

## **Privacy Policy for Parents/Carers – own data**

|                |                         |
|----------------|-------------------------|
| Document Owner | Data Protection Officer |
| Last updated   | June 2025               |
| Version number | 4                       |

### **Application of the notice**

This notice is produced for all parents and carers setting out how the Diocese of Ely Multi-Academy Trust (DEMAT) uses their personal data.

### ***Relationship with DEMAT Values***

The application of this notice must be applied at all times in a way that reflects the Vision and Values of DEMAT:

#### **Vision**

To Learn. To Know. To Lead Out. "I can do all things through Christ who strengthens me" (Philippians 4:13)

#### **Values**

Love – We engender love and tolerance between and for our staff, pupils, and others to foster an inspiring atmosphere of mutual support.

Community – We are committed to ensuring our academies are a living part of the community and contribute positively to its needs.

Respect – We do everything to provide a caring, safe, and secure place for our staff and pupils to be happy and respected in our academies so they may achieve their potential.

Trust – We acknowledge accountability and responsibility for our actions and ensure that we encourage each other to make brave decisions and then learn from any mistakes.

Ambition – We are determined that our academies offer a place for the joy of learning, enabling those of all abilities to thrive and go on to lead rewarding lives.

### ***Associated Policies and Documents***

This Policy/Procedure should be read in conjunction with the following DEMAT Policies/Procedures:

Data Protection Policy

## **1. Introduction**

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

We, Diocese of Ely Multi Academy Trust (DEMAT), Grace Building, 8 High Street, Ely, CB7 4JU, are the 'data controller' for the purposes of data protection law.

## **2. How we use your personal data**

The personal data we may hold, collect, use, store, share and process, which may include 'special categories', includes but is not restricted to:

- Personal identifiers such as contact details, contact preferences
- Bank details
- CCTV images captured across the Trust/Trust's academies where it is in place
- Characteristics (such as ethnicity, languages spoken and eligibility for certain benefits)
- Family circumstances
- Physical and mental health, including medical conditions if provided
- 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 academies, and social services.

## **3. Why we collect and use this information**

We use this data to:

- Report to you on your child's attainment and progress
- Keep you informed about the running of the academy (such as emergency closures) and events
- Process payments for academy 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

Where you have given us consent to do so, we may send you marketing information by email or text, promoting academy events, campaigns, charitable causes or services that may be of interest to you. You can withdraw consent or 'opt out' of receiving these emails and/or texts at any time by clicking on the 'Unsubscribe' link at the bottom of any such communication, or by contacting our Data Protection Officer.

#### **4. Our lawful basis for using this data**

We only collect and use your personal data where the law allows. Most commonly, we process it where:

- We need to comply with a legal obligation
- We need to perform an official task in the public interest
- We need to fulfil a contract we have entered into with you.

Less commonly, we may also process your personal data in situations where:

- We have obtained consent to use it in a certain way
- We need to protect an individual's vital interests (protect their life)

Where you have provided us with consent to use your data, you may withdraw this consent at any time. We will make this clear when requesting your consent and explain how to withdraw consent if you wish to do so.

Some of the reasons listed above for collecting and using your personal data overlap, and there may be several grounds which justify our use of your data.

#### **5. Collecting this information**

While the majority of information we collect about you is mandatory, there is some information that can be provided voluntarily.

Whenever we seek to collect information from you, we make it clear whether you must provide this information (and if so, what the possible consequences are of not complying), or whether you have a choice.

#### **6. How we store this data**

We hold data securely for the set amount of time shown in our data retention schedule. This vast bulk of this data is held on our Bromcom Pupil Management Information System.

Personal data is stored in accordance with our Records Management Policy which you can access via our website: <https://demat.org.uk/policies/>

## 7. Data sharing

We do not share information about you with any third party without your consent unless the law and our policies allow us to do so.

Where it is legally required, or necessary (and it complies with data protection law), we may share personal information about you with:

- 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, e.g. Bromcom My Child at School (MCAS) payment system, messaging system
- Health authorities
- Security organisations
- Health and social welfare organisations
- Professional advisers and consultants
- Charities and voluntary organisations
- Police forces, courts, tribunals

We will not transfer your personal data to a country or territory outside the European Economic Area.

## 8. Requesting access to your personal data (and other rights)

Under data protection legislation, you have the right to request access to information about you that we hold. To make a request for your personal information, contact the data protection officer at [dpo@demat.org.uk](mailto:dpo@demat.org.uk)

You also have the right to:

- ask us for access to information about you that we hold
- have your personal data rectified if it is inaccurate or incomplete
- request the deletion or removal of personal data where there is no compelling reason for its continued processing
- restrict our processing of your personal data (i.e. permitting its storage but no further processing)
- object to direct marketing (including profiling) and processing for the purposes of scientific/historical research and statistics
- not be subject to decisions based purely on automated processing where it produces a legal or similarly significant effect on you

## 9. The right to lodge a complaint

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 Officer.

Alternatively, you can make a complaint to the Information Commissioner's Office using one of the following methods:

- Report a concern online at <https://ico.org.uk/concerns/>
- Call 0303 123 1113
- Write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF9

## 10. Contact

If you would like to discuss anything in this privacy notice, please email the Data Protection Officer or write to the Data Protection Officer at:

The Data Protection Officer  
Diocese of Ely Multi-Academy Trust  
Grace Building  
8 High Street  
Ely  
CB7 4JU

## 11. Version control

| <b>No.</b> | <b>Status of document/changes</b>                        | <b>Prepared by</b>            | <b>Reviewed by</b>            | <b>Approved by</b>          | <b>Date of approval</b> |
|------------|--|-------------------------------|-------------------------------|-----------------------------|-------------------------|
| 1.         | Baseline policy introduced                               |                               |                               |                             |                         |
| 2.         | Amended for GDPR   | Data Protection Officer       |                               | Standards & Ethos Committee | June 2021               |
| 3.         | Updated to reflect revised DfE Guidance                  | Joint Data Protection Officer | Joint Data Protection Officer |                             | August 2022             |
| 4.         | Updated to bring in reference to the Bromcom MIS system. |                               | Data Protection Officer       | CEO                         | July 2025               |

This document will be reviewed every two years.

The document was reviewed in January 2024 with no changes being made.