



THE BIRKENHEAD PARK SCHOOL

2 July 2015

Dear Parent

Privacy Notice – Data Protection Act 1998

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

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

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

We will not give information about your son/daughter 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 student 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 your child 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/researchandstatistics/datatdatam/b00212337/datause>

Headteacher: **Geraint Parry**
PA to the Headteacher: **Diane Welch**
Park Road South • Birkenhead
Wirral • CH43 4UY

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headteacher@birkenheadparkschool.com
www.birkenheadparkschool.com



Wirral Academy Trust

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
email: <http://www.education.gov.uk/help/contactus>
tel: 0370 000 2288

Youth Support Services

Once your child is 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 child (including date of birth) and any further information relevant to the support services' role.

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

Photography/Videos

As part of school life, photographs/video footage will be taken and may 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. I would be grateful if you could complete the attached form and return to Mrs D Welch at The Birkenhead Park School as soon as possible.

Yours faithfully



Geraint Parry
Headteacher

Enclosure

CONSENT FORM FOR PUBLICITY

Using Images/Recordings of Children Consent form for The Birkenhead Park School

The Birkenhead Park School would like to use your child's image(s) for promotional purposes.

In order to comply with the Data Protection Act 1998, we need your permission before we take any photographs or recordings. Please note that the website can be viewed throughout the world and not just in the United Kingdom where UK law applies. The image(s) will be used for a maximum of 7 years.

If the form is not signed, we cannot and will not use the child's image.

Name of Student: _____

Tutor Group: _____ Year Group: _____

Name of Parent: _____

Signature of Parent: _____

Date: _____

Conditions of Use

- This form is valid for 7 years from the date of signing. Your consent will automatically expire after this time and will not be used in any new material.
- We will not use the personal details or full names (which means first name **and** surname) of any child in an image, on our website, on video, or in printed publications without express written parental consent.
- We will only use images of children who are suitably dressed, to reduce the risk of such images being used inappropriately.