

Our Ref: McM/DWe

1 December 2011

Dear Parent/Carer

## Privacy Notice – Data Protection Act 1998

### Data Protection Act 1998

We University Academy Birkenhead are a data controller for the purposes of the Data Protection Act. We collect information from you, and may receive information about you from your previous school and the Learning Records Service. We hold this personal data and use it to:

- support your teaching and learning;
- monitor and report on your progress;
- provide appropriate pastoral care, and
- assess how well your school is doing.

This information includes your contact details, national curriculum assessment results, attendance information and personal characteristics such as ethnic group, any special educational needs and relevant medical information. If you are enrolling for post 14 qualifications we will be provided with your unique learner number by the Learning Records Service and may also obtain from them details of any learning or qualifications you have undertaken.

**We will not give information about you to anyone outside the school without your consent unless the law and our rules allow us to.**

We are required by law to pass some of your information to the Local Authority (LA) and the Department for Education (DfE).

We are required by law to pass some of your information to the Department for Education (DfE) and, in turn, this will be available for the use of the Local Authority (LA).

If you want to see a copy of the information about you that we hold and/or share, please contact Mrs D Welch, Clerk to Governors.

If you require more information about how the LA and/or DfE store and use your information please go to the following websites:

- Wirral Council website - <http://www.wirral.gov.uk/my-services/childrens-services/about-childrens-services/childrens-records>
- DfE website –  
<http://www.education.gov.uk/schools/adminandfinance/schooladmin/ims/datamanagement/a0077959/w-hat-the-department-does-with-pupils-and-childrens-data>  
<http://www.education.gov.uk/schools/adminandfinance/schooladmin/ims/datamanagement/privacynotice/s/a0064391/who-the-department-passes-pupil-data-to>

If you are unable to access these websites, please contact the School Office for the LA information, or the DfE as follows:

- Public Communications Unit  
Department for Education  
Sanctuary Buildings  
Great Smith Street  
London  
SW1P 3BT

Website: [www.education.gov.uk](http://www.education.gov.uk)  
email: <http://www.education.gov.uk/help/contactus>  
tel: 0370 000 2288

## **Youth Support Services**

Once you are aged 13 or over, we are required by law to pass on certain information to the provider of youth support services in your area. This is the LA support service for young people aged 13 to 19 in England. We must provide both the name and address of you and your parents (and your date of birth) and any further information relevant to the support services' role.

However, until you are aged 16 or older, your parent(s) can ask that no information beyond your name, address and date of birth (and their name and address) be passed on to the youth services provider. This right transfers to you on your 16<sup>th</sup> birthday. Please inform Mrs D Welch, Clerk to Governors if this is what you or your parents wish.

For more information about young peoples' services locally please go to the LA website shown above, or the Directgov Young People page at [www.direct.gov.uk/en/YoungPeople/index.htm](http://www.direct.gov.uk/en/YoungPeople/index.htm).

## **Photography/Videos**

As part of school life, photographs/video footage may be taken which could be used for publicity purposes. These photographs/videos may be used in school presentations/posters locally, regionally or nationally in a variety of ways; newsletters, articles, display boards or websites. All care will be taken to ensure that no identifying features will be left on the photography to ensure anonymity.

If you do not wish your son/daughter to be photographed please can you write/e-mail the school regarding your wishes.

Yours faithfully

**S McMahan**  
**Principal**