

Woodlands Academy of Learning School Privacy Notice for Pupils and Their Families

What is a Privacy Notice?

The Data Protection Act 2018 (UKGDPR) gives everyone the right to be informed about how their information is used by organisations. This Privacy Notice explains how Woodlands Academy of Learning uses information about its pupils and their families. If you can be identified from the information we hold, then this is known as “personal data”.

This Privacy Notice explains:

- why we use your personal data
- the reasons we need to do this
- what kinds of personal data we use
- where we collect your personal data from
- who we will share your personal data with
- how you can find out more.

Who processes your information?

Woodlands Academy of Learning is a “data controller”. This means that the school is responsible for deciding how to use personal data we hold about you. When your information is collected, used, shared, or destroyed, this is called “processing”.

Your information is mainly used in school, by our staff, to support teaching and learning and to help us undertake our responsibilities in keeping children safe.

All staff at Woodlands receive data protection training so that they understand how to use personal data appropriately.

Where we choose to share your information with people who provide essential systems and services to the school, we ensure that the same data protection standards are in place. If sharing your information with service providers is not essential, we will always ask for your consent (permission) before this takes place.

The school has a Data Protection Officer (provided by Services 4 Schools Ltd). Their role is to oversee and monitor the school’s data protection procedures, and to ensure they are compliant with data protection legislation. The data protection officer can be contacted by emailing dpo@woodlands.walsall.sch.uk

Why do we collect and use your information?

Most of the information we collect about pupils and their families is used to help perform our duties as a public authority. These include:

- To support pupil learning
- To monitor and report on pupil progress
- To provide appropriate pastoral care
- To assess the quality of the services we provide
- To keep children safe
- To communicate with parents and carers

- To meet the statutory duties placed upon us for DfE data collections
- To help assess Free School Meal entitlement

We also use personal data where it is necessary to meet the legal responsibilities set out in data protection legislation, other UK law and regulation that applies to schools. These include the following:

- The Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR)
- The Data Use and Access Act 2025
- Education Act 2011
- Section 3 of The Education (Pupil Information) (England) Regulations 2005
- Keeping Children Safe in Education 2023 regulations

We may also need to share your personal data with other official bodies, or organisations where we are required to by other UK law.

If we would like to use your information for another reason, then we will ask for your permission (consent) before doing so. When we ask for consent, we will explain what your information will be used for, by who and what choices you have about how it is used.

Which data is collected?

The categories of pupil information that the school collects, holds and shares include the following:

- personal identifiers and contacts (such as name, unique pupil number, contact details and address)
- characteristics (such as ethnicity, language, religion)
- images (as photographs for use in our school information systems, as CCTV footage to keep our school site and pupils safe)
- safeguarding information (such as court orders and professional involvement)
- special educational needs (including the needs and ranking)
- medical and health (such as GP information, child health, dental health, allergies, medication and dietary requirements)
- attendance (such as sessions attended, number of absences, absence reasons and any previous schools attended)
- assessment and attainment (such as end of key stage assessments, phonics tests)
- behavioural information (such as exclusions and any relevant alternative provision put in place)
- communications between school and home (text messages, telephone recordings, letters, notifications in apps)
- trips and educational activities
- information about yourself that you may enter online or in systems when using school equipment (via our filtering and online monitoring systems)
- catering and school meal management (free school meal eligibility, pupil premium status)

Whilst the majority of the personal data you provide to the school is mandatory, some is provided on a voluntary basis. When collecting data, the school will inform you whether you are required to provide this data or if your consent is needed.

How long is your data stored for?

Personal data relating to pupils at Woodlands and their families, is stored in line with the school's retention policy. The school does not store personal data indefinitely; data is only stored for as long

as is necessary to complete the task for which it was originally collected.

Will my information be shared?

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.

The National Pupil Database (NPD) is managed by the DfE and contains information about pupils in schools in England. Woodlands Academy of Learning is required by law to provide information about our pupils to the DfE as part of statutory data collections, such as the school Census; some of this information is then stored in the NPD. The DfE may share information about our pupils from the NPD with third parties who promote the education or wellbeing of children in England by:

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.

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.

Who we routinely share pupil information with:

- Pupils' destinations upon leaving the school
- The Local Authority- Walsall Metropolitan Borough Council
- The NHS (including the School Nursing Service, Speech and Language Therapists)
- Other agencies i.e Social Care, Police, Public Health England
- The systems we use to manage pupil information (Arbor)
- The professional who supports pupil attendance (PF Attendance Ltd)
- The system we use for managing pupil welfare (CPOMS)
- The providers of our ICT support (LAICT)
- The systems we use to help manage school finance (Financials Live, BPS)
- The cashless payments systems available to parents (TUCASI, SCO Pay)
- Our door entry system (Inventry)
- The systems and resources we use to help deliver the curriculum (Third Space Learning, Purple Mash, TT Rockstars, Pixl Club)
- The systems we use to help communicate with parents (TUCASI, SCO Pay Marvellous Me)
- Our ICT support providers (LAICT)
- The companies who help us deliver our after-school provisions (Keith Jones Ni-Co Coaching, Royalz Academy)
- The system we use for managing trips and visits (Evolve)
- Our parents evening system (TUCASI, SCO Pay)
- The providers of our counselling support (Swing, Black Country Women's Aid)

The information that we share with these parties includes the following:

- Personal information – names, addresses, dates of birth, gender, contact details
- Pupil assessments- End of Key Stage assessment and results
- Attendance Information - number of absences at school
- Relevant medical information
- Information relating to SEND
- Behavioural information – number of exclusions
- Information gathered during our monitoring of pupil activities using school equipment

What are your rights?

Under UKGDPR, 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 our Data Protection Officer by email at DPO@woodlands.walsall.sch.uk, or by writing to Woodlands Academy Of Learning, Bloxwich Rd N, Willenhall WV12 5PR. Please address letters: **For the attention of the Data Protection Officer**

Depending on the lawful basis above, you may 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

If you have a concern 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/>

Where can you find out more information?

If you would like to find out more information about how we and/or the DfE collect, use and store your personal data, please visit our website <http://woodlands.walsall.sch.uk/> or download our GDPR Data Protection Policy.

COMPLAINTS

If you have a complaint about how your personal data has been handled by Woodlands Academy of Learning, you should contact the Data Protection Officer in the first instance.

Complaints or concerns which relate to data protection or information rights should be submitted in writing to DPO@woodlands.walsall.sch.uk

The Data Protection Officer will conduct an internal review into your complaint respond to you within a calendar month.

If you are unsatisfied with the response the Data Protection has provided, you have the right to contact the Information Commissioners Office. You can do this online at: <https://ico.org.uk/make-a-complaint/your-personal-information-concerns/>

Last Updated -

This Privacy Notice was last updated in September 2025