



ALDERLEY EDGE SCHOOL FOR GIRLS

Alderley Edge School for Girls
Parents Privacy Notice Key Information

September
2024

Parent Privacy Notice - Key Information

This notice contains the key information about **how** and **why** we collect your personal data and **what** we do with that information.

Personal data is information about you from which you can be identified (either directly or indirectly). For example, information about your family circumstances, your financial information and photos of you.

We use your personal data in order to:

- carry out our obligations and enforce our rights under our contract with you;
- teach your child and our other pupils;
- look after your child and others, such as, other pupils and staff;
- enable the School to comply with its legal obligations, to assist the School regarding its management and operation, and to advance and protect the School's interests, objects and reputation; and
- fundraise, market and promote the School. For example, by writing to you about fundraising for a new school project.

We set out below examples of the different ways in which we use your personal data and where that personal data comes from:

- We obtain information about you from admissions forms and from your child's previous school. We may also get information from professionals, such as doctors and from local authorities;
- We will have information about any family circumstances which might affect your child's welfare or happiness;
- We will process information about you in relation to the payment of fees and for risk management and compliance purposes. In some cases, we get information about you from third parties such as credit reference agencies or from your child's previous school(s);
- We may take photos or videos of you at School events to use on social media and on the School website. This is to show prospective parents and pupils what we do here and to advertise the School. We may continue to use these photos and videos after your child has left the School;
- We will send you information to keep you up to date with what is happening at the School. For example, by sending you information about events and activities taking place (including fundraising events) and the School newsletter; and
- We will keep details of your address when your child leaves the School so we can keep you updated about what is happening at the School, to tell you about events and activities and find out how your child is progressing.

In some situations, we may need to share your personal data with third parties. For example:

- In accordance with our legal obligations, we may share information with the Independent Schools Inspectorate, the Department for Education and local authorities, for example, where we have any safeguarding concerns;
- If you have unpaid fees, we may share information about this with other schools, or educational establishments, to which you intend to send your child;
- On occasion, we may need to share information with the police or other law enforcement authorities, our legal advisors and/or our insurers and their representatives; and

- If your child has an Educational Guardian, we may need to share information with them and/or with any homestay appointed to provide accommodation.

You have the following rights regarding your personal data:

- correction of information held;
- access to information held;
- deletion of information in certain circumstances;
- portability - the transfer of information to you or a third party;
- restriction of the use of information; and
- the right to object to the use of information in certain circumstances.

These rights are explained in more detail in the full privacy notice, and the Data Protection Lead / Privacy Officer can give you more information.

We strongly recommend reading the full version of our Parent Privacy Notice which is published on the School's website and can be found here <https://www.aesg.co.uk/edge-life/privacy-notice>. You can also obtain a copy of the full privacy notice by contacting the School on 01625 583 028 or frontdesk@aesg.co.uk or Alderley Edge School for Girls, Wilmslow Road, Alderley Edge, Cheshire, SK9 7QE.

The full version includes additional points, such as:

- further information on the purposes for which we use your information;
- for how long the School retains your personal data; and
- our lawful bases for using your personal data.

The Data Protection Lead / Privacy Officer, Mrs M Rigby is the person responsible at our school for managing how we look after personal data. The Data Protection Lead / Privacy Officer can answer any questions which you may have about how we use your personal data. You can contact Mrs M Rigby by calling 01625 583 028 or via email mrigby@aesg.co.uk.

Last updated: September 2024

Next Review: September 2025