officer in the first instance. (please see the contact details above).

We will acknowledge your complaint as soon as possible - usually within 10 working (school days), unless school is closed for an extended period (end of term, end of the academic year).

The Data Protection Officer will review your concerns and contact you within 30 working (school) days to confirm the outcome and report and findings.

If after the Data Protection Officer has completed their review, you remain unsatisfied with how your personal data has been handled, you also have the right to raise a concern with the Information Commissioner's Office at https://ico.org.uk/concerns/

For complaints not related to how your personal data is being handled, please refer to our complaints procedure, which is available on our website: https://alp.sch.life/

Revisions and last updated

We may need to update this privacy notice periodically, so we recommend that you revisit this information from time to time.

This version was last updated **November 2026**

How Government uses your data

The pupil data that we lawfully share with the Department for Education (DfE) through data collections:

- underpins school funding, which is calculated based upon the numbers of children and their characteristics in each school.
- informs 'short term' education policy monitoring and school accountability and intervention
- supports 'longer term' research and monitoring of educational policy

Data collection requirements

To find out more about the data collection requirements placed on us by the Department for Education (DfE) (for example; via the school census) go to https://www.gov.uk/education/data-collection-and-censuses-for-schools

The National Pupil Database (NPD)

The NPD is owned and managed by the Department for Education (DfE) and contains information about pupils in schools in England. This information is securely collected from a range of sources including schools, local authorities and awarding bodies.

The data in the NPD is provided as part of the operation of the education system and is used for research and statistical purposes to improve, and promote, the education and well-being of children in England.

The evidence and data provide DfE, education providers, Parliament and the wider public with a clear picture of how the education and children's services sectors are working in order to better target, and evaluate, policy interventions to help ensure all children are kept safe from harm and receive the best possible education.

To find out more about the NPD, go to https://www.gov.uk/government/publications/national-pupil-database-npd-privacy-notice/national-pupil-database-npd-privacy-notice

Sharing by the Department for Education (DfE)

DfE will only share pupils' personal data where it is lawful, secure and ethical to do so. Where these conditions are met, the law allows the Department for Education (DfE) to share pupils' personal data with certain third parties, including:

- schools and local authorities
- researchers
- organisations connected with promoting the education or wellbeing of children in England
- other government departments and agencies
- organisations fighting or identifying crime

For more information about the Department for Education's (DfE) NPD data sharing process, please visit: https://www.gov.uk/data-protection-how-we-collect-and-share-research-data

Organisations fighting or identifying crime may use their legal powers to contact the Department for Education (DfE) to request access to individual level information relevant to detecting that crime.

For information about which organisations the Department for Education (DfE) has provided pupil information, (and for which project) or to access a monthly breakdown of data share volumes with Home Office and the Police please visit the following website: https://www.gov.uk/government/publications/dfe-external-data-shares

How to find out what personal information the Department for Education (DfE) holds about you

Under the terms of the UK GDPR, you are entitled to ask the Department for Education (DfE):

- if they are processing your personal data
- for a description of the data they hold about you
- the reasons they're holding it and any recipient it may be disclosed to
- for a copy of your personal data and any details of its source

If you want to see the personal data held about you by the Department for Education (DfE), you should make a 'subject access request'. See the guide for details:

https://www.gov.uk/government/publications/requesting-your-personal-information/requesting-your-personal-information#your-rights

Further information on what personal information the Department for Education (DfE) holds about you published in the privacy notices for early years foundation stage to key stage 3:

https://www.gov.uk/government/publications/privacy-information-early-years-foundation-stage-to-key-stage-3

To contact the Department for Education (DfE): https://www.gov.uk/contact-dfe