

## Parent 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. 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 privacy notice which is published on the School's website and can be found here <https://artsed.co.uk/information/policies>. You can also obtain a copy of the full privacy notice by contacting the School at [dataprotection@artsed.co.uk](mailto:dataprotection@artsed.co.uk), The Arts Educational School, 14 Bath Road, London W4 1LY and 0208 987 6678. 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 School retains your personal information and our legal bases for using your personal information.

The School'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 school. 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 happiness;
- we will process financial information about you in relation to the payment of fees. In some cases we get information about you from third parties such as credit reference agencies or from your child's previous school(s);
- we may take photographs or videos of you at School events to use on social media and on the School website. This is to show prospective parents and pupils what we do here and to advertise the School. We may continue to use these photographs and videos after your child has left the School;
- we will send you information to keep you up to date with what is happening at the School. For example, by sending you information about events and activities taking place (including fundraising events) and the School newsletter; and
- we will keep details of your address when your child leaves the School so we can send you the ArtsEd newsletter and find out how your child is progressing.

In some situations we may need to share your information with third parties. For example:

- in accordance with our legal obligations, we will share information with local authorities, the Independent Schools Inspectorate and the Department for Education, for example, where we have any safeguarding concerns;
- if you have unpaid fees we may share information about this with other schools or educational establishments to which you intend to send your child; and
- 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 the Finance Director can give you more information.

Finance Director is the person responsible at our School for managing how we look after personal information. She can answer any questions which you may have about how we use your personal information.

## GDPR privacy notice for Parents

The Arts Educational Schools ("**we**", "**the school**"), registered with charity number 311087 and registered office at 14 Bath Road, Chiswick, London W4 1LY.

### 1 About this notice

- 1.1 This privacy notice describes how we collect and use your personal information during and after your relationship with us. We are a "**data controller**". This means that we are responsible for deciding how we hold and use personal information about you and explaining it clearly to you.
- 1.2 It is important that you read this notice, together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal information about you, so that you are aware of how and why we are using such information.
- 1.3 If we substantially update this privacy notice we will provide you with the new one. We may also notify you in other ways about the processing of your personal information.
- 1.4 The Finance Director is responsible for overseeing our compliance with data protection requirements. If you have any questions about this privacy notice or how we handle your personal information, please contact her: [dataprotection@artsed.co.uk](mailto:dataprotection@artsed.co.uk).

### 2 What is "personal information"?

- 2.1 Personal information is information that the School holds about you and which identifies you.
- 2.2 This includes information such as your contact details, next of kin and financial information. CCTV, photos and video recordings of you are also personal information.

### **3 How do we collect information?**

3.1 We may collect personal information:

3.1.1 From you, when your child applies to the School, and in the course of their studies;

3.1.2 from your children; and

3.1.3 we may collect information about you from public sources including social media.

### **4 What information do we hold?**

4.1 We will collect, store and use the following categories of personal information about you:

4.1.1 Your full name, home address, telephone numbers and email addresses

4.1.2 Information about your family circumstances including any court orders or criminal petitions that relate to you.

4.1.3 CCTV images (CCTV is not used in private areas like toilets)

4.1.4 photographs or videos of you at School events

4.1.5 Information from your child's previous school

4.1.6 process financial information about you in relation to the payment of fees

4.1.7 information about you from third parties such as credit reference agencies or from your child's previous school, bankruptcy petitions and statutory demands

4.1.8 information in connection with any complaint or grievance made about you or by you

4.2 It is important that the personal information we hold about you is accurate and current. Please let us know if anything changes and we need to update our records. You can do this by informing the Finance Director by email.

## 5 How we will use information about you

5.1 We will only use your personal information when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

5.1.1 Where it is necessary for our **legitimate interests** (or those of a third party) and your interests and fundamental rights do not override those interests. Where we rely on legitimate interests, our legitimate interests are:

- (a) providing educational services to your child and to other children;
- (b) safeguarding and promoting the welfare of your child, other children and our employees;
- (c) promoting the objects and interests of the School. This includes fundraising and using photographs of you at our school events in promotional material. It also includes making sure that we are able to enforce our rights against you, for example, so that we can contact you if unpaid school fees are due;
- (d) keeping the school buildings safe;
- (e) using your information in connection with legal disputes. For example, if you or your child bring a claim against the School;
- (f) protecting the School's reputation;
- (g) facilitating the efficient operation of the School; and
- (h) ensuring that all relevant legal obligations of the School are complied with (for example in relation to inspections).

In addition, your personal information may be processed for the legitimate interests of others. For example, we may use information about you when investigating a complaint.

5.1.2 Where it is needed to perform our obligations under our contract with you, for example:

- (a) we need your name and contact details so that we can update you on your child's progress and so that we can contact you if there is a concern.

5.1.3 Where it is **needed in the public interest**, for example:

- (a) providing your child with an education;

- (b) safeguarding and promoting your welfare, your child's welfare and the welfare of other children;
- (c) facilitating the efficient operation of the School; and
- (d) ensuring that we comply with all of our legal obligations.

5.1.4 Where we need to comply with a **legal obligation**, for example:

- (a) to report a concern to Children's Services; and
- (b) We may also have to disclose your information to third parties such as the courts, the local authority or the police where legally obliged to do so.

5.2 We may also use your personal information in the following situations, which are likely to be rare:

5.2.1 where we **need to protect your interests** (or someone else's interests), for example, to prevent someone from being seriously harmed or killed; or

5.2.2 in exceptional circumstances with your **consent**.

5.3 We use your personal information in the following ways:

- (a) providing educational services to your child;
- (b) to help us provide appropriate care and support to your child (if you advise of anything that might affect their happiness or wellbeing);
- (c) so that we can safeguard the welfare and wellbeing of your child and the other students at the School;
- (d) using CCTV to make sure the school site is safe;
- (e) dealing with any complaints, concerns or grievances;
- (f) sharing photographs or videos of parents at events, to promote the school and our events and show prospective parents what we do here;
- (g) sending you newsletters or updates;
- (h) to take payment of school fees;
- (i) to verify your identity and match a payment to your records;

- (j) to review any application for credit in contemplation of deferment of fees;
- (k) to assess your ability to make payment of school fees;
- (l) if we have information that you have a disability we will use information about that disability to provide support and appropriate adjustments;
- (m) where appropriate, the School will have information about your religious beliefs and practices. For example, if you do not eat certain foods; and
- (n) sending you a prospectus for the next phase of the School.

5.4 We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

5.5 Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## **6 How we use particularly sensitive personal information**

6.1 We also collect, store and use the following special categories of more sensitive personal information:

6.1.1 information about your nationality, race or ethnicity (to review our diversity aims and conduct effective and meaningful monitoring);

6.1.2 information about your religious beliefs (for example if you do not eat certain food or will not be able to attend school at a certain time of day);

6.1.3 sexual orientation, gender or the gender with which you identify (if you provide information about your family life to us);

6.1.4 information about your health, including any medical condition, health and sickness (to adapt the way we communicate with you, or access the site); and

6.1.5 information about criminal convictions and offences (when relevant for safeguarding reasons).

6.2 These categories of particularly sensitive personal information require higher levels of protection and we need to have further justification for collecting, storing and using this type of personal information.

6.3 We may process special categories of personal information in the following circumstances:

6.3.1 in limited circumstances, with your explicit written **consent**;

6.3.2 the School is allowed to use special categories of personal information where doing so is **necessary in the substantial public interest**. For example, the School will use information about your health to adapt the way we contact you or how you access the site;

6.3.3 the School will use your information to comply with **social protection law** (e.g. to look after the children in our care) and social security laws. Social protection law is concerned with situations that affect peoples' wellbeing;

6.3.4 we are allowed to use your information if this is necessary in relation to **legal claims**. For example, this allows us to share information with our legal advisors and insurers. This applies whenever sharing special category data is necessary in relation to legal claims; and

6.3.5 in limited circumstances we may use your information to protect your **vital interests** or the vital interests of someone else (e.g. if you or they are seriously hurt).

## **7 Information about criminal convictions**

7.1 We may only use information relating to criminal convictions and offences where the law allows us to do so. This will usually be where such processing is necessary to carry out our obligations or to exercise our rights.

7.2 Less commonly, we may use information relating to criminal convictions and offences where it is necessary in relation to legal claims, where it is necessary to protect our pupils and you are not capable of giving your consent, or where you have already made the information public.

## **8 Automated decision-making**

8.1 Automated decision-making takes place when an electronic system uses personal information to make a decision without human intervention.

8.2 We do not envisage that any decisions will be taken about you using automated means, however we will notify you in writing if this position changes.

8.3 We do not make automated decision on the basis of any particularly sensitive personal information, unless we have your explicit written consent or it must be justified in the public interest, in which case we will put in place appropriate measures to safeguard your rights.

## 9 Data sharing

- 9.1 We may have to share your data with third parties, including parents and students, third-party service providers who provide services to us and other third parties who use your information, as data controller, for their own purposes.
- 9.2 We will share your personal information with third parties where required by law, where it is necessary to administer the working relationship with you or where we have another legitimate interest in doing so.
- 9.3 Where we share information with other data controllers, they are responsible to you for their use of your information and compliance with the law. We share information with other data controllers as follows:
- (a) sharing information about you with the local authority for the purpose of the preparation, implementation and / or review of your child's Statement of Special Educational Needs or Education Health and Care Plan;
  - (b) in accordance with our legal obligations, we will share information with local authorities, the Independent Schools Inspectorate, the Office for Students and the Department for Education, for example, where we have any safeguarding concerns or to comply with our legal obligations;
  - (c) we may need to share information about you with the Health and Safety Executive (a government organisation) if there is a health and safety issue;
  - (d) in certain circumstances, we may also need to share information with our legal advisers for the purpose of obtaining legal advice;
  - (e) occasionally we may use consultants, experts and other advisors to assist the School in fulfilling its obligations and to help run the School properly (e.g. our accountants). We will share your information with them if this is relevant to their work;
  - (f) if your child is not of British nationality we have to make sure that your child has the right to study in the UK. Sometimes the government will ask us to provide information as part of our reporting requirements. In addition to this we have a duty to provide information about you to UK Visas and Immigration to comply with our duties as a Tier 4 sponsor;
  - (g) the School is a charity which means that in exceptional circumstances we may need to share your information with the Charity Commission e.g. in the event of a serious incident;
  - (h) we may share information about you with our insurance company, for example, where there is a serious incident at the School;

- (i) if you have unpaid fees we may share information about this with other schools or educational establishments to which you intend to send your child;
- (j) if your child leaves us to attend another school we may provide that school with information about you. For example, details of family circumstances if there have been any safeguarding incidents;
- (k) we may share information about you with others in your family, such as another parent or step-parent. For example, where this is part of our obligation to take care of your child, as part of our wider legal and regulatory obligations, or in connection with school fees;
- (l) we may need to share information if there is an emergency, for example, if you are hurt whilst on School premises;
- (m) if you have appointed an agent to act on your behalf, we may share information with them. For example, we may send letters to them so that they can pass these on to you; and

9.4 The following activities are carried out by third-party service providers on our behalf: IT services and catering services.

9.5 All our third-party service providers are required to take appropriate security measures to protect your personal information in line with our policies. We do not allow our third-party service providers to use your personal information for their own purposes. We only permit them to process your personal information for specified purposes and in accordance with our instructions.

## **10 Transferring information outside the EU**

10.1 The majority of data we process is hosted on data servers within the EEA.

10.2 We use e-tapestry by Blackbaud as our Fundraising and Marketing database. Blackbaud is based in the US and your data in relation to the Fundraising and Marketing is likely to be transferred to the US. Blackbaud have stated that they comply with the EU-US Privacy Shield Framework as set out by the US Department of Commerce regarding the collection, use and retention of personal information from European Union member countries. It is subject to enforcement by the Federal Trade Commission. This decision includes all their wholly-owned US subsidiaries.

## **11 Data security**

11.1 We have put in place measures to protect the security of your information. Details of these measures are available from the Finance Director.

11.2 Third parties will only process your personal information on our instructions and where they have agreed to treat the information confidentially and to keep it secure.

- 11.3 We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know.
- 11.4 They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained from the Finance Director.
- 11.5 We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

## **12 How long will we will use your information for?**

- 12.1 We keep your information for as long as we need to in order to educate and look after your child. We will keep some information after your child has left the School, for example, so that we can find out what happened if you make a complaint.
- 12.2 In exceptional circumstances we may keep your information for a longer time than usual, but we would only do so if we had a good reason and only if we are allowed to do so under data protection law.
- 12.3 Please see our Information and Records Retention Policy for more detailed information. A copy can be provided upon request.

## **13 Your rights in connection with personal information**

- 13.1 Under certain circumstances, by law you have the right to:
  - 13.1.1 **request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it;
  - 13.1.2 **request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected;
  - 13.1.3 **request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below);

- 13.1.4 **object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes;
- 13.1.5 **request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it;
- 13.1.6 **request the transfer** of your personal information to another party; and
- 13.1.7 **withdraw consent** in the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we are required to continue to process your information in accordance with another lawful basis which has been notified to you.

### Further information and guidance

The Finance Director is the person responsible at the School for managing how we look after personal information and deciding how it is shared.

Like other organisations we need to keep your information safe, up to date, only use it for what we said we would, destroy it when we no longer need it and most importantly - treat the information we get fairly.

This notice is to explain how we use your personal information. The Finance Director can answer any questions which you may have.

This privacy notice does not, and is not intended to, give you any rights which you did not already have. For example, it does not give you any additional contractual rights.

Please speak to the Finance Director if:

- you object to us using your information for marketing purposes e.g. to send you information about school events. We will stop using your information for marketing purposes if you tell us not to;
- you would like us to update the information we hold about you; or
- you would prefer that certain information is kept confidential.

If you fail to provide certain information when requested, we may not be able to perform our obligations under the contract we have entered into with you. We may also be prevented from complying with our legal obligations (such as to ensure the welfare of your child and their classmates).

If you consider that we have not acted properly when using your personal information you can contact the Information Commissioner's Office - [ico.org.uk](https://ico.org.uk).