Pupils, Parents, and Guardians Privacy Notice

This privacy notice has been written to inform parents, guardians, and pupils about how and why we process your personal data.

Who are we?

Park School Bournemouth Ltd (Park School, Little Crickets at Park School, Little Crickets Forest School) is a data controller as defined by the UK GDPR. This means that we determine the purposes for which your personal data is processed and how it is processed. We will only collect and use your personal data in ways that are compliant with data protection legislation.

We have appointed Veritau Ltd as our Data Protection Officer (DPO). The role of the DPO is to monitor our compliance with the UK GDPR and the Data Protection Act 2018 and advise on data protection issues. If you would like to discuss this privacy notice or our use of your data, please contact Veritau or a.whitbread@parkschool.co.uk.

Veritau's contact details are:

Schools DPO Service
Veritau
West Offices
Station Rise
York
North Yorkshire
YO1 6GA
schoolsdpo@veritau.co.uk // 01904 554025

What personal information do we collect?

The personal data we collect about you includes:

- Personal identifiers and contact details, including name, postal address, email address, phone number, date of birth, and pupil number.
- Educational and assessment attainment, such as early years, phonics and national curriculum assessment results.
- Characteristics such as special educational needs, armed forces status, free school meal eligibility and language spoken.
- Attendance, suspension, and exclusion information, including any relevant alternative provision put in place.
- Safeguarding and behavioural information, including but not limited to court orders, professional involvement, and support.

- Child in Need or Looked After status, including episodes of being looked after or a child in need, adoptions, young carer status, and care leaver information.
- Healthcare and medical information such as doctor details, allergies, medication and dietary requirements, vaccination details, etc.
- E-monitoring and filtering information about your use of our network and IT systems.
- Information required by the Department of Education for school censuses and the national pupil database.
- Equality monitoring information, such as your ethnicity, religious beliefs, sexual orientation and gender.
- Information relating to school trips and extra-curricular activities, including before and after school club attendance.
- Information relating to future career aspirations and academic career.
- Photographs and/or video images, including CCTV footage.
- Records of communications and interactions we have with you

Why do we collect your personal information?

We process your information for the purposes outlined below:

- To support pupil learning and development.
- To meet our safeguarding and health and safety obligations.
- To provide necessary health and medical support.
- To monitor and report on pupil attainment and progress.
- To provide appropriate pastoral care and support.
- To assess the quality of our educational provision and develop the curriculum.
- To meet the statutory duties placed upon us regarding DfE data collections.
- To promote the school, including in newsletters, on the school website, and social media platforms.
- To comply with legal obligations and promote a fair and inclusive learning environment.
- To provide wraparound care before and after school.

What is our lawful basis for processing your information?

Under the UK GDPR, it is essential to have a lawful basis when processing personal information. We normally rely on the following lawful bases:

- Article 6(1)(c) - legal obligation
- Article 6(1)(e) - public task
- Article 6(1)(f) – legitimate interests

If we process your personal data with your consent, you have the right to withdraw that consent at any time. If you change your mind or are unhappy with our use of your personal data, please let us know by contacting the school office.

If we share your information in a health emergency, we may rely on the lawful basis of Article 6(1)(d) – vital interests.

Some of the information we collect about you is classed as special category data under the UK GDPR. The additional conditions that allow for processing this data are:

- Article 9(2)(g) - reasons of substantial public interest

The applicable substantial public interest conditions in Schedule 1 of the Data Protection Act 2018 are:

- Condition 6 - statutory and government purposes
- Condition 8 – equality of opportunity or treatment
- Condition 10 - preventing or detecting unlawful acts
- Condition 16 - support for individuals with a particular disability or medical condition
- Condition 18 - safeguarding of children and individuals at risk

If we share your information in a health emergency, we may rely on the additional condition of Article 9(2)(c) – vital interests.

Who do we obtain your information from?

We usually receive this information directly from you, for example, via admissions forms or secure file transfer from a previous setting. However, we may also receive some information from the following third parties:

- Department for Education (DfE).
- Local Authority.
- Other agencies working with the child/family, such as police, health services, youth support services, etc.
- Other educational settings previously attended.

Who do we share your personal data with?

We may share your information with the following organisations**:**

- Schools and/or education providers that pupils attend after leaving us.
- Career services and advisors, where relevant.
- Local Authority.
- Department for Education (DfE).
- National Health Service (NHS) bodies.
- Youth support services, where relevant.
- Placement and work experience students, where appropriate.
- Other agencies working with the child and/or family, where appropriate.
- Relevant examination and/or awarding bodies.
- School suppliers and IT applications, where necessary.

- We may share information across the schools within our federation.

For more details on information sharing with the DfE please visit the DfE website.

We may also share information with other third parties where there is a lawful basis to do so. For example, we sometimes share information with the police for crime detection or prevention. We also share information with appropriate organisations to arrange school trips and events.

How long do we keep your personal data?

We will retain your information in accordance with our Records Management Policy and Retention Schedule. Statutory obligations determine the retention period for most of the information we process about you. Any personal information which we are not required by law to retain will only be kept for as long as is reasonably necessary to fulfil its purpose.

We may also retain some information for historical and archiving purposes, where it is in the public interest.

Artificial intelligence (AI)

We may use some systems and platforms that incorporate an AI function. Where we do this, we ensure that the data is held securely and is not used for training the AI model. AI does not make any automated decisions about individuals, and outputs are always subject to human oversight.

International transfers of data

Although we are based in the UK, some of the digital information we hold may be stored on computer servers located outside the UK. Some of the IT applications we use may also transfer data outside the UK.

Usually, your information will not be transferred outside the European Economic Area, which is deemed to have adequate data protection standards by the UK government. If your information is transferred outside the EEA, we will take reasonable steps to ensure your data is protected and appropriate safeguards are in place.

What rights do you have over your data?

Under the UK GDPR, you have the following rights concerning the processing of your data:

- to be informed about how we process your personal data. This notice fulfils this obligation.
- to request a copy of the personal data we hold about you.

- to request that your personal data be amended if it is inaccurate or incomplete.
- to request that your personal data be erased where there is no compelling reason for its continued processing.
- to request that the processing of your personal data be restricted.
- to object to your personal data being processed.

Usually, pupils are considered to have the mental capacity to understand their own data protection rights from the age of 12 years old. We may therefore consult with a pupil over this age if we receive a request to exercise a data protection right from a parent.

If you have any concerns about the way we have handled your personal data, you can submit a data protection complaint to us. Please contact us on the details above outlining your concerns.

If we cannot resolve your concerns, then you may also complain to the Information Commission, which is the UK's data protection regulator. Its contact details are below:

The telephone helpline (0303 123 1113) is open Monday to Friday between 9 a.m. and 5 p.m. (excluding bank holidays). Alternative methods to report, enquire, register, and raise complaints are available on the ICO's website here.

Changes to this notice

We reserve the right to change this privacy notice at any time. We will typically notify you of changes that affect you. However, please check regularly to ensure you have the latest version.

This privacy notice was last reviewed 22nd October 2026