



Privacy Notice (How we use pupil information)

We **Newtown Primary School** are trading on behalf of **Stour Vale Academy Trust**. The Multi Academy Trust (MAT) is the data controller for the purposes of Data Protection Law.

Why do we collect and use pupil information?

We collect and use pupil information under the following Acts of parliament and associated legislation:

The Education Act, amendments and accompanying regulations, for example: Section 537A of the 1996 Act enables the education setting to collect information to perform the Department of Education's termly census.

Section 40(2)(a) of the Childcare Act 2006 - early years foundation stage and Section 87 of the Education Act 2002 - key stage 1 and key stage 2, enables primary age education settings to collect information for the assessing and reporting of the national curriculum.

There are various versions of the Education Act both preceding and following the 1996 Act that have influence on what information is required and how it is processed such as: The Education Reform Act 1988, Further and Higher Education Act 1992, Education Act 1994, School Standards and Framework Act 1998, Teaching and Higher Education Act 1998, Education Act 2002, Higher Education Act 2004, Education Act 2005, Education and Inspection Act 2006 and Education Act 2011, The Education (Pupil Information) England Regulations 2005 and associated regulations and statutory instruments.

Where appropriate we also rely on:

The Children Act and subsequent amendments
The Common Law Duty of Care
Health and Safety at Work Act
Working together to Safeguard Children Guidelines (DfE)
Keeping Children Safe in Education (KCSiE)
Equality Act 2010
The Disability Discrimination Act
Special Educational Needs (SEN) Code of Practice
Safeguarding Vulnerable Groups Act
Limitation Act 1980



We collect and use pupil information for the following purposes:

- to support pupil learning;
- to monitor and report on pupil attainment progress;
- to provide appropriate pastoral care;
- to assess the quality of our services;
- to keep children safe (food allergies, or emergency contact details);
- to meet the statutory duties placed upon us for DfE data collections; and
- to comply with the law regarding data sharing.

The categories of pupil information that we collect, hold and share include:

- personal identifiers and contacts (such as name, unique pupil number, contact details and address);
- characteristics (such as ethnicity, language, gender, religion, date of birth, free school meal eligibility);
- special educational needs (including the needs and ranking);
- safeguarding information (such as court orders and professional involvement);
- medical and administration (such as doctor's information, child health, allergies, medication and dietary requirements);
- attendance information (such as sessions attended, number of absences and absence reasons, any previous schools attended);
- assessment and attainment information (such as EYFS, Key Stage or internal academic assessment information, phonics results);
- behavioural information (such as exclusions and any relevant alternative provision put in place).

For a further example of the information typically held by schools, please see the Department for Education (DfE) Common Basic Data Set, here:

<https://www.gov.uk/government/publications/common-basic-data-set-cbds-database>

Collecting pupil information

We collect pupil information via registration forms at the start of the school year or when a child starts school, Common Transfer File (CTF) or secure file transfer from previous school.

Whilst the majority of pupil information you provide to us is mandatory, some of it is provided to us on a voluntary basis. In order to comply with data protection legislation, we will inform you, at the point of collection, whether you are



required to provide certain pupil information to us or if you have a choice in this, and we will tell you what you need to do if you do not want to share this information with us.

We intend to collect consent to process information for photographs, school trips and parental engagement platforms; please note, you have a right to withdraw consent at any time and can contact the school to do this.

If you provide us with contact details of others, for example, in case of emergency or when you may not be available, please ensure that they are aware their information has been passed to the school.

We will also receive the above types of personal information, where relevant, from the previous school/nursery and may also receive information from the Local Authority (LA) and the DfE.

Storing pupil data

The information we collect, use and store about pupils and their parents/carers is retained on our computer systems and in paper files, either until it is updated/superseded or until the pupil leaves the school where it will be passed on to the receiving school in accordance with the Education (Pupil Information) England Regulations 2005. Records are retained by a secondary school for the period of 25 years from the date of birth of the child (plus 6 years if SEN information). Further information on how long schools retain information can be seen in the Information Records Management Society Toolkit for Academies available at this link: [Academy records retention periods](#)

Who do we share pupil information with?

We routinely share pupil information with:

- Relevant staff within the school and Stour Vale Academy Trust
- schools that the pupils attend after leaving us
- our local authority
- the Department for Education (DfE)
- Health Services
- Sandwell MBC
- Aperture Portraits

Aperture Portraits is a photography company used by the school to take individual pupil photographs. The personal data used includes the child's name, class, admission number and child's photo.



- **Assembly Pro**
Assembly Pro is a cloud-based platform used by the school to monitor pupil attendance and reporting. The personal data used includes the child's name, gender, enrolment, address, assessment, attendance, behaviour, achievements, SEN, language, ethnicity, exclusions, UPN, and pupil photo.
- **AvePoint Cloud Backup**
AvePoint Cloud Backup is a cloud-based platform used by the school to backup Office365 cloud data from Exchange, OneDrive, SharePoint, and Teams. The personal data used includes the child's name and email address.
- **Capita SIMS**
Capita SIMS is an application used by the school as its Management Information System (MIS). It is used to record and store all the children's information, assessment data and attendance. The personal data used includes the child's personal details, ethnicity, language, medical needs, dietary needs, SEN information, photo consent, as well as the name and contact details of parents, carers, and emergency contacts.
- **Collins eBooks**
Collins eBooks is an app and cloud-based platform used by the school as an online reading resource. The personal data used includes the child's name and year group.
- **CPOMS**
CPOMS is a cloud-based platform used by the school staff to record safeguarding, child protection, pastoral and wellbeing information. The personal data used includes the child's name, year group, class, and any safeguarding information regarding the child.
- **E Vouchers**
E Vouchers is a website used by the school to deliver free school meal (FSM) supermarket vouchers. The personal data used includes the child's name, class, and free school meals indicator.
- **e4education**
e4education is a cloud-based platform used by the school for the creation and modification of the school's website. All images of children are only uploaded if consent is given by the parent/carers. The personal data used includes the child's image.
- **EHCP**
EHCP is an Education Health Care Plan or EHCP used to assess the outcomes and provisions the school need to provide appropriate provisions for the child. The personal data used includes the child's personal details, and SEN information, as well as the name and contact details of parents and carers.



- **Evolve**
Evolve is a cloud-based platform used by the school staff to create and manage risk assessment for educational trips and visits. The personal data used includes the child's name, class, and any medical needs.
- **Facebook**
Facebook is an app and cloud-based platform used by the school to share videos and work of pupils on the schools Facebook account. All videos and images of children are only shared if consent is given by the parent/carers. The personal data used includes the child's image.
- **Google Forms**
Google Forms is a cloud-based platform used by the school to manage and request information electronically from parents and carers about their child. The personal data used includes the child's personal information, ethnicity, language, medical needs, and dietary needs, as well as the contact information of parents and carers, and photo consent.
- **Groupcall Xporter**
Groupcall Xporter is a cloud-based platform used by the school to sync data with other applications it is linked with. The personal data used includes the child's information and staff information.
- **Hodder Education – Boost Insights**
Hodder Education – Boost Insights is a cloud-based platform used by the school to manage and analyse pupil test paper scores. The personal data used includes the child's name, year group, class, DOB, and gender.
- **Lexia Core5 Reading**
Lexia Core5 Reading is a cloud-based platform used by the school to assess and improve pupils reading. The personal data used includes the child's name, year group, and class.
- **Little Wandle Letters and Sounds Assessment Tracker**
Little Wandle Letters and Sounds Assessment Tracker is a cloud-based platform used by the school to record and track progress of phonics assessments. The personal data used includes the child's name, UPN, DOB, gender, FSM, year group, ethnicity, first language, and SEN.
- **Microsoft Forms**
Microsoft Forms is a cloud-based platform used by the school to create and request information electronically from parents/carers regarding after school clubs for their child. The personal data used includes the child's name and year group.



- Microsoft Online Services – Microsoft Office 365
Microsoft Office 365 is a cloud-based platform used by the school to access E-Mails, One Drive, SharePoint, Teams etc. The personal data used includes the child's name, username, and email.
- Microsoft Teams
Microsoft Teams is an app and cloud-based platform used by the school to communicate virtually in online meetings with other fellow children and staff from Newtown Primary School. All images of children are only shown and shared if consent is given by the parent/carer. The personal data used includes the child's name, username, email address, and child's image.
- Numbots
Numbots is an app and cloud-based platform used by the school for online mental addition and subtraction. The personal data used includes the child's name, year group, class, gender, and username.
- Papercut
Papercut is a cloud-based platform used by the school in addition to the schools print management solution to processes print jobs and the cost for printing. The personal data used includes the child's name and username.
- Parago Health and Safety System
Parago Health and Safety System is an app and cloud-based platform used by the school to record the compliance of health and safety assessments and checks. The personal data used includes the child's name, year group, and class.
- ParentMail
ParentMail is an app and cloud-based platform used by the school to send communications to parents/carers via text messages and email. The personal data used includes the child's name, year group, class, DOB and gender, as well as the name, mobile number, and email address for Priority 1 and Priority 2 contacts.
- Photo Consent
Photo Consent is a cloud-based google form used by the school to request permission from parents/carers for opting in or out of the use of their child's image under the various categories. The personal data used includes the child's name, class, and parent or carer photo consent responses.
- Pupil Signing In and Out Sheet
Pupil Signing In and Out Sheet is a system used by the school to record the late arrival or early pickup of pupils. The personal data used includes the child's name, class, and reason, as well as the name of the parent or carer.



- **Purple Mash (2Simple)**
Purple Mash (2Simple) is a cloud-based platform used by the school to access online applications and educational games. The personal data used include the child's name and class.
- **RM Unify**
RM Unify is a cloud-based platform used by the school as a launchpad to open other applications, such as E-Mail and links to web-based resources/sites. The personal data used includes the child's name, username, year group, and class.
- **SchoolCloud Parents Evening**
SchoolCloud Parents Evening is a cloud-based platform used by the school to manage and book parents' evening appointments. The personal data used includes the child's name, DOB, year group and class, as well as the names and email addresses of Priority 1 and Priority 2 parents and carers. To facilitate this process, we will share your information with SchoolCloud Parents Evening. This will help ensure you can book parents evening appointments efficiently, without placing the responsibility of conveying these important messages on the pupils.
- **Sign in App**
Sign in App is a cloud-based platform used by the school as an electronic signing in and out system that records entry and exit times for visitors. The personal data used includes the visitor's name, photo, company from, visiting who and car registration.
- **Smoothwall Monitor**
Smoothwall Monitor is a cloud-based platform used by the school to monitor any safeguarding incidents flagged up when using the schools managed IT devices. Any incidents flagged up are sent to the DSL's in school. The personal data used includes the child's name and username.
- **Sonar Tracker**
Sonar Tracker is a cloud-based platform used by the school to record and track children's assessment data. The personal data used includes the child's name, DOB, class, date of entry, gender, UPN, attendance, FSM, PP, ethnicity, first language, EAL, SEN, in care, and service child.
- **Tapestry**
Tapestry is an app and cloud-based platform used by staff to create and document assessments, observations and reports of pupil's progress in various subjects. The personal data used includes the child's name, year group, DOB, gender, UPN, EAL, FSM, PP, and photos of children during observations and learning journeys, if parents/carers have consented.



- Times Tables Rock Stars
Times Tables Rock Stars is an app and cloud-based platform used by the school for online times tables practice. The personal data used includes the child's name, year group, class, gender, and username.
- Twitter
Twitter is an app and cloud-based platform used by the school to share pupils' videos and work on the schools Twitter account. All videos and images of children are only shared if consent is given by the parent/carers. The personal data used includes the child's image.
- YouTube
YouTube is an app and cloud-based platform used by the school to upload videos of the pupils and their work to be shared via a link, QR code, Twitter, school website or on the school's YouTube channel. All videos of children are only uploaded if consent has been given by the parent/carers. The personal data used includes the child's image.
- Wonde
Wonde is a cloud-based platform used by the school as a dashboard to manage other applications the school subscribes to. The personal data used includes the child's name, year group, and class.
- Wellcomm
Wellcomm is a cloud-based platform used by the school to screen children for their speech and language ability. The personal data used includes the child's name, DOB, gender, UPN, EAL, PP, looked after, ethnicity, SEN, and class.

We are committed to working with the local authority in protecting and safeguarding children and young people in the Borough. As a consequence we intend, where relevant to do so, to share information with the Multi-Agency Safeguarding Hub (MASH) which is a co-located arrangement of agencies including the local authority, Police, NHS Trusts and Probation Service integrated into a multi-agency team.

The MASH is the single point of contact for safeguarding concerns. The MASH share information appropriately and securely on children or young people in order to take timely and appropriate actions. The teams also provide information and advice across a range of child and family services.

Where a pupil/parent/carers has been involved in an accident, an Accident/Incident Report Form will be completed which will include details of the accident including information about you. This information will be passed to the Trust Central Team. This information will be accessed by Trust employees,



who legally require access to this data, for purposes related to this incident, and may be shared with others to allow us to comply with our statutory duties.

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 the DfE under regulation 5 of The Education (Information About Individual Pupils) (England) Regulations 2013.

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 <https://www.gov.uk/education/data-collection-and-censuses-for-schools>.

Local Authorities

We may be required to share information about our pupils with the local authority to ensure that they can conduct their statutory duties under

- the Schools Admission Code, including conducting Fair Access Panels.

Department for Education

The Department for Education (DfE) collects personal data from educational settings and local authorities via various statutory data collections. We are required to share information about our pupils with the Department for Education (DfE) either directly or via our local authority for the purpose of those data collections, 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. For privacy information on the data the Department for Education collects and uses, please see: <https://www.gov.uk/government/publications/privacy-information-early-years-foundation-stage-to-key-stage-3>

Requesting access to your personal data

Under data protection legislation, parents and pupils have the right to request access to information about them that we hold. To make a request for your personal information, or be given access to your child's educational record, contact Mr P Rogers, School Business Manager.

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; and
- a right to seek redress, either through the ICO, or through the courts.

The Trust, in line with statutory guidance, will respond to Subject Access Requests within one calendar month. However, if the request is received during the school holiday, please be advised that the Trust will treat this as receipt of the request on the first day back at school and will respond within one calendar month.

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

For further information on how to request access to personal information held centrally by DfE, please see the 'How Government uses your data' section of this notice.

Withdrawal of consent and the right to lodge a complaint

Where we are processing your personal data with your consent, you have the right to withdraw that consent. If you change your mind, or you are unhappy with our use of your personal data, please let us know by contacting the Headteacher.



Last updated

We may need to update this privacy notice periodically, so we recommend that you revisit this information from time to time. This version was last updated in September 2025.

Contact

If you would like to discuss anything in this privacy notice, please contact:

YourIG Data Protection Officer Service
Dudley MBC
The Council House
Dudley
West Midlands
DY1 1HF

Email: YourIGDPOService@dudley.gov.uk

Tel: 01384 815607

How Government uses your data

The pupil data that we lawfully share with the DfE through data collections:

- underpins school funding, which is calculated based upon the numbers of children and their characteristics in each school;
- informs 'short term' education policy monitoring and school accountability and intervention (for example, school GCSE results or Pupil Progress measures);
- supports 'longer term' research and monitoring of educational policy (for example how certain subject choices go on to affect education or earnings beyond school).

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

<https://www.gov.uk/education/data-collection-and-censuses-for-schools>



The National Pupil Database (NPD)

Much of the data about pupils in England goes on to be held in 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 for Education.

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.

To find out more about the NPD, go to

<https://www.gov.uk/government/publications/national-pupil-database-npd-privacy-notice/national-pupil-database-npd-privacy-notice>

Sharing by the Department

The law allows the Department to share pupils' personal data with certain third parties, including:

- schools
- local authorities
- researchers
- organisations connected with promoting the education or wellbeing of children in England
- other government departments and agencies
- organisations fighting or identifying crime

For more information about the Department's NPD data sharing process, please visit:

<https://www.gov.uk/data-protection-how-we-collect-and-share-research-data>

Organisations fighting or identifying crime may use their legal powers to contact DfE to request access to individual level information relevant to detecting that crime. Whilst numbers fluctuate slightly over time, DfE typically supplies data on around 600 pupils per year to the Home Office and roughly 1 per year to the Police.

For information about which organisations the Department has provided pupil information, (and for which project), or to access a monthly breakdown of data



share volumes with Home Office and the Police, please visit the following website: <https://www.gov.uk/government/publications/dfe-external-data-shares>

How to find out what personal information DfE hold about you

Under the terms of the UK Data Protection Act 2018, you are entitled to ask the Department:

- if they are processing your personal data;
- for a description of the data they hold about you;
- the reasons they're holding it and any recipient it may be disclosed to;
- for a copy of your personal data and any details of its source.

If you want to see the personal data held about you by the Department, you should make a 'subject access request'. Further information on how to do this can be found within the Department's personal information charter that is published at the address below:

<https://www.gov.uk/government/organisations/department-for-education/about/personal-information-charter>

To contact DfE: <https://www.gov.uk/contact-dfe>