

Privacy Notice for Pupils, Parents/Carers

Who we are.

We are Ocker Hill Academy, Gospel Oak Road, Tipton, West Midlands DY4 0DS. We are an academy for children aged 7 to 11 years. This privacy notice was written on 5th December 2024 and explains how we collect, store and use personal data about our pupils. We, Ocker Hill Academy, are the 'data controller' for the purposes of the General Data Protection Regulation (GDPR) and as such we are obliged to inform you of the information we hold on you and your child(ren), what we use it for, who we share it with, and for how long we keep it.

The Categories of Pupil & Parent Information that we Collect, Hold and Share

Pupil

Personal Information:

- Name
- Address
- Date of Birth
- Unique pupil number

Characteristics:

- Gender
- Ethnicity
- Religion
- Nationality
- Preferred Language
- Country of birth
- Free School Meal eligibility
- Special educational needs information – EHCP's, statements, applications for support, care or support plans
- Medical Conditions and relevant medical information – NHS information, health checks, physical and mental health care, immunisation program and allergies)
- Attendance information. Session attended, number of absences and absence reasons and exclusion information.

- Assessment information – data scores, tracking, and internal and external testing
- Behavioural information – details of support, including care packages, plans and support.
- Safeguarding information
- Photographs – for internal safeguarding & security purposes, academy newsletters, media and promotional purposes
- CCTV images

We may also hold data about pupils that we have received from other organisations, including other schools, local authorities and the Department for Education

Parent/Carer

- Name
- Address
- Telephone number
- Email address
- Date of Birth
- Identification documents
- Emergency contact preference telephone number
- National insurance number
- Income/benefit details

Why We Collect and Use This Information

The personal data we process is provided to us directly by you.

We use the pupil and parent data to:

- support pupil learning
- to monitor and report on pupil progress.
- to provide appropriate pastoral and medical care
- for safeguarding and pupil welfare purposes
- administer admissions waiting lists.
- for research purposes
- to inform you about academy events
- to assess the quality of our services
- to comply with the law regarding data sharing

3. The lawful basis on which we use this information

Our lawful basis for collecting and processing pupil information is defined in GDPR under Article 6. The following elements of the article apply:

- a) Data subject gives consent for one or more specific purposes. Where you have been asked for your consent, you are able to remove this at any time. You can do this by contacting S Boughton, 0121 556 0445 or office@ockerhill.academy
- b) Processing is necessary to comply with the legal obligations of the controller.
- c) Processing is necessary to protect the vital interests of the data subject (Pupil, parent/carers)
- d) Processing is necessary for tasks in the public interest or exercise of authority vested in the controller (the provision of education).

Our lawful basis for collecting and processing pupil information is further defined under Article 9, in that some of the information we process is deemed to be sensitive, or special category data. The following elements of the article apply:

- a) The data subject (Pupil, parent or carer) has given explicit consent.
- b) It is necessary to fulfil the obligations of controller Ocker Hill Academy or of data subject. (pupil, parent/carers)
- c) It is necessary to protect the vital interests of the data subject. (pupil, parent/carers)
- d) Processing is carried out by a foundation or not-for-profit organisation (includes religious, political or philosophical organisations and trade unions)
- e) Reasons of public interest in the area of public health
- f) It is in the public interest.

Collecting Pupil Information

We collect your personal information directly from you via the academy's data collection process. We also receive your data via the Local Authority or from a transferring school (if applicable)

A full breakdown of the information we collect on pupils can be found in the Academy's data mapping document.

Who We Share Pupil Information With

We routinely share pupil information with appropriate external agencies to meet our legal obligation or where we have sought your permission. The agencies who we routinely share pupil information with include:

- Local authorities to meet our legal obligations to share certain information with it, such as safeguarding concerns and exclusions.
 - Sandwell Metropolitan Borough Council
 - Dudley Metropolitan Borough Council
- The Department for Education (DfE)
- Educators and examining bodies such as NFER
- Ofsted
- Online Learning Tools Curriculum support
 - Rollama
 - SPAG.com
 - Maths.com
 - Education City
 - Fischer Family Trust
 - Nubridge Publishing
 - Pobble
 - Microsoft 365
 - Google
 - Kahoot
 - Orchard Digital
 - Little Wandle
 - Edufocus
 - White Rose Education Services
 - MDB Tuition
- Suppliers and service providers to enable them to provide a service as part of a contract
 - SIPS music lesson providers
 - Dolce school meal providers
 - Tempest Photographers,
 - Instill Excellence Attendance Support Service
 - Wonde voucher services
 - Weduc communication
 - Squidcard payment system
 - Education Software Systems
 - The Safeguarding Company
 - SIPS IT Support

- Civica Education
- 2Simple Ltd
- Twinkl
- X
- B Squared
- Tel Group Ltd
- Financial organisations
 - Squidcard payment system
 - Total Finance Ltd
 - School Grid
- Central and local government
- Auditors – Feltons Ltd Birmingham
- Survey and research organisations – Target Tracker.
- Health Authorities
 - Sandwell and West Birmingham NHS Trust
 - Dudley Group NHS Foundation Trust
- Public Health England
- Site security – Tel Group, My Vision
- Health and social welfare organisation
 - Murray Hall Trust
- Professional advisers and consultants
- Charities and voluntary organisations
 - Bikeability
- West Midlands Police force, courts, tribunals
- Professional bodies
- Schools that the pupil's attend after leaving us:
 - George Salter Academy
 - Gospel Oak Academy
 - King Edward VI High School for Girls
 - King Edward VI Handsworth Grammar School for Boys
 - Ormiston SWB Academy
 - Q3 Academy Tipton
 - Sandwell Academy
 - Shireland CBSO
 - St Michaels Church of England High School
 - Stuart Bathurst Catholic High School
 - The Phoenix Collegiate
 - The Westminster School
 - Wodensborough Ormiston Academy

- Wolverhampton Girls High School
- Wood Green Academy

If we transfer personal data to a country or territory outside the European Economic Area, we will do so in accordance with data protection law.

Please contact our Data Protection Lead (see contact details at the end of this privacy notice) who can provide you with further details of who we share pupil information with as recorded in our data mapping document.

How we Use the Information you Provide to us and Why we Share Pupil Information

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

Some of the reasons listed above for collecting and using pupils' personal data overlap, and there may be several grounds, which justify our use of this data. Such reasons include:

The submission of the school census returns to the Department of Education (DfE). The DfE collects personal data from educational settings and the local authorities via various statutory data collections. We are required to share information about our pupils with the DfE either directly or via our local authority for the purpose of those data collection as follows:

We share pupils' data with the Department for Education (DfE) on a statutory basis. This data sharing underpins educational attainment and monitoring. We are required to share information about our pupils either directly with the Department for Education (DfE) or via our local authority under regulation 5 of The Education (Information about Individual Pupils) (England) Regulations 2013.

All data is transferred securely and held by 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.

Data Collection Requirements

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

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>

Storing pupil data

We hold pupil data whilst pupils attend our Academy. The file will follow the pupil when they leave the academy. However, we have a legal obligation to keep information beyond their attendance at the academy, which will be destroyed in line with our data retention schedule as outlined within our data mapping document. Please contact us if you would like further clarification on our retention timescales.

We have data protection policies and procedures in place, including strong organisational and technical measures, which are regularly reviewed. Further information can be found on our website.

Failure to provide data.

Failure to provide the requested data may result in consequences such as:

- Lack of compliance with legal obligations and statutory data collections resulting in delays with school placements.
- Inability to safeguard appropriately.
- Inability to ensure appropriate access arrangements can be provided.
- Delays or errors in monitoring attainment and supporting progress.
- Delays or errors in applying applicable eligibility support (e.g., Free School meals).

Requesting Access to your Personal Data and your Data Protection Rights

Under data protection legislation, parents and pupils have the right to request access to information about them that we hold, through a Subject Access Request. Parents/carers can make a request with respect to their child's data where the child is not considered mature enough to understand their rights over their own data (usually under the age of 12), or where the child has provided consent. Parents also have the right to make a subject access request with respect to any personal data the academy holds about them.

We will provide information in a way that is:

- Concise

- Transparent
- Intelligible
- Easily accessible
- Uses clear and plain language.

If you would like to make a subject access request, please contact our Data Protection Lead, S Boughton, 0121 556 0445 or office@ockerhill.academy

Data subjects have the following rights with regards to their personal information, as follows:

- Confirmation that their personal data is being processed.
- Access to a copy of the data
- The purpose of the data processing
- The categories of personal data concerned.
- Who the data has been, or will be, shared with
- How long the data will be stored for, or if this isn't possible, the criteria used to determine this period.
- Where relevant, the existence of the right to request rectification, erasure or restrictions, or to object to such processing.
- The right to lodge a complaint with the ICO or another supervisory authority.
- The source of the data, if not the individual
- The safeguards provided if the data is being transferred internationally.

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;
- claim compensation for damages caused by a breach of the Data Protection regulations 11.

Complaints.

We take any complaints about our collection and use of personal information very seriously. If you think that our collection or use of personal information is unfair, misleading or inappropriate, or have any other concern about our data

processing, please raise this with us in the first instance. To make a complaint, please contact our Data Protection Lead within the Academy, S Boughton, 0121 556 0445 or office@ockerhill.academy.

[Contact Us](#)

If you have any questions, concerns or would like more information about anything mentioned in this privacy notice, please contact our Data Protection Lead.

Ocker Hill Academy is registered as a Data Controller with the Information Commissioner's Office (ICO).

Our Data Protection Officer (DPO) is provided by SIPS Education Ltd. The following officers can be contacted via GDPR@sips.co.uk:

Amanda Moore
Chenille Tennant

You can also report a concern online to the Information Commissioners Office at <https://ico.org.uk/concerns>

Telephone Number 0303 123 1113

Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF 12.

[Changes to this privacy notice](#)

This privacy notice may be updated from time to time. We encourage you to check this privacy notice from time to time to ensure you understand how your data will be used and to see any minor updates. If material changes are made to the privacy notice, for example, how we would like to use your personal data, we will provide a more prominent notice (for example, email notification or correspondence of privacy notice changes).

December 2024