

# Balliol Primary School: Website Privacy Policy

## 1. Introduction

This Privacy Policy explains how Balliol Primary School collects, uses, and protects personal information gathered through our school website ([www.balliolprimary.co.uk](http://www.balliolprimary.co.uk)). We are committed to ensuring the privacy and security of all users, including pupils, staff, parents, and visitors. This policy aligns with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

## 2. Purpose

The purpose of this policy is to:

- Inform users about the types of personal information we collect through our website.
- Explain how we use this information.
- Outline our commitment to protecting personal data.
- Describe users' rights regarding their personal data.
- Ensure transparency and compliance with data protection laws.

## 3. Scope

This policy applies to all users of the Balliol Primary School website, including:

- Pupils and their parents/guardians.
- School staff (teaching and non-teaching).
- Governors.
- Prospective pupils and their parents/guardians.
- Visitors to the website.
- Members of the wider school community.

## 4. Data Controller

Balliol Primary School is the data controller for the personal information collected through the website. Our contact details are:

- Address: Balliol Primary School, Balliol Road, Kempston, Bedford, MK427ER
- Phone: 01234 300601
- Email: [office@balliolschool.co.uk](mailto:office@balliolschool.co.uk)

## 5. Types of Personal Information Collected

We may collect the following types of personal information through our website:

- **Contact Information:** Names, email addresses, phone numbers (e.g., through contact forms or newsletter sign-ups, trips and clubs sign ups).



- **Pupil Information:** Photographs, videos, work samples (only with appropriate consent, as detailed in Section 7).
- **Staff Information:** Names, roles, contact details, professional development information (e.g., on staff directory pages).
- **Cookies and Usage Data:** IP addresses, browser type, operating system, referring URLs, pages visited, and dates/times of visits (collected through cookies – see Section 10).
- **Parent/Guardian Information:** Names, email addresses, phone numbers (e.g., through contact forms, newsletter sign-ups, trip, event and club sign ups).
- **Enquiry data:** Information provided when making an enquiry about the school.
- **Admissions data:** Information provided when applying for a place at the school.
- **Events Data:** Information provided when booking onto an event (such as meetings, clubs or trips)

## 6. Legal Basis for Processing Personal Information

We process personal information based on the following legal bases:

- **Consent:** For activities such as using pupil photographs or videos on the website (see Section 7).
- **Legitimate Interests:** For activities such as website maintenance, security, and improving user experience, where these interests are not overridden by the rights and freedoms of individuals.
- **Legal Obligation:** Where processing is necessary to comply with a legal obligation (e.g., safeguarding).
- **Public Task:** Where processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the school.

## 7. Use of Pupil Images and Work

- We will only publish photographs, videos, or work samples of pupils on the website with explicit consent from parents/guardians (or the pupil themselves, if they are deemed competent to provide consent).
- Consent forms will clearly state the purpose of the publication, the duration of consent, and the right to withdraw consent at any time.
- We will ensure that pupil images are used appropriately and respectfully. We will never publish images that could be considered embarrassing, offensive, or harmful to the pupil.
- Pupil names will not be displayed alongside their images unless explicit consent has been obtained for this purpose.
- We will regularly review the images and work samples published on the website to ensure they are still relevant and appropriate.

## 8. How We Use Personal Information

We use personal information collected through our website for the following purposes:

- **Communication:** Responding to inquiries, providing information about the school, and sending newsletters (with consent).
- **Website Improvement:** Analysing website usage to improve content, navigation, and user experience.



- **Marketing and Promotion:** Promoting school events, achievements, and activities (with appropriate consent).
- **Admissions:** Processing applications for admission to the school.
- **Safeguarding:** Addressing any safeguarding concerns raised through the website.
- **Legal Compliance:** Complying with legal obligations, such as responding to requests from law enforcement agencies.

## 9. Data Security

We have implemented appropriate technical and organisational measures to protect personal information from unauthorised access, disclosure, alteration, or destruction. These measures include:

- Using secure servers and encryption to protect data in transit and at rest.
- Implementing access controls to restrict access to personal information to authorised personnel only.
- Regularly monitoring our systems for security vulnerabilities.
- Providing data protection training to all staff.
- Ensuring that our website is regularly updated with the latest security patches.

## 10. Cookies

Our website uses cookies to collect information about website usage. Cookies are small text files that are stored on your computer or mobile device when you visit a website.

We use the following types of cookies:

- **Essential Cookies:** These cookies are necessary for the website to function properly.
- **Analytics Cookies:** These cookies help us to understand how users interact with our website, so we can improve it.
- **Marketing Cookies:** These cookies are used to track users across websites, so we can show them relevant ads.

You can control cookies through your browser settings. You can choose to block all cookies, or to allow only certain types of cookies. Please note that blocking essential cookies may affect the functionality of the website.

## 11. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practises of these websites. We encourage you to read the privacy policies of any third-party websites you visit.

## 12. Data Retention

We will only retain personal information for as long as necessary to fulfil the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorised use

or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

### 13. Your Rights

You have the following rights regarding your personal information:

- **Right to Access:** You have the right to request access to the personal information we hold about you.
- **Right to Rectification:** You have the right to request that we correct any inaccurate or incomplete personal information we hold about you.
- **Right to Erasure:** You have the right to request that we delete your personal information in certain circumstances.
- **Right to Restriction of Processing:** You have the right to request that we restrict the processing of your personal information in certain circumstances.
- **Right to Data Portability:** You have the right to receive your personal information in a structured, commonly used, and machine-readable format and to transmit that data to another controller.
- **Right to Object:** You have the right to object to the processing of your personal information in certain circumstances.
- **Right to Withdraw Consent:** If we are processing your personal information based on consent, you have the right to withdraw your consent at any time.
- **Right to Complain:** You have the right to complain to the Information Commissioner's Office (ICO) if you believe that we have infringed your data protection rights.

To exercise any of these rights, please contact our Data Protection Officer (DPO) at [DPO Contact Information].

### 14. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. We will post any changes on our website. We encourage you to review this policy periodically.

### 15. Contact Information

If you have any questions about this Privacy Policy or our data protection practises, please contact our Data Protection Officer (DPO) at:

- [DPO Name]
- [DPO Title]
- [DPO Email Address]
- [DPO Phone Number]

### 16. Policy Review

This policy will be reviewed annually or more frequently if required due to changes in legislation or best practises. Policy will be reviewed by Headteacher and governing body.