



Privacy Notice for Parents and Pupils – How we use your information

2026/2027

Who are we?

Welford on Avon Primary School is the 'data controller'. This means we are responsible for how your personal information is processed and for what purposes.

Welford on Avon Primary School] is registered as the Data Controller with the Information Commissioner's Office (ICO); Registration Number: Z9358475

You can contact the Welford on Avon Primary School as the Data Controller in writing at:
: Headland Road, Welford on Avon, Stratford upon Avon, CV37 8ER or Stephens.a@welearn368.com

What is a Privacy Notice?

A Privacy Notice sets out to individuals how we use any personal information that we hold about them. We are required to publish this information by data protection legislation. This Privacy Notice explains how we process (collect, store, use and share) personal information about our pupils and parents.

What is Personal Information?

Personal information relates to a living individual who can be identified from that information. Identification can be by the information alone or in conjunction with any other information in the data controller's possession or likely to come into such possession.

'Special category' personal information relates to personal information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

What personal information do we process about pupils and parents?

The pupil and parent information that we collect, hold and share includes:

- Personal information including a pupil's name, date of birth, unique pupil number, home address
- Attendance information such as sessions attended, number of absences and absence reasons.
- Educational information including records of work, assessment results, relevant medical information, details of pupils' special educational needs, exclusions/behavioural information, post-16 learning information.
- Contact information for parents, carers and other relatives, including telephone numbers,

home addresses and e-mail addresses.

- Information about a child's home life, where required as part of necessary safeguarding and welfare processes.
- Details of any support received, including care packages, plans, and support providers.

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

- Any medical conditions we need to be aware of, including physical and mental health
- Photographs and CCTV images captured in school
- Characteristics, such as ethnic background or special educational needs

Why do we use personal information?

We use pupil data:

- to support pupil learning
- to monitor and report on pupil progress
- to provide appropriate pastoral care
- To protect pupil welfare
- to assess the quality of our services
- to comply with the law regarding data sharing
- to safeguard pupils
- to share medical information with health professionals
- Administer admissions waiting lists
- Carry out research

Use of yours or your child's personal data for marketing purposes

Where you have given us consent to do so, we may send you or your child marketing information by email or text promoting school events, campaigns, charitable causes or services that may be of interest to them.

You can withdraw consent or 'opt out' of receiving these emails and/or texts at any time by contacting us (see 'Contact us' below).

Use of your child's personal data in automated decision making and profiling

We do not currently process any personal data through automated decision making or profiling. If this changes in the future, we will amend any relevant privacy notices in order to explain the processing to you, including your right to object to it.

Collecting pupil information

Whilst the majority of pupil information you provide to us is mandatory, some of it is provided to us on a voluntary basis. In order to comply with the UK General Data Protection Regulation, we will inform you whether you are required to provide certain pupil information to us or if you have a choice in this.

Most of the data we collect in relation to parents and pupils will come direct from the parent or pupil. However, we may also hold data relating to you and/or your child that has come from:

- Local authorities
- Government departments or agencies
- Police force, courts, tribunals
- External support services

What are the legal reasons for us to process your personal information?

We are required to process personal information in accordance with data protection legislation and only do so when the law allows us to. The lawful reasons we have for processing personal information are as follows:

1) To comply with the law

We collect and use general purpose pupil information in order to meet certain legal requirements and legal obligations placed upon the Academy Trust by law. We therefore are required to process personal information for such purposes even if you have not consented to us doing so.

Details of the type of processing that we must undertake, the personal data that is processed, the legislation which requires us to do so and who we may share this information with is set out in Table 1.

If you would like a copy of or further information regarding the statutory authorities that underpin our legal obligations, you should contact the Welford on Avon Primary School in writing.

2) To protect someone's vital interests

We are able to process personal information when there is an emergency and/or where a person's life is in danger.

Details of the type of processing that we may undertake on this basis and who we may share that information is set out in Table 2.

3) With the consent of the individual to whom that information 'belongs'

Whilst much of the personal information processed is in accordance with a legal requirement, there is some personal information that we can only process when we have your consent to do so. In these circumstances, we will provide you with specific and explicit information regarding the reasons the data is being collected and how the data will be used.

Details of the type of processing that we may undertake on this basis and who we may share that information is set out in Table 3.

4) To perform a public task

It is a day-to-day function of the Welford on Avon Primary School to ensure that children receive the education and support they require. Much of this work is not set out directly in any legislation but it is deemed to be necessary in order to ensure that pupils are properly educated and supported

Details of the type of processing that we may undertake on this basis and who we may share that information is set out in Table 4.

5) We have a legitimate interest

Occasionally we have reasons to process information which fall outside of our usual day-to-day school functions. Details of the type of processing that we may undertake on this basis are set out in Table 5.

Special category personal information

In order to process 'special category' data, we must be able to demonstrate how the law allows us to do so. In addition to the lawful reasons above, we must also be satisfied that ONE of the following additional lawful reasons applies:

- 1) Explicit consent of the data subject

- 2) Processing relates to personal data which is manifestly made public by the data subject
- 3) Necessary for establishing, exercising or defending legal claims
- 4) Necessary for reasons of substantial public interest
- 5) Necessary for preventive or occupational medicine, or for reasons of public interest in the area of public health
- 6) Necessary for archiving, historical research or statistical purposes in the public interest

For criminal offence data, we will only collect and use it when we have both a lawful basis, as set out above, and a condition for processing as set out in UK data protection law. Conditions include:

- We have obtained your consent to use it in a specific way
- We need to protect an individual's vital interests (i.e. protect your child's life or someone else's life), in situations where you're physically or legally incapable of giving consent
- The data concerned has already been made manifestly public by you
- We need to process it for, or in connection with, legal proceedings, to obtain legal advice, or for the establishment, exercise or defence of legal rights
- We need to process it for reasons of substantial public interest as defined in legislation

Who might we share your information with?

We routinely share pupil information with:

- schools that the pupils attend after leaving us
- our local authority
- the Department for Education (DfE)
- School nurse
- NHS
- Public Health and other public health agencies
- Information Management software: SIMS/Arbor, Synergy, Wonde
- Education/classroom apps: Times Tables Rockstars, Studybugs, Mathletics,
- Conferencing software for homework and home learning: Eg Teams
- HR and Payroll
- Compass+ (The Careers and Enterprise Company)

We do not share information about our pupils or parents unless the law and our policies allow us to do so.

Please refer to the tables for information about what personal information is shared with which specific third parties.

Data collection requirements:

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

What do we do with your information?

All personal information is held in a manner which is compliant with data protection legislation. Personal information is only processed for the purpose it was collected. The Welford on Avon Primary School monitors the personal information it processes and will only share personal information with a third party if it has a legal basis to do so (as set out above).

We have security measures in place to prevent yours and your child's information from being accidentally lost, used, or accessed in an authorised way, altered, or disclosed.

How long do we keep your information for?

In retaining personal information, the Welford on Avon Primary School complies with the Retention Schedules provided by the Information Record Management Society. The schedules set out the Statutory Provisions under which the Welford on Avon Primary School are required to retain the information.

A copy of those schedules can be located using the following link:

<http://irms.org.uk/page/SchoolsToolkit>

Transferring data internationally

Where we transfer personal data to a country outside of the UK, we will do so with the appropriate safeguards in place in accordance with data protection law.

What are your rights with respect of your personal information?

Under data protection law, parents and pupils have the right to request access to information about them that we hold. To make a request for your personal information, or to have access to your child's educational record, contact the school data protection contact or the School Data Protection Officer at Warwickshire Legal Services via email at schooldpo@warwickshire.gov.uk or alternatively;

School Data Protection Officer
Warwickshire Legal Services
Warwickshire County Council
Shire Hall
Market Square
Warwick
CV34 4RL

****Please ensure you specify which school your request relates to.**

In certain circumstances where the Welford on Avon Primary School processes data for the purposes of legitimate interests or to fulfil their public task, individuals have a right to object to the processing where it is likely to cause, or is causing, harm or distress. When exercising this right, individuals should contact the school/academy trust to inform them of their reasons for their objection. The school/academy trust will consider the reasons for any objection and assess the risk to the individual against the purposes for the processing. In the event the school/academy trust is unable to comply with an objection, we will ensure we can demonstrate compelling legitimate grounds to continue with the processing.

Where the Welford on Avon Primary School processes your information with your consent, you have the right to withdraw your consent at any time. To exercise this right, please contact the Welford on Avon Primary School at Stephens.a@welearn365.com

You also have the right to:

- 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
- claim compensation for damages caused by a breach of the

Data Protection regulations

Subject to the complaints procedure below, you have the right to complain to the ICO Data Protection Complaints We are committed to handling your personal data in a way that is

fair, transparent, and in accordance with the law. If you are unhappy with how we have handled your data, this process outlines how you can make a complaint.

How to Make a Complaint

If you have a concern about how your personal data has been handled, please contact our Data Protection Lead (DPL) or our Data Protection Officer (DPO). This gives us the opportunity to investigate and resolve the matter as quickly as possible.

There is no set format for making a data protection complaint. However, submitting your complaint in writing may help us to respond more promptly. Please direct your complaint to:

- School/Trust Data Protection Lead (DPL) email: welfordonavonschool@welearn365.com
- School/Trust Data Protection Officer (DPO): head2058@welearn365.com

What to Expect from Us

We will acknowledge receipt of your complaint within 30 days. We will, without undue delay, take appropriate steps to respond to your complaint, including making appropriate enquires. Throughout the process, we will:

- Keep you informed of our progress.
- Request any additional information we may need from you in a timely and proportionate manner.
- Provide you with a clear and comprehensive outcome of our investigation.

If You Remain Unhappy

If you are not satisfied with the outcome of your complaint, or if you feel we have not handled it appropriately, you have the right to complain to the Information Commissioner's Office (ICO). The ICO is the UK's independent regulator for data protection and information rights. For more information about the ICO and their complaints process, you can visit their website at ico.org.uk.

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

Review

The content of this Privacy Notice will be reviewed annually.

Date reviewed: 15/5/2026

Date of next review: 15/5/2027

Table 1 – Personal information we are required to process to comply with the law:

Table 1 – Personal information we are required to process to comply with the law

Information Type	Relevant legislation	Special Category additional lawful reason	Third Parties with whom we share the information	Lawful reason for sharing
Special Education Needs Report	Children's and Families Act 2014, section 69 and 29		Local Authority	Legal Obligation

Attendance register	Education (Pupil Registration)(England) Regulations 2006, Regulation 4, 10, 11, 12, 14 and 15		DfE, Ofsted, Local Authority	Legal Obligation
Common Transfer file	Education (Pupil Registration)(England) Regulations 2005, Regulation 6		School pupil transfers to	Legal Obligation
Safeguarding Information	Education Act 2002, section 175 Children's Act 1989, Section 17, 47, 83. Children's Act 2004, Section 11		Local Authority (MASH)	Legal Obligation
Admissions Register	Education (Pupil Registration)(England) Regulations 2006, Regulation 4, 10, 11, 14 and 15		Ofsted, Local Authority	Legal Obligation
Curricular Recording Assessment and achievement data	Education (Pupil Information) (England) Regulations 2005, Regulation 4, 5(5)		DfE, OFSTED, Local Authority Other schools – when pupil transfers	Legal Obligation
Educational Record	Education (Pupil Information) (England) Regulations 2005, Regulation 5 and 6		Parents, Local school	Legal Obligation
Pupil Information i.e name, age address, Emergency contact details	Education (Information About Individual Pupils) (England) Regulations 2013, Regulation 3 and 5 Education Act 2005 section 114		DfE – school census. Local Authority Other schools – when pupils transfers NHS/Compass (School Health)	Legal Obligation
School Census including pupil personal details	Education Act 1996, Sections 537 & 537A, and accompanying regulations		DfE	Legal Obligation
School Census - Ethnicity	Education Act 1996, Sections 537 & 537A, and accompanying regulations	Parental consent	DfE	Legal Obligation
Attendance records	Education Act 1996, section 437A and 444		Local Authority	Legal Obligation
Exclusions	Education Act 1996, section 51A Education Act 2002, section 51A		Local Authority	Legal Obligation
Accident records	Diseases and Dangerous Occurrences Regulations		Local Authority/HSE	Legal Obligation

	2013 (RIDDOR 2013)			
Suitable Education – Not received due to illness/exclusion	Education Act 1996, section 19		Local Authority	Legal Obligation
Suitable Education – Not received for any other reason	Education Act 1996, section 436A		Local Authority	Legal Obligation
Qualifying Complaint Information	Education Act 2005, section 11B		Chief Inspector	Legal Obligation

Table 2 – Personal information we are required to process as it is necessary to protect someone’s vital interests

Information Type	Special Category – additional lawful reason	Third Parties with whom we share the information	Lawful reason for sharing
Medical Information	Necessary for preventative/ occupational medicine Necessary to protect vital interests of the data subject or another person where the data subject is physically or legally incapable of giving consent’	Medical staff i.e. Paramedics/ambulance	Vital Interest
Pupil dietary requirements including allergies	Necessary for preventative/ occupational medicine	Medical staff i.e. paramedics/ambulance, Educaterers (Catering Staff), Kingswood (Residential Trip), Other schools- when pupil transfers	Vital Interest
Medical conditions & contact details	Parental Consent & necessary for preventative/ occupational medicine	Medical staff i.e. paramedics/ambulance, Other parents & coaches involved in extracurricular sports event	Vital Interest
Religious belief	Necessary to protect vital interests of the data subject or another person where the data subject is physically or legally incapable of giving consent’	Medical staff i.e. paramedics/ambulance	Vital Interest

Table 3 - Personal information we are required to process with the consent of the individual to whom that information ‘belongs’ - *please note that you have the right to withdraw your consent for us to process this information at any time.*

Information Type	Special Category – additional lawful reason	Third Parties with whom we share the information	Lawful reason for sharing
Photographs	Parental Consent	Media Other schools/organisations School Website	Consent
Email address		Not shared	
Medical conditions & contact details	Parental Consent	Other parents involved in extracurricular sports event	Safety of child during activity
Pupil personal details	Parental Consent	Bikeright (Cycling instructors)	Consent

Information Type	Special Category - additional lawful reason	Third Parties with whom we share the information	Lawful reason for sharing
		CoolMilk.com	

Table 4 - Personal information we are required to process because it is necessary to do so in order to perform a public task – please note that the right to object will apply to *some* of this processing, please see the section above that refers to 'What are your rights with respect of your personal information?'

Information Type	Special Category – additional lawful reason	Third Parties with whom we share the information	Lawful reason for sharing
Pupil Information i.e name, age address, Parent detail, Emergency contact details		DfE – school census. Other schools – when pupils transfers	Public Task & Legal Obligation
Academic records, Assessment results, Pupil's work, Learning journals, Pupil Reports, staff observations		DfE, OFSTED, Local Authority, Parents, NHS such as Speech and Language	Public Task & Legal Obligation
Safeguarding information, Medical, Special Education Needs		Local Authority, (MASH), Health, Parents	Legal Obligation
Looked After Child / Adopted Child Data		Department of Education – school census	Public Task
Assessment tracking Data		iTRACK	Public Task
Contacting Parents		ParentMail	Consent
School Payments		ParentPay	Consent
Free School Meal/Pupil Premium Eligibility		DfE – school census. Other schools – when pupil transfers	Public Task
Reading quiz/Maths Scores	Consent	Accelerated Reader Times Tables Rock Stars	Consent
Records of Interventions		Specialist Support Service – where necessary	Public Task
Consent Forms/Permission slips/Home School Agreements/Music Tuition Contracts	Consent	Not shared externally	Public Task

Behaviour Reports		Local Authority	Public Task
Attendance Issues		Local Authority	Public Task
Individual Pupil/Parents – Health & Safety Risk Assessments and Personal Emergency Evacuation Plans (PEEP)		Only relevant individual Pupil Risk Assessments may be shared with Kingswood (Residential Trip) Instructors/coaches	Public Task
Activity/Meal Payments, debts incurred		Payments not shared externally. Bad debts may be referred to LA legal team where schools debt recovery policy has failed	
Take up of School Meals		DfE – school census.	Public Task
Participation in Sports Activities		Not shared externally	
Participation in Extra Curricular Activities		Not shared externally	

Table 5 - Personal information we process because we have a legitimate interest. please note that the right to object will apply to **some** of this processing, please see the section above that refers to ‘What are your rights with respect of your personal information?’

Information Type	Special Category - additional lawful reason	Third Parties with whom we share the information	Lawful reason for sharing