



Privacy notice for parents

Note to parents / carers: This privacy notice explains how we collect, store and use your personal data. There is a separate privacy notice relating to the processing of pupil personal information.

Who processes your information?

Ark John Keats Academy is part of the academy trust called Ark Schools. Ark Schools is the organisation which is in charge of your personal information. This means that Ark Schools is called the 'Data Controller'. The postal address for Ark Schools is The Yellow Building, 1 Nicholas Road, London, W11 4AN.

If you want to contact us about your personal information you can contact our school data protection lead, who is Ark John Keats Academy. You can speak to him / her in school or you can leave a letter at reception or send one by post or email by emailing j.grewal@arkjohnkeatsacademy.org. You can also email Ark Schools' Data Protection Officer using the email address dataprotection@arkonline.org.

Your data may be shared with third parties, where it is necessary for us to do so and we have a lawful basis to do so.

Why do we need your information?

We have the legal requirement, a contractual obligation and a legitimate interest to collect and process your personal data, including those in relation to the following:

- Report to you on your child's attainment and progress;
- Keep you informed about the running of the school (such as emergency closures) and events;
- Process payments for school services and clubs;
- Provide appropriate pastoral care;
- Protect pupil welfare;
- Administer admissions waiting lists;
- Assess the quality of our services;
- Carry out research;
- Comply with our legal and statutory obligations.

We have a good reason for having this information which means it is lawful and so we do not usually need your consent to use this information. Sometimes we may want to use your data differently and in these cases we may need to gain your consent. We will ask you for consent and you can change your mind at any time.

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Absolute Schools is a company limited by guarantee Company number 05112090

Information that we collect, process, hold and share

This includes:

- Contact details and contact preferences;
- Bank details;
- Photographs;
- CCTV images captured in school;
- Characteristics, such as ethnicity, languages spoken and eligibility for certain benefits;
- Family circumstances;
- Physical and mental health, including medical conditions;
- Support received, including care packages, plans and support providers;
- We may also hold data about you that we have received from other organisations, including other schools and social services.

The lawful basis on which we process this information

- Article 6 1(a) of the GDPR which allows processing that is necessary in order for the school to function;
- Article 6 1(b) of the GDPR which allows processing that is necessary for the performance of a contract;
- Article 6 1(c) of the GDPR which allows processing that is necessary to comply with a legal obligation;
- Article 6 1(d) of the GDPR which allows processing that is necessary to protect vital interests;
- Article 6 1(e) of the GDPR which allows processing that is in our legitimate interests;
- Article 6 1(f) of the GDPR which allows processing with your consent;
- Article 9 2(b) of the GDPR which allows the processing of special category data that is necessary for carrying out obligations in the fields of employment and social security and social protection law;
- Article 9 2(g) of the GDPR which allows the processing of special category data that is necessary for reasons of substantial public interest;
- Article 9 2(j) of the GDPR which allows the processing of special category data when it is necessary for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes.

The processing of personal data and the identification of a relevant lawful basis of processing is subject to an ongoing review and is consistently being reviewed as part of our efforts to adhere to the principles of data protection.

Storing your data

Your data is processed using a combination of cloud-based information management systems, cloud storage and sharing facilities, on local file servers and in paper copies. In accordance with data protection legislation it is only retained for as long as is necessary to fulfil the purposes for which it was obtained, and not kept indefinitely.

We have a policy which explains how long we keep information. It is called a Data Retention Schedule and you can ask for a copy at reception.

Transfer outside of the European Economic Area (EEA)

We do not normally transfer your information to a different country outside the EEA. However, some of our external third-party support partners are based outside the EEA so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented, including:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission;
- Where we use certain service providers, we may use specific contractual clauses approved by the European Commission which give personal data the same protection it has in Europe.

Who we share your data with

We do not share your information with anyone without permission unless the law says we can or should. We share information with the following:

- Our local authority – to meet our legal obligations to share certain information with it, such as safeguarding concerns and information about exclusions;
- Government departments or agencies;
- Our regulator, Ofsted;
- Suppliers and service providers – to enable them to provide the service we have contracted them for;
- Financial organisations;
- Our auditors;
- Survey and research organisations;
- Health authorities;
- Security organisations;
- Health and social welfare organisations;
- Professional advisers and consultants;
- Charities and voluntary organisations.

What are your rights?

You have the right to do the following:

- You can ask us for a copy of the information we have about you. This is called a 'subject access request';
- You can ask us to correct any information we have about you if you think it is wrong;
- You can ask us to erase information about you (although we may have good reasons why we cannot do this);
- You can ask us to limit what we are doing with your information;
- You can object to what we are doing with your information;
- You can ask us to transfer your information to another organisation in a format that makes it easy for them to use.

Ark Schools aims to comply fully with its obligations under the GDPR. If you have any questions or concerns regarding Ark management of personal data including your subject

rights, please contact the Data Protection Officer (dataprotection@arkonline.org) who is responsible for ensuring Ark Schools is compliant with the GDPR. If Ark holds inaccurate information about you, Data Protection Officer (dataprotection@arkonline.org) explaining what the problem is and where appropriate provide with any evidence to show what the information should say. Keep copies of the correspondence. If after a reasonable amount of time (28 days is recommended) the information has not been corrected, you can make a complaint. If you feel that your questions / concerns have not been dealt with adequately on any data protection matter please get in touch with us and the matter will be escalated to our Director of Governance. If you remain unhappy with our response or if you need any advice you can contact the Information Commissioner's Office (ICO). Please visit their website (www.ico.org.uk/concerns) for information on how to make a data protection complaint.