



'Nurturing Hope and Ambition to Achieve and Succeed'

Privacy Statement

Privacy Notice for Pupils, Parents/Carers

Who we are

We are Rood End Primary School, Rood End Road, Oldbury, West Midlands, B68 8SQ. We are a maintained school for children aged 3 to 11. This privacy notice was updated on 8th September 2025 and explains how we collect, store and use personal data about our pupils and parents/carers. We Rood End Primary School are the 'data controller' for the purposes of the General Data Protection Regulation (GDPR) and 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, school 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 nursery admissions waiting lists.
- for research purposes
- to inform you about school events
- to assess the quality of our services
- to comply with the law regarding data sharing

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 Rachel Andrews on 0121 559 1037, highfields.enquiry@highfields.sandwell.sch.uk
- 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 (school) 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 school'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 school's data mapping document.

Storing pupil data

We hold personal data about our pupils while they are attending our school. We may also need to keep it beyond their attendance at the school if this is necessary in order to comply with our legal obligations.

We will only retain the data we collect for as long as is necessary. This will be to satisfy the purpose for which it has been collected in accordance with our data retention schedule, and as identified in our data audit. Please contact us if you would like further clarification on our retention timescales.

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:

- Schools that the pupil's attend after leaving us
- Our local authority - to meet our legal obligations to share certain information with it, such as safeguarding concerns and exclusions.
- The Department for Education (DfE)
- Providers of alternative educational provision
- NHS and health services, including the school nurse
- Ofsted
- Limited information will be shared with our 3rd party providers who support the school in the education and wider services to our children, including music lesson providers, sports coaches, school meal providers etc. The level of information shared will only be to the degree that is required for those 3rd parties to provide the service to the school, e.g. information on pupils with food allergies is shared with our school meals providers.

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.

We share pupils' data with the Department for Education (DfE) on a statutory basis. This data sharing underpins school funding and educational attainment policy and monitoring.

We are required to share information about our pupils with our local authority (LA) and the Department for Education (DfE) under section 5 of The Education (Information about Individual Pupils) (England) Regulations 2013.

The National Pupil Database (NPD)

The NPD is owned and managed by the Department for Education and contains information

about pupils 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.

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 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>

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 [**Data collection and censuses for schools - GOV.UK**](#)

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To contact DfE: [**https://www.gov.uk/contact-dfe**](https://www.gov.uk/contact-dfe)

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 school 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, Tom Corbett thomas.corbett@roodend.sandwell.sch.uk

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.

Concerns

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

Contact Us

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

Our Data Protection Officer (DPO) is provided by Insight Management Services and Information Governance. The following officer can be contacted via stevecullen@insightmsig.co.uk:

- Steve Cullen

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 every so often 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).