



Data Sharing and Permissions at Madeley Academy

PLEASE RETAIN THIS BOOKLET FOR YOUR INFORMATION

This booklet contains relevant policies, information and guidance which you may find useful and relevant to consent forms issued to your child.

Please retain this booklet for information when returning your Comprehensive Data Form.

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Privacy Notice – Pupil Data

Introduction

As a Trust we collect a significant amount of information about our students. We also collect data about parents, carers and emergency contacts that are linked to a student. This notice explains why we collect the information, how we use it, the type of information we collect and our lawful reasons to do so.

Why do we collect data?

We collect and use pupil data to:

- fulfil our statutory obligations to safeguard and protect children and vulnerable people
- enable targeted, personalised learning for pupils
- manage behaviour and effective discipline
- monitor our effectiveness
- comply with our legal obligations to share data
- support pupils to fulfil their potential
- keep pupils, parents and carers informed about TTMAT events and TTMAT news.

Our legal obligations

We must make sure that information we collect and use about pupils is in line with the UK GDPR and Data Protection Act 2018. This means that we must have a lawful reason to collect the data, and that if we share that with another organisation or individual, we must have a legal basis to do so. The lawful basis for trusts to collect information comes from a variety of sources, such as the Education Act 1996, Regulation 5 of The Education (Information About Individual Pupils) (England) Regulations 2013, Article 6 and Article 9 of the UK GDPR. The Department for Education (DfE) and Local Authorities (LA) require us to collect certain information and report back to them. This is called a 'public task' and is recognised in law as it is necessary to provide the information. We also have obligations to collect data about children who are at risk of suffering harm, and to share that with other agencies who have a responsibility to safeguard children, such as the police and social care. We also share information about pupils who may need or have an Education Health and Care Plan (or Statement of Special Educational Needs). Medical teams have access to some information about pupils, either by agreement or because the law says we must share that information, for example school nurses may visit the school.

Sharing information

Other services, organisations, and people we may share information with include:

- schools or academies that the students attend after leaving us.
- relevant local authority/(ies)
- youth support services (students aged 13+)
- the Department for Education (DfE)
- the NHS as required
- school nursing service
- parent/carer
- suppliers and service providers
- health professionals
- health & social welfare organisations
- professional bodies

- charities and voluntary organisations
- Auditors
- survey & research organisations
- social care organisations
- police forces and court services
- suppliers of software and apps that are used in the Trust

We must keep up to date information about parents and carers for emergency contacts. How we use the data. In the Trust we also use various third-party tools to make sure that pupils best interests are advanced. We also record details about progress, attainment, and pupil development to support future planning and learning.

We use data to manage and monitor pastoral needs and attendance/absences so that suitable strategies can be planned if required.

We use systems to take electronic payments for school meals. This includes financial software to manage school budgets, which may include some pupil data. We use software to track progress and attainment.

Data can be used to monitor Trust effectiveness, the impact of intervention and learning styles across groups of pupils as well as individual children.

We may use consultants, experts, and other advisors to assist the school in fulfilling its obligations and to help run the Trust properly. We might need to share pupil information with them if this is relevant to their work.

We also use contact information to keep pupils, parents, carers up to date about Trust events.

What type of data is collected?

The DfE and government requires us to collect a lot of data by law, so that they can monitor and support schools and academies more widely, as well as checking on individual schools and academies effectiveness.

The categories of pupil information that the Trust collects, holds and shares include the following:

- personal information – e.g. names, dates of births, pupil numbers and addresses.
- characteristics – e.g. ethnicity, vulnerability categories, language, nationality,
- country of birth and free school meal eligibility.
- behaviour data
- attendance information – e.g. number of absences and absence reasons.
- assessment information – e.g. national curriculum assessment results.
- relevant medical information and social care.
- information relating to SEND and health needs.
- behavioural information – e.g. number of temporary exclusions.
- CCTV, photos and video recordings.

The National Pupil Database (NPD)

The NPD is owned and managed by the DfE and contains information about pupils in Academies in England. It provides invaluable evidence on educational performance to inform independent research, as well as studies commissioned by the department. It is held in electronic format for statistical purposes. This information is securely collected from a range of sources including schools, local authorities, and awarding bodies. We are required by law, to provide information about our pupils to the DfE as part of statutory data collections such as the school census and early years' census. Some of this information is then stored in the NPD. The law that allows this is the Education (Information About Individual Pupils) (England) Regulations 2013.

To find out more about the pupil information we share with the department, for the purpose of data collections, go to <https://www.gov.uk/education/data-collection-and-censuses-for-schools>.

To find out more about the NPD, go to <https://www.gov.uk/government/publications/national-pupil-database-user-guide-and-supporting-information>.

The department may share information about our pupils from the NPD with third parties who promote the education or well-being of children in England by:

- conducting research or analysis
- producing statistics
- providing information, advice, or guidance

The department has robust processes in place to ensure the confidentiality of our data is maintained and there are stringent controls in place regarding access and use of the data. Decisions on whether DfE releases data to third parties are subject to a strict approval process and based on a detailed assessment of:

- who is requesting the data.
- the purpose for which it is required.
- the level and sensitivity of data requested: and
- the arrangements in place to store and handle the data.

To be granted access to pupil information, organisations must comply with strict terms and conditions covering the confidentiality and handling of the data, security arrangements and retention and use of the data.

For more information about the department's data sharing process, please visit:

<https://www.gov.uk/data-protection-how-we-collect-and-share-research-data>

For information about which organisations the department has provided pupil information, (and for which project), please visit the following website:

<https://www.gov.uk/government/publications/national-pupil-database-requests-received>

To contact DfE:

<https://www.gov.uk/contact-dfe>

Requesting access to your personal data

Under data protection legislation, 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 be given access to your child's educational record, contact Dave Smith.

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
- claim compensation for damages caused by a breach of the Data Protection regulations.

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/>.

Transferring Data Internationally

Where we transfer personal data to a country or territory outside the European Economic Area, we will do so in accordance with data protection law and with appropriate safeguards in place. Contact if you would like to discuss anything in this privacy notice, please contact Dave Smith.

More information about data protection and our policies

How we manage the data and our responsibilities to look after and share data is explained in our data protection policy, and connected policies, which are also available on our website.

If you feel that data about your child is not accurate, or no longer needed please contact the Trust office. Our complaints policy explains what to do if there is a dispute. Subject Access Requests are dealt with by the specific policy on the website.

Review

The Trust will update this privacy notice from time to time. Any substantial changes that affect your rights will be provided to you directly as far as is reasonably practicable

Student - Acceptable Use Policy Agreement

I understand that I must use Academy ICT systems in a responsible way, to ensure that there is no risk to my safety or to the safety and security of the ICT systems and other users.

For my own personal safety:

- I understand that the Academy will monitor my use of the systems, devices and digital communications
- I will keep my username and password safe and secure – I will not share it, nor will I try to use any other person's username and password. I understand that I should not write down or store a password where it is possible that someone may steal it
- I will be aware of "stranger danger", when I am communicating on-line
- I will not disclose or share personal information about myself or others when on-line (this could include names, addresses, email addresses, telephone numbers, age, gender, educational details, financial details etc.)
- If I arrange to meet people off-line that I have communicated with on-line, I will do so in a public place and take an adult with me.
- I will immediately report any unpleasant or inappropriate material or messages or anything that makes me feel uncomfortable when I see it online
- I will not use personal devices (including Smartphones, tablets or other recording equipment) to capture audio, video or images of others

I understand that everyone has equal rights to use technology as a resource and:

- I understand that the Academy systems and devices are intended for educational use and that I will not use them for personal or recreational use
- I will not try to make large downloads or uploads that might take up internet capacity and prevent other users from being able to carry out their work
- I will not use the Academy systems or devices for on-line gaming, on-line gambling, internet shopping, file sharing, or video broadcasting (eg YouTube)

I will act as I expect others to act toward me:

- I will respect others' work and property and will not access, copy, remove or otherwise alter any other user's files, without the owner's knowledge and permission
- I will be polite and responsible when I communicate with others, I will not use strong, aggressive or inappropriate language and I appreciate that others may have different opinions
- I will not take or distribute images of anyone without their permission

I recognise that the Academy has a responsibility to maintain the security and integrity of the technology it offers me and to ensure its smooth running:

- I will only use my own personal devices (mobile phones/USB devices etc) in the Academy if I have permission. I understand that, if I do use my own devices in the Academy, I will follow the rules set out in this agreement, in the same way as if I was using Academy equipment.
- I understand the risks and will not try to upload, download or access any materials which are illegal or inappropriate or may cause harm or distress to others, nor will I try to use any programmes or software that might allow me to bypass the filtering/security systems in place to prevent access to such materials
- I will immediately report any damage or faults involving equipment or software, however this may have happened
- I will not open any hyperlinks in emails or any attachments to emails, unless I know and trust the person/organisation who sent the email, or if I have any concerns about the validity of the email (due to the risk of the attachment containing viruses or other harmful programmes)
- I will not install or attempt to install or store programs of any type on any Academy device, nor will I try to alter computer settings
- I will not use social media sites

When using the internet, I recognise that:

- I should ensure that I have permission to use the original work of others in my own work
- Where work is protected by copyright, I will not try to download copies (including music and videos)
- When I am using the internet to find information, I should take care to check that the information that I access is accurate, as I understand that the work of others may not be truthful and may be a deliberate attempt to mislead me

Use of Artificial Intelligence:

- I understand that I must reference the use of Artificial Intelligence in any assessments I undertake.
- I understand that passing work generated by Artificial Intelligence as my own and without reference is classed as plagiarism.

I understand that I am responsible for my actions, both in and out of the Academy:

- I understand that the Academy also has the right to take action against me if I am involved in incidents of inappropriate behaviour, that are covered in this agreement, when I am out of Academy and where they involve my membership of the Academy community (examples would be cyber-bullying, use of images or personal information).
- I understand that if I fail to comply with this Acceptable Use Policy Agreement, I will be subject to disciplinary action. This may include loss of access to the Academy network/internet, detentions, suspensions, contact with parents and in the event of illegal activities involvement of the police.

Use of images - Photograph Consent

Occasionally, we may take photographs or videos of the children at our Academy. Under legitimate interests, the Academy will use these images as part of:

- Internal Academy displays
- Internal broadcasts and assemblies
- Images of students used for identification purposes with these images being able for purchase by parents or guardians
- Exam boards may also require videos and photographs to be used in the moderation process for qualifications (current examples are the GCSE English Language Speaking Endorsements, Performing Arts and Physical Education). In these cases all images are destroyed or are returned from the exam boards after the process has been completed but may be retained for internal moderation training

Permission is required for images used on our Academy website, Facebook page and Twitter account. If we use photographs of individual students, we will not use the name of that child in the accompanying text or photo caption. If we name a student in the text, we will not use a photograph of that child to accompany the article.

If a child has won an award and the parent would like the name of their child to accompany their picture in the media, we will obtain permission from the parent before using the image. From time to time, the Academy may be visited by the media who will take photographs or film footage of a high profile event. Children may appear in these images, which will sometimes be published in local or national newspapers, or on approved websites.

To comply with the Data Protection Act 2018 and GDPR, we need your permission before we can photograph or make any recordings of your child. The consent is recorded on the My Child At School (MCAS) data form. Any removal of consent can be actioned on the MCAS Platform and should be communicated to the Academy via email.

Conditions of Use

- We will not re-use any photographs or recordings a year after your child leaves the Academy. Historic photographs may remain on our Academy publications, website and social media feeds
- We will not use the personal details or full names (which means first name and surname) of any child or adult in a photographic image or video, on our website, on our social media platforms in our Academy prospectus or in any of our other printed publications
- If we use photographs of individual students, we will not use the name of that child in the accompanying text or photo caption, without permission
- If we name a student in the text, we will not use an individual photograph of that child to accompany the article
- We will only use images of students who are suitably dressed, to reduce the risk of such images being used inappropriately
- Websites and social media platforms can be viewed throughout the world and not just in the United Kingdom where UK law applies

Use of mobile phones

Madeley Academy Mobile Phone & Smart Device Policy Never used, never seen & never heard. Mobile phones & smart devices are banned in lessons, the time between lessons, on corridors & between site buildings. They are turned off on arrival to site. Smart devices include earbuds, Air Pods & headphones. Following Government guidance, Madeley Academy Policy on mobile phones

& smart devices is 'never used, never seen & never heard'. Mobile phones & smart devices must be turned off & kept inside a blazer or Academy Bag (if the bag is never left unattended). A student may choose to access their mobile phone during break in the Restaurant & on the hard standing area. Mobile phones & smart devices are turned off and returned to the blazer or Academy Bag at the end of break precisely. The Academy does not accept responsibility for damage or loss of mobile phones & smart devices.

Paracetamol

The Academy Medical Officer carries a small amount of paracetamol which can be administered to students suffering from headaches, toothache, earache, period pains and to relieve mild cold symptoms.

In order to be able to give paracetamol to students during the day, we need written permission. Only 1 tablet will be dispensed at any one time. We will note the reason, time and dose administered.

Please tick the appropriate box on the Parental Consent form to authorise the Medical Officer to dispense paracetamol to your child. This authorisation will continue until your child leaves the Academy.

Parents must advise the Academy if there is a change in their child's circumstance.