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**Use of Personal Information/Images Notice**

It is requirement under the Data Protection Act (DPA) that the personal data held about pupils must only be used for specific purposes allowed by law. The personal data includes: contact details, assessment/examination results, attendance information, and characteristics such as ethnic group, SEND, any relevant medical information, photographs and CCTV for security and safety issues.

The data is used in order to support the education of the pupils, to monitor and report on their progress, to provide appropriate pastoral care, and to assess how well the Academy as a whole is doing, together with any other uses normally associated with this provision in a school environment.

The Academy may make use of limited personal data (such as contact details) relating to pupils, their parents or guardians for fundraising, marketing or promotional purposes and to maintain relationships with pupils of the Academy. In particular, the Academy may:

* Transfer information to any association society or club set up for the purpose of maintaining contact with pupils or for fundraising, marketing or promotional purposes relating to the Academy.
* Make use of photographs and video of pupils in Academy publications and on the Academy website.
* Disclose photographs and names of pupils to the media (or allow the media to take photographs or video pupils) for promotional, training and congratulatory purposes, where a pupil may be identified by name when the image is published e.g. where a pupil has won an award or has otherwise excelled.
* Make personal data, including sensitive personal data, available to staff for planning curricular or extra-curricular activities.
* Keep a pupil’s previous school informed of his/her academic progress and achievements e.g. sending a copy of reports for the pupil’s first year at the Academy to his previous school.

Photographs, with names identifying pupils, will not be published on the Academy website without the express permission of the appropriate individual.

Any wish to limit or object to any use of personal data should be notified to the Principal, in writing, which will be acknowledged by the Academy. Parents who do not want their child’s photograph or image to appear in any of the Academy’s promotional material, or be otherwise published, must also make sure their child knows this. **If the Academy does not receive any written objection, then it will presume your acceptance of this notice.**

Parents and pupils should be aware that where photographs or other image recordings are taken by family members or friends for personal use, the DPA will not apply e.g. where a parent takes a video of their child and some friends taking part in the Academy Sports Day.

Mr. C. Niner

Vice Principal