



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 (How we use student information)

Madeley Academy is part of the Thomas Telford Multi Academy Trust TTMAT. The trust is the Data Controller for the use of personal data in this Privacy Notice.

As an Academy we collect a significant amount of information about our 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.

The categories of student information that we process include:

- personal identifiers and contacts (such as name, unique student number, contact details and address)
- student images for identification.
- characteristics (such as ethnicity, language, and free school meal eligibility)
- safeguarding information (such as court orders and professional involvement)
- special educational needs (including the needs and ranking)
- medical and administration (such as doctors information, child health, dental health, allergies, medication and dietary requirements)
- attendance (such as sessions attended, number of absences, absence reasons and any previous schools attended)
- assessment and attainment (such as key stage 1 and phonics results, post 16 courses enrolled for and any relevant results)
- behavioural information (such as exclusions and any relevant alternative provision put in place)
- payments for meals and trips
- attendance at non timetabled activities
- University/College applications and Career choices
- Use of ICT at home (Such as availability and type)

This list is not exhaustive.

Our Legal Obligations - Why we collect and use pupil information

We must make sure that information we collect and use about students is in line with the GDPR and Data Protection Act. 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 schools to collect information comes from a variety of sources, such as the Education Act 1996, Regulation 5 of The Education (Information About Individual Students) (England) Regulations 2013, Article 6 and Article 9 of the GDPR.

The Department for Education and Local Authorities 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 students 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 students, either by agreement or because the law says we must share that information, for example school nurses may visit the Academy.

Counselling services, Careers services, occupational therapists are the type of people we will share information with, so long as we have consent or are required by law to do so.

We must keep up to date information about parents and carers for emergency contacts. The personal data collected is essential, for the Academy to fulfil their official functions and meet legal requirements.

We collect and use student information, for the following purposes:

- a) Fulfil our statutory obligations to safeguard and protect children and vulnerable people
- b) Enable targeted, personalised learning for students
- c) Manage behaviour and effective discipline
- d) Monitor our effectiveness
- e) Comply with our legal obligations to share data
- f) Support students to fulfil their potential
- g) Keep students, parents/carers informed about Academy events and news
- h) To support pupil learning
- i) To monitor and report on student attainment progress
- j) To provide appropriate pastoral care
- k) To assess the quality of our services
- l) To keep children safe (food allergies, or emergency contact details)
- m) To meet the statutory duties placed upon us by the Department for Education
- n) To support learning whilst at home or unavailable to attend the Academy.

Collecting student information

We collect pupil information via registration forms at the start of the school year or Common Transfer File (CTF) or secure file transfer from previous school.

Student data is essential for the Academy's operational use. Whilst the majority of student information you provide to us is mandatory, some of it requested on a voluntary basis. In order to comply with the data protection legislation, we will inform you at the point of collection, whether you are required to provide certain student information to us or if you have a choice in this and we will tell you what you need to do if you do not want to share this information with us.

Storing student data

We hold pupil data securely for the set amount of time shown in our data retention schedule. For more information on our data retention schedule and how we keep your data safe, please visit <https://www.madeleyacademy.com/page/Policies>

Who we share student information with

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 contact

Why we regularly share student information

We do not share information about our students with anyone without consent unless the law and our policies allow us to do so.

Youth support services

Students aged 13+

Once our students reach the age of 13, we also pass student information to our local authority and/or provider of youth support services as they have responsibilities in relation to the education or training of 13-19 year olds under section 507B of the Education Act 1996.

This enables them to provide services as follows:

- youth support services
- careers advisers

A parent or guardian can object to any information in addition to their child's name, address and date of birth being passed to their local authority or provider of youth support services by informing us. This right is transferred to the child/student once they reach the age 16.

Data is securely transferred to the youth support service via secure email and is stored electronically and held in accordance with our retention policy.

Students aged 16+

We will also share certain information about students aged 16+ with our local authority and/or provider of youth support services as they have responsibilities in relation to the education or training of 13-19 year olds under section 507B of the Education Act 1996.

This enables them to provide services as follows:

- post-16 education and training providers
- youth support services
- careers advisers

A child/student once they reach the age of 16 can object to only their name, address and date of birth is passed to their local authority or provider of youth support services by informing us.

Data is securely transferred to the youth support service via secure email and is stored electronically and held in accordance with our retention policy.

For more information about services for young people, please visit our local authority website.

Department for Education

The Department for Education (DfE) collects personal data from educational settings and local authorities via various statutory data collections. We are required to share information about our students with the Department for Education (DfE) either directly or via our local authority for the purpose of those data collections, under:

School census:

Academies: regulation 5 of The Education (Information About Individual Pupils) (England) Regulations 2013.

All data is transferred securely and held by the DfE under a combination of software and hardware controls, which meet the current government security policy framework.

For more information, please see 'How Government uses your data' section.

Local Authorities

We may be required to share information about our students with the local authority to ensure that they can conduct their statutory duties under

- the Schools Admission Code, including conducting Fair Access Panels

Requesting access to your personal data

Under GDPR, parents/students 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 sdavies@madeleyacademy.com

You also have the right:

- to ask us for access to information about you that we hold
- to have your personal data rectified, if it is inaccurate or incomplete
- to request the deletion or removal of personal data where there is no compelling reason for its continued processing
- to restrict our processing of your personal data (i.e. permitting its storage but no further processing)
- to object to direct marketing (including profiling) and processing for the purposes of scientific/historical research and statistics
- not to be subject to decisions based purely on automated processing where it produces a legal or similarly significant effect on you

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/>

For further information on how to request access to personal information held centrally by DfE,

please see the 'How Government uses your data' section of this notice.

Withdrawal of consent and the right to lodge a complaint

Where we are processing your personal data with your consent, you have the right to withdraw that consent. If you change your mind, or you are unhappy with our use of your personal data, please let us know by contacting:

sdavies@madeleyacademy.com

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 in July 2025.

Contact

If you would like to discuss anything in this privacy notice, please contact:

imarshall@madeleyacademy.com

How the Government uses your data

The student data that we lawfully share with the 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 (for example, school GCSE results or Pupil Progress measures)
- supports 'longer term' research and monitoring of educational policy (for example how certain subject choices go on to affect education or earnings beyond school)

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>

The National Pupil Database (NPD)

Much of the data about pupils in England goes on to be held in the National Pupil Database (NPD).

The NPD is owned and managed by the Department for Education and contains information about students in schools 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.

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

Sharing by the Department

The law allows the Department to share students' personal data with certain third parties, including:

- schools
- 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's 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 DfE to request access to individual level information relevant to detecting that crime. Whilst numbers fluctuate slightly over time, DfE typically supplies data on around 600 students per year to the Home Office and roughly 1 per year to the Police.

For information about which organisations the Department has provided students 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/df-external-data-shares>

How to find out what personal information DfE hold about you

Under the terms of the Data Protection Act 2018, you are entitled to ask the Department:

- 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, you should make a 'subject access request'. Further information on how to do this can be found within the Department's personal information charter that is published at the address below:

<https://www.gov.uk/government/organisations/department-for-education/about/personal-information-charter>

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

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 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 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
- 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 will not video record or sound record staff or other students

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 school 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

In line with guidance from the Department for Education (DFE) we have a clear 'No Mobile Phone' policy during the Academy Day. Students are NOT permitted to use mobile phones on the Academy premises at any time including during lessons, breaks, lunchtimes and lesson change over. Phones must be switched off and kept out of sight throughout the day. Never Seen, Never Used, Never Heard.

This policy is designed to:

- Support a calm focused learning environment
- Reduce distractions in lessons
- Promote positive social interaction among students
- Safeguarding students' wellbeing and online safety

If a student needs to contact home during the day they can do so through the Attendance Office. Likewise, parents and carers can contact students via the Academy reception in urgent situations.

Students who do not follow the policy will have their phone confiscated in line with the Academy's behaviour procedures. We are committed to providing a safe and productive environment where all students are focused on success and we strive to create a strong sense of belonging and high achievements for all our students.

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.