How We Use Your Information
Privacy Notice for Parents of Orchard Hill College Academy (Full)

Orchard Hill College Academy Trust

February 2026

Parent privacy notice

Introduction

Orchard Hill College Academy Trust is referred to in this key information notice as **the Trust** or **we**. When we say the Trust, we mean all the schools within the Trust that form a part of the Trust. This privacy notice provides information about **how** and **why** we collect your personal data, and what we do with that information. It also explains the decisions that you can make about your personal data. The Trust is responsible for how your personal data is used under data protection law.

This privacy notice is for parents and carers of our prospective, current and former pupils. In this notice, when we say **parent**, we mean all individuals with overall responsibility for pupils such as biological or adoptive parents, or another trusted adult who looks after a pupil at home and acts for them with their agreement. It also includes anyone who has a legal right to act for a pupil, such as someone with Power of Attorney or someone appointed by a court.

If you have any questions about this notice, please contact:

the Data Protection Lead data.protection@ohcat.org, or

the Data Protection Officer, GDPR Sentry Limited, Unit 434 Birch Park, Thorp Arch Estate, Wetherby, LS23 7FG, support@gdprsentry.com, 0113804203.

What is "personal data"?

Personal data is information about you from which you can be identified (either directly or indirectly). For example, information about your family circumstances, safeguarding information and images of you.

Where we get your personal data from and who we share it with

We obtain your personal data from different sources. We receive information directly from you, for example, when you complete an admission application and enrolment form.

We also receive information from other sources such as our teachers and other staff, your child, your child's previous school(s), other members of your family, other pupils and their parents, as well as from individuals outside of the Trust such as health or education professionals.

We may also get information about you from government and from regulators, for example, from the local authority.

We will also share information with these individuals and organisations where appropriate. For example, if you tell us about something which has happened at home, we may share this with the local authority to fulfil our legal and regulatory obligations.

The sections below contain further information about where we get your personal data from and who we might share it with.

Why we use your personal data and our lawful bases for doing so

We use your personal data to:

1. fulfil our regulatory obligations and functions as a Trust;
2. teach your child and other pupils;
3. look after your child and others, including, other pupils and staff;

4. enable the Trust to comply with its legal obligations, support the management and operation of the Trust and to advance and protect the Trust's interests, objectives and reputation; and
5. fundraise, market and promote the Trust, for example, by writing to you about a fundraising opportunity.

We can only use your personal data if we have a good reason this is called having a lawful basis. The lawful basis that we use are as follows:

Lawful Basis	What it Means	When the Trust Uses It
Public Task (PT)	We use your personal data because we are carrying out our job as a Trust. This includes teaching and supporting our pupils, keeping everyone safe, and running the Trust properly.	Teaching and learning, safeguarding, behaviour and attendance, IT monitoring, CCTV, sharing information with local authorities, regulators, and other education providers.
Legal Obligation (LO)	We must use your personal data because the law requires us to.	Safeguarding concerns, health and safety, reporting to the local authority or government, keeping certain records, complying with court orders.
Vital Interests (EM)	We use your personal data to protect someone's life in an emergency. This is rare.	Medical emergencies, serious incidents where someone is at immediate risk.
Legitimate Interests (LI)	We use your personal data for a reason that helps the Trust or someone else, as long as this does not unfairly affect you. We only use this when Public Task or Legal Obligation do not apply.	Some internal uses of images, contacting you after your child leaves, managing complaints or disputes, running the Trust efficiently.
Consent (C)	You choose whether we can use your personal data for a specific purpose. You can change your mind at any time.	Using your image on the website, social media or prospectus; sending fundraising emails or other direct marketing; any optional activity that is not part of our job as a Trust.
Recognised Legitimate Interests (RLI)	A small number of situations where the law says we can use legitimate interests without extra tests. Because we are a public body, this hardly ever applies to us.	Only in very limited cases, such as certain safety or security situations that fall outside our normal duties.

In more detail

This section provides more detail on the purposes for which your personal data is used, the applicable lawful bases, where we get your personal data from and who we might share it with.

We have used a colour coded system so that you can see which bases we are relying on for each of the purposes described at paragraphs 1 to 38 below. LI means legitimate interests, CT means contract, PT means public task, LO means legal obligation and VI means vital interests C means consent. So, if we have put (LO, PT) that means we are relying on legal obligation and/or public task for that purpose depending on the circumstances.

1. Our primary reason for using your personal data is to provide educational and pastoral services to your child (PT).

2. We will use information about you to process your child's admission application. This information comes from admissions and enrolment forms, your child's EHCP, their previous school(s), and from professionals such as doctors and local authorities (PT).

3. We may send you information before you accept a place for your child. For example, we may send you information about a transition day (PT).

4. We will hold information about any family circumstances that might affect your child's welfare. This helps us provide appropriate care and support to your child (PT).

5. We may use medical information about you when necessary to look after your child (PT).

6. We will hold information about any court proceedings, court orders, or criminal petitions relating to you. This is to safeguard the welfare and wellbeing of your child and other pupils at the Trust (PT)

7. We use CCTV to help keep the Trust premises safe, and for crime detection and prevention. CCTV may also be used in relation to complaints and incidents on our sites, for example, accidents involving vehicles in our car park(s). Images captured by CCTV are your personal data. CCTV is not used in private areas such as toilets or changing rooms.

   We use CCTV to:

   - safeguard pupils, staff and visitors
   - protect Trust buildings and property from crime such as theft or vandalism
   - help keep people safe on site
   - support the investigation of accidents, incidents and health-and-safety concerns
   - assist law-enforcement agencies in preventing and detecting crime, and in identifying individuals involved in criminal activity

   We use CCTV because we have legal duties to keep people safe and because it is part of our public task as an education provider (LO, PT).

   For more detail, you can read our CCTV Policy on the Trust website.

8. We will use your personal data to take other steps to ensure the safety of the Trust premises and buildings, for example, by keeping a record of visitors to the Trust premises at any given time (PT, LO).

9. If there is a complaint or grievance made which involves you, we will use your personal data in connection with that complaint or grievance (PT).

10. We may share information about you with the local authority to prepare, implement and / or review your child's Education and Health Care Plan (EHCP) (PT, LO).

11. Where appropriate, we will hold information about your religious beliefs or other practices. For example, dietary restrictions (PT).

12. We may use your personal data to help improve the Trust, for example, to raise money (LI), (PT) or (C) depending on the nature and context of our use of your personal data.

13. We will also hold information such as your religion or ethnic group for the purposes of monitoring how well we are meeting our equality and inclusion goals (LO, PT).

14. We may take images (including video recordings) of you at our events to use on social media and on our website. This is to show prospective parents and pupils what we do and to promote the Trust (C). We may continue to use these images after your child has left the Trust.

15. We will send you information to keep you up to date with what is happening at the Trust for example, by providing details about events and activities (including fundraising events), and sharing the Trust newsletter - (LI or C)) depending on the nature and context of the communication.

16. We will also contact you to follow your child's progress (PT).

17. We may use your personal data when ensuring network and information security, for example, our anti-virus software might scan files containing information about you (PT).

18. We monitor pupils' use of the internet, internet-based platforms, and email as part of our safeguarding duties. This may sometimes involve your personal data, for example, if you have sent your child a message to their school email address (PT).

19. We keep certain information indefinitely for archiving purposes (referred to as "archiving in the public interest" under data protection law) and for historical research purposes. For example, we retain some old images to record what our college was like in the past. Information held in our archive may be made publicly available, but only in compliance with data protection laws (LI, PT).

20. We may use your personal data in connection with legal disputes, for example, we may have to disclose your personal data as part of court proceedings (PT, LI, LO).

21. We will process financial information about you for the payment of things which you have bought from us e.g. tickets for events (LI, CT).

Sharing personal data with others

22. We will share information with local authorities, Ofsted and the Department for Education, for example, where there are safeguarding concerns or to comply with our other legal obligations. These organisations may also share information with us for these purposes (LO, PT).

23. We may need to share your personal data with the police or other law enforcement authorities, but only in specific circumstances and where necessary to assist with investigations (LO, PT).

24. We may need to share information about you with the Health and Safety Executive where there is a health and safety issue (LO, PT).

25. We may also need to share information with our legal advisers for the purpose of obtaining legal advice (PT).

26. Occasionally, we may use consultants, experts and other advisers to assist us in fulfilling our obligations and operate effectively. For example, this could include accountants. We will share your personal data with them only when relevant to their work (PT).

27. We are a charity which means that in exceptional circumstances we may need to share your information with regulators such as the DfE or ICO, for example, in the event of a serious incident (LO, PT).

28. We may share information about you with, and get information from, health authorities, healthcare providers, and professionals, for example, regarding pupil immunisations (LO, PT).

29. We may share some information with our insurance company and their representatives to make sure that we have the insurance cover that we need or in connection with an actual or possible claim (PT).

30. If the Trust is handling a request for information, query, complaint, or grievance, for example, from another parent, we may need to share your personal data with relevant parties, including appropriate staff, pupils, parents or trustees, where it is necessary and appropriate (LI, PT).

31. If your child leaves to attend another college or school, we may share information about you with them, for example, details relating to family circumstances or safeguarding concerns (LO, PT).

32. We may share information about you with other family members where necessary to care for your child, or to comply with legal or regulatory obligations (PT).

33. We may need to share information in an emergency, for example, if you are injured while on Trust premises (PT, VI).

34. We will only share your personal data internally on a need-to-know basis. For example, details of family circumstances so that we may fulfil our obligations towards your child and our other legal and regulatory obligations (LO, PT).

35. If your child has an EHCP, we will share information with and obtain information from the local authority about you (LO, PT).

36. If, in the future, we consider restructuring the Trust (by way of merger or otherwise), we may share your personal data with the involved parties and relevant professional advisers (LO, PT).

37. Your personal data may be used by us (or by someone else such as the government or school inspectors) to check that the Trust continues to operate well (LO, PT).

38. We may share your personal data with the trustees of the Trust, if it is necessary for them to be aware of it, or to fulfil their role as trustee, for example, concerns involving you or your child, or issues affecting the Trust's operation (PT).

39. We use others to handle personal data on our behalf for the following purposes:

    39.1 An IT service provider who helps run the Trust's computer systems, for example, they might need to access a file containing personal data when investigating a fault, or checking the security of our IT network;

    39.2 we use software, apps and websites to support teaching and pastoral care For example, we use an app which allows us to record health & safety incidents, safeguarding concerns, and record attendance and other information about you;

    39.3 we use third party "cloud computing" services to store some information rather than the information being stored on hard drives on the Trust site.

    39.4 We use some digital tools that include artificial intelligence (AI) to support functions such as safeguarding alerts, incident monitoring, and administrative efficiency. These tools may process limited personal data about you. All AI tools are used

under the Trust's data-protection policies, with human oversight, and we do not use AI to make decisions about you without human involvement.

40. We may share your personal data with anyone who works with the third parties mentioned above, for example, to support our systems, such as email, learning platforms and cloud storage (LO, PT).

41. Anyone that we share information with may give us information about you as well.

Photos, videos and promoting the Trust

When we say **images** we mean photos (still) or videos (moving) images of you.

42. Sometimes we use photos and videos for teaching or other purposes (PT). We may continue to use these photos and videos after you have left.

Examples of when we may use your image (PT)

- Images of you taken on a school trip or during a sporting event or celebration to be used for an internal exhibition or display.
- Images sent only to the Trust community (e.g. in an internal newsletter, or on a password protected parental portal).

Examples of when we will not use your image without asking for your consent (C)

- Images published on the Trust website or in the prospectus.
- Images used in social media e.g. on Instagram.
- Images in school event (e.g. Christmas fair) published on the website or social media.
- Images published in a local newspaper.
- Images used in an advertising campaign.

Consent

We may sometimes ask for your consent to use your personal data. For example, we may ask for your consent to email you about a fundraising event or to use your image on our website.

If you give us your consent to use your personal data, then you can change your mind at any time. Any use of your personal data before you withdraw your consent remains valid. Please email data.protection@ohcat.org or speak to a member of staff if you would like to withdraw any consent that you have given.

Sending information to other countries

When the Trust sends personal data outside of the UK, we have to consider whether your personal data will be kept safe. Some countries are considered by the UK Government to have adequate rules including all of the European Union and some other countries, such as, Argentina, New Zealand, Norway and Switzerland.

The Trust sends your personal data to countries with adequate rules, for example, if we arrange a trip to France and share your personal data with activity providers and the hotel.

In certain circumstances, we may transfer a very limited amount of personal data to countries outside the UK that do not have the same level of data-protection laws. For example, our IT services provider may access limited personal data from South Africa when providing remote technical support. Where this occurs, we use UK GDPR-approved safeguards (such as Standard Contractual Clauses) to ensure that your information remains protected.

If you have any questions about the safeguards that are in place, please contact your form teacher.

How long do we keep your personal data?

We keep your personal data for as long as we need to for the purposes set out in this privacy notice.

In certain circumstances, we may retain your personal data for longer than usual, but only where we have a valid reason and are permitted to do so under data protection law.

Please see our Information and Records Retention Policy for more information. This can be found on our website.

What decisions can you make about your personal data?

You have certain rights about your personal data:

- **Correction:** If the Trust holds incorrect or incomplete information about you, you have the right to ask us to correct it.
- **Access**: You have the right to ask what personal data we hold about you and to request a copy. This is known as making a subject access request. We will provide you with additional details, including why we use your information, where it came from, and who we have shared it with.
- **Deletion**: You can request that we delete the personal data we hold about you in certain circumstances such as when it is no longer needed.
- **Portability**: You can request that your personal data be transferred to you or a third party in a computer readable format.
- **Restriction**: You can request that we restrict how your personal data is used in certain circumstances.
- **Object**: You have the right to object to us using your personal data in the following cases:
    - where we are using it for direct marketing purposes, for example, to send you emails about fundraising opportunities;
    - where the lawful basis on which we are relying is either legitimate interests or public task. Please see the section 'Our purposes and lawful bases in more detail' above; and
    - if your personal data is ever used for scientific or historical research, or statistical purposes.

Some of these rights may not apply in all cases and so if you request deletion of your personal data, we may not always be required to comply with your request.

Further information and guidance

Please speak to a member of staff or email data.protection@ohcat.org if:

- you would like further information about any aspect of this privacy notice;
- you would like to exercise any of your rights listed above;

If you do not provide certain information when requested, we may be unable to fulfil our contractual obligations to you (e.g. for school event tickets). We may also be unable to comply with our legal duties, such as safeguarding your child and their classmates. Additionally, failing to provide information could affect the education and care we are able to offer your child.

You have the right to make a complaint to us if you are unhappy about the way that we manage your personal data. Complaints should be raised by emailing data.protection@ohcat.org.

If you remain dissatisfied after making a complaint, you have the right to complain to the Information Commissioner's Office (ico.org.uk). The ICO is the data protection regulator which means that they enforce the rules that we have to obey.

Last updated: September 2023