



Cloughwood Academy – Privacy Notice for Parents/Carers

We take your child's privacy seriously. This notice explains what information we collect about your child, why we collect it, and how we use it.

1. Who we are

Cloughwood Academy is responsible for your child's personal information. Our Data Protection Officer (DPO) is Rebecca Whyles (contact details below).

2. The information we collect

We may collect and use information such as:

- Your contact details and your child's date of birth
- School reports, test results, and assessments
- Attendance, behaviour, and exclusion records
- Special educational needs or disabilities
- Medical and safeguarding information
- Support your child receives (e.g. Safety plans and EHCP's)
- Photographs and CCTV images

We may also receive information about your child from other schools, local authorities, or the Department for Education.

3. Why we use this information

We use your child's information to:

- Help your child learn and monitor progress
- Provide care and keep your child safe
- Meet legal and reporting requirements
- Organise admissions and exams
- Support research and improve our services

4. Legal reasons for using your child's information

We use your child's information because:

- We have a legal duty to do so
- It helps us perform our public tasks, like educating children
- You have given consent for specific uses
- It is necessary to protect your child or someone else

You can withdraw consent at any time by contacting the DPO.

5. How we keep your child's information safe

- Electronic records are stored in Arbor (our secure system)
- Paper records are locked away
- We only keep information as long as necessary to meet legal or safety requirements



6. How we collect information

Most information we need is required by law. Some is optional, and we will always tell you which is which.

7. Who we share information with

We only share your child's information when necessary or legally required. This includes:

- Local authorities (e.g. for safeguarding, exclusions)
- Department for Education (for official reporting)
- Families and legal representatives
- Exam boards and educators
- Health and social care professionals
- Police, courts, and professional bodies

8. National Pupil Database

Some information is shared with the Department for Education and stored in the National Pupil Database for research and statistics. Only approved organisations with strict rules can access it.

9. Youth support services

From age 13, some information is shared with Cheshire West and Chester Council for youth services. You or your child (if 16+) can ask that only name, address, and date of birth are shared.

10. International transfers

If your child's data is transferred outside the UK, it will be protected in line with data protection law.

11. Your rights

You and your child have the right to:

- See and get a copy of personal information
- Correct inaccurate information
- Ask us to delete or limit use of information
- Object to certain processing
- Move information to another organisation
- Withdraw consent at any time

12. Complaints

If you have concerns, contact the DPO first. You can also complain to the Information Commissioner's Office (ICO):

- Online: <https://ico.org.uk/concerns/>
- Phone: 0303 123 1113
- Post: Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF



13. Contact the DPO

Rebecca Whyles – sbm@cloughwood.com