



Privacy Statement for Marketing Activities

Attain Academy Partnership (herein referred to as the 'Trust') is the Data Controller for the purpose of data protection law. The 'Trust' comprises of Bocking Primary School, Cressing Primary School, de Vere Primary School, Elm Hall Primary School, Gosfield Community Primary School, Newlands Spring Primary & Nursery School and Rayne Primary & Nursery School (herein referred to as the 'Academy').

1. Introduction

Under data protection law, individuals have a right to be informed about how an organisation uses any personal data held about them. We comply with this right by providing privacy notices to individuals where we are processing their personal data.

Attain Academy Partnership is the 'data controller' for the purposes of data protection law. We will ensure that the data given to us is processed in line with the Data Protection Act 2018 (DPA 18) and the EU General Data Protection Regulations (GDPR).

The headteacher / head of school in each Academy is responsible for ensuring that their Academy complies with Trust's policies and procedures in relation to Data Protection. This policy has been written with consideration given to working practices. By adopting this policy, a reduction in workload has been facilitated by reducing the need for individual academies to interpret the policy locally.

2. Privacy Statement for Marketing Activities

We sometimes use personal information for marketing purposes, for example Academy prospectuses, newsletters (which include advertisements for events and products external to the school) and marketing emails to let you know what is available within the Academy and the wider community. Direct marketing only applies when communications are targeted to named individuals.

The personal information likely to be used for these activities is:

- Names
- Contact Details
- Academy Year / Class
- Digital Images

Where the activity is not directly linked to the Academy's provision of education we will be relying on your consent. We will seek the consent of the parent/carer, or where pupils are aged 12 or above, from the pupil themselves. As we are relying on your consent you can withdraw consent at any time by contacting the Academy.

Every effort will be made to delete the information when consent is withdrawn, but please note that where consent has been provided for publication, the Academy may not be able to locate and delete the information on request, although reasonable steps will be taken to do so.

Where consent has been provided for the use of personal information, and the pupil has left the Academy, we will rely on legitimate interests as our legal basis when retaining digital information for archiving purposes.



The information might be shared with:

- Social Media applications
- Communications providers (for example ParentMail, SchoolComms, School Ping)
- Academy website providers
- Prospective parents (in the case of the prospectus)

No personal information is routinely available outside of the UK. However, where information is used on social media, in publications, or on our website we cannot restrict the access to such images to the UK.

The personal information will be retained for the duration of its purpose plus one year, unless it is retained in perpetuity for archiving purposes.

For further information about how we use your personal information and your rights in relation to this use of your personal information please see the following overarching Privacy Notices relevant to your affiliation to the Academy

- Privacy Notice for Pupils and parents
- Privacy Notice for Employees
- Privacy Notice for Volunteers
- Privacy Notice for Visitors
- Privacy Notice for Trustees and Governors

3. 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 the academy in the first instance.

If you would like to make a complaint, please contact our Data Protection Officer (See Contact details below).

If you still have concerns following our response you have the right to raise the matter directly with the Information Commissioner's Office:

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|-----------------------|--------------------------------------------------------------------------------------------|
| Online | https://ico.org.uk/concerns/ |
| Postal Address | Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF |
| Email | https://ico.org.uk/concerns/handling/ |
| Phone Number | 0303 123 1113 |

4. Contact

If you would like to discuss anything in this privacy statement or make a Subject Access Request, please contact the Data Protection officer

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|--------------------------------|------------------------------------------------------------------------------------------------------------------|
| Data Protection Officer | Mrs Ellwood |
| Postal Address | Attain Academy Partnership, c/o Newlands Spring Primary and Nursery School, Dickens Place, Chelmsford CM1 4UU |
| Email | DPO@attain.essex.sch.uk |

Please ensure you include the name of the Academy in all correspondence with the DPO



5. Last updated

We may need to update the privacy notice periodically so we recommend that you revisit this information from time to time. This version was last updated on **18 April 2022**.