Policy Date: September 2026
Date of next review: September 2027
Owner: Bursar / Network Manager
Location: StaffHub, GovernorHub, Website

Heath Mount School

How We Use Your Information
Privacy Notice for Parents

Policy Date: September 2025
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Contents

Parent Privacy Notice - Key Information 3
Parent Privacy Notice Introduction 4
What is "personal information"? 4
What personal data do we collect about you? 4
Our legal bases for using your information 5
How and why does the school collect and use personal information? 7
Criminal offence information 10
More than one basis 10
Consent 11
Sending information to other countries 11
For how long do we keep your information? 11
What decisions can you make about your information? 11
Further information and guidance 12
Monitoring and Review 13

Parent Privacy Notice - Key Information

This notice contains key information about **how** and **why** we collect your personal information and **what** we do with that information. Personal information is information that identifies you and relates to you. For example, information about your family circumstances, your financial information and photographs of you.

We strongly recommend reading the full version of our parent privacy notice which will be published on the School's website and is also included below. The full version contains additional points, such as, the rights you have in your information including what decisions you can make about your information, for how long the School retains your personal information and our legal bases for using your personal information.

The School's primary reason for using your personal information is to provide educational services to your child.

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

- We obtain information about you and your child 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 financial information about you in relation to the payment of fees. 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 photographs or videos of you and / or your child at School events for school communications and promotional purposes in accordance with our Digital Media Policy and the preferences provided by you and your child. This may include use on the School website, social media, prospectus and other publications to show prospective parents and pupils what we do here and to advertise the School. We may continue to use these photographs and videos after your child has left the School. Where photographs, videos or other digital media are shared with external organisations or marketing partners for promotional purposes, we will do so where the appropriate consent has been obtained.
- 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.
- We will keep details of your address when your child leaves the School so we can send you alumni related information and find out how your child is progressing. We may also pass your details onto the alumni organisation which is called Heath Mount Alumni and Friends. Further information on the alumni association can be found here: https://www.heathmount.org/aboutus/alumni

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

In accordance with our legal obligations, we will share information with local authorities, the Independent Schools Inspectorate and the Department for Education, for example, where we have any safeguarding concerns.

- If you have unpaid fees we may share relevant personal information with debt recovery agencies, legal advisers or other organisations where this is necessary to recover amounts owed to the School. We may also, where appropriate and lawful, share relevant information with another school or educational establishment to which you intend to send your child.

- On occasion, we may need to share information with the police, our legal advisors and our insurers.

You have the following rights regarding your information:

- Right to be informed
- Rectification 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 use of information;
- The right to object to the use of information in certain circumstances; and
- Rights related to automated decision making including profiling.
- The right to make a complaint about how we have processed your personal data, or how we have responded to a data protection rights request.

These rights are explained in more detail in the full privacy notice below. The Data Protection Lead (DPL) can also give you more information.

The Bursar serves as our Data Protection Lead (DPL) and is the person responsible at our school for managing how we look after personal information and can answer any questions which you may have about how we use your personal information. The DPL can be contacted on privacy@heathmount.org

Parent Privacy Notice Introduction

This notice is to help you understand **how** and **why** we collect personal information about you and **what** we do with that information. It also explains the decisions that you can make about your own information.

If you have any questions about this notice, please contact the Bursar.

What is "personal information"?

Personal information is information that identifies you as an individual and relates to you and your child.

What personal data do we collect about you?

We process personal data about you and your child when providing our services. The personal data we process takes different forms. Examples include:

- names, addresses, telephone numbers, e-mail addresses, emergency contact

information;
- IP addresses, location data, and website statistics and analytics;
- website cookies;
- students' date of birth, nationality, and family details;
- admissions, academic, disciplinary and other education-related records, references, examination scripts and marks;
- parents' employment data;
- images, audio and video recordings;
- financial information and identification documents, including passport information where required for specific school trips, bursary assessment or fundraising purposes;

As a school, from time to time we also need to process personal data that is designated as "sensitive" or "special category personal data" in order to facilitate our school operations and activities. Such data includes personal data regarding a data subject concerning:

- health;
- special education needs;
- biometric data (e.g. fingerprints)
- information relating to safeguarding and child protection/welfare
- race ethnicity; or
- Religion

Our legal bases for using your information

This section contains information about the legal bases that we are relying on when handling your information.

The two tables below contain a general description of the different legal bases but we have also used a colour code system so that you can see which bases we are relying on for each of the purposes described at paragraphs 1 to 33 below.

Consent ("CS")

In some situations, we will ask for your or your child's consent before using personal information. For example, we may seek consent to:

- use photographs or videos of your child in high profile promotional materials;
- collect and share personal data for participation in events, trips, and co-curricular activities.

Where we rely on consent, you are free to withhold it and can withdraw it at any time by contacting the School's Data Protection Lead.

Legitimate interests ("LI")

This means that the School is using your information when this is necessary for the School's legitimate interests except when your interests and fundamental rights override our legitimate interests.

Specifically, the School has a legitimate interest in:

- safeguarding and promoting the welfare of your child, other children and our employees;
- promoting the objects and interests of the School. This includes fundraising and using photographs of you and / or your child at our school events in

promotional material. It also includes making sure that we are able to enforce our rights against you, for example, so that we can contact you if unpaid school fees are due;

- keeping the school buildings safe;
- using your information in connection with legal disputes. For example, if you or your child bring a claim against the School;
- protecting the School's reputation; and
- facilitating the efficient operation of the School.

In addition, your personal information may be processed for the legitimate interests of others. For example, another school will have a legitimate interest in knowing if you have not paid School fees that are due to us.

Necessary for contract ("CT")

We will need to use your information in order to perform our obligations under our contract with you and for you to perform your obligations as well. For example, we need your name and contact details so that we can update you on your child's progress and so that we can contact you if there is a concern.

This also applies when we use your child's personal information to provide them with educational and pastoral services outlined within the enrollment contract such as

- Teaching and learning support;
- Reporting and assessments; and
- Co-curricular activities.

Legal obligation ("LO")

Where the School needs to use your and / or your child's information in order to comply with a legal or regulatory obligations, This includes for example:

- Reporting a concern to Children's Services;
- Disclosing your and / or your child's information to third parties such as the courts, the local authority or the police where legally obliged to do so; and
- complying with inspection or audit requirements from regulators or oversight bodies (such as ISI or Ofsted).

In these situations, the School does not need your consent as the processing is required in order to meet our legal responsibilities.

Vital interests ("VI")

In limited circumstances we may use your information to protect your vital interests or the vital interests of someone else (e.g. if you or they are seriously hurt).

Performance of a task carried out in the public interest (or carrying out public tasks) ("PI")

The following are examples of when we use your information to perform tasks in the public interest:

- safeguarding and promoting your welfare, your child's welfare and the welfare of other children;

- when participating in public health initiatives.

Substantial public interest ("SPI")

The School must also comply with an additional condition where it processes special categories of personal information.

Explicit consent ("EXC")
In some cases, we will ask for your or your child's explicit consent to use special category data. For example, when arranging a school trip that involves sharing medical, dietary, or health information with external providers (such as accommodation or activity organisers). You can withdraw this consent at any time by contacting the School's Bursar or Data Protection Officer.

Health and Social Care ("HSC")
We may use special category information (such as medical or health data) where necessary for the provision of health or social care, treatment, or the management of health or care systems. This can include administering medication, managing allergies or dietary needs, or making adjustments to support your child's wellbeing in school or on trips.

Substantial public interest ("SPI")
The School is also allowed to use special categories of personal information where doing so is necessary in the substantial public interest. This is similar to "public interest" in the table above.

Social protection and social security laws ("SPL")
Also the School may use your information to comply with social protection law (e.g. to look after your child) and social security laws. Social protection law is concerned with preventing, managing, and overcoming situations that adversely affect people's wellbeing.

Vital interests ("VI")
In limited circumstances we may use your and / or your child's information to protect your vital interests or the vital interests of someone else (e.g. if you or they are seriously hurt).

Legal claims ("LC")
We are allowed to use your and / or your child's information if this is necessary in relation to legal claims. For example, this allows us to share information with our legal advisors and insurers

How and why does the school collect and use personal information?

We set out below examples of the different ways in which we use personal information and where this personal information comes from. The letters highlighted in different colours below refer to the legal bases we are relying on. Please see the section above for an explanation.

1. The School's primary reason for using your personal information is to provide educational services to your child - CT,

2. We will have information about any family circumstances which might affect your child's welfare or happiness. This is to help us provide appropriate care and support to your child - CT, SPI, SPL

3. We will need information about any court orders or criminal petitions which relate to you. This is so that we can safeguard the welfare and wellbeing of your child and the other pupils

at the School - CT, SPI, LO, SPL

4. We use CCTV to make sure the school site is safe. Images captured of you or your child via CCTV will be your personal information. CCTV is not used in private areas such as toilets - LI, CT, PI,

5. If there is a complaint or grievance made to the School which involves you or your child then we will use your information in connection with that complaint or grievance - LI, CT, P SPI.

6. The School may share information about you with the local authority for the purpose of the preparation, implementation and / or review of your child's Statement of Special Educational Needs or Education Health and Care Plan - LO, SPI, HSC, SPL

7. Where appropriate, the School will have information about you and your child's religious beliefs and practices. For example, if you do not eat certain foods - SPI, HSC , CT

8. We may take and use photographs or videos of you and/or your child for school communications and promotional purposes in accordance with our Digital Media Policy and applicable consent choices. This may include use on the School website, social media, prospectus and other publications, and where appropriate sharing with external organisations or marketing partners for promotional purposes – - LI, CS

9. 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 - LI.

10. We will keep details of your address when your child leaves the School so we can send you alumni related information and find out how your child is progressing. We may also pass your details onto the alumni organisation which is called Heath Mount Alumni and Friends. Further information on the alumni association can be found here https://www.heathmount.org/about-us/alumni - LI, CS

11. We may collect passport or other identification information where this is necessary to arrange or administer a school trip, including travel bookings or entry requirements. CT LI

12. We may use information about you if we need this for historical research purposes or for statistical purposes. For example, if we consider the information might be useful if someone wanted to write a book about the School - LI.

13. We may use your information when ensuring network and information security, for example, our anti-virus software might scan files containing information about you - LI.

14. We can keep information about you for a very long time or even indefinitely if we need this for historical, research or statistical purposes. For example, if we consider the information might be useful if someone wanted to write a book about the School - LI

Financial information

15. We will process financial information about you in relation to the payment of fees. In some cases, we get information about you from third parties such as credit reference

agencies or from your child's previous school(s) - LI, CT.

16. We will hold information about bankruptcy petitions and statutory demands, where relevant - LI, CT.

17. We may search the files of any licensed credit reference agency in order to verify your identity. This also allows us to assess your application for the award of a bursary or for credit in contemplation of an agreement for the deferment of fees. The credit reference agency will keep a record of that search and details about your application. This record will be seen by other organisations which make searches about you - LI, CT.

18. Where school fees or other sums remain unpaid, we may share relevant personal information with debt recovery agencies, legal advisors or other service providers where this is necessary to recover amounts owed to the School. - LI, CT.

19. We will obtain information about you from publicly available sources, such as Companies House and Zoopla, to assess your ability to pay School fees - LI, CT.

20. We use a third party organisation called Bursary Administration Limited to assist us with our bursary application process. If you apply for a bursary we will share information about you with Bursary Administration Limited so that they can assess your application - LI, CT.

Failure to supply information may result in a refusal of an award or credit.

Sharing personal information with third parties

21. In accordance with our legal obligations, we will share information with local authorities, the Independent Schools Inspectorate and the Department for Education, for example, where we have any safeguarding concerns or to comply with our legal obligations - LI, LO, PI, SPI, SPL

22. On occasion, we may need to share your information with the police for the prevention and investigation of crime and the prosecution of offenders. We will only do this in specific circumstances to assist the police with their investigations - LO, PI, SPI.

23. We may need to share information about you and / or your child with the Health and Safety Executive (a government organisation) if there is a health and safety issue at the School - LO, PI, SPI.

24. In certain circumstances, we may also need to share information with our legal advisers for the purpose of obtaining legal advice - LI, SPI, LC.

25. Occasionally we may use consultants, experts and other advisors to assist the School in fulfilling its obligations and to help run the School properly (e.g. our accountants). We will share your information with them if this is relevant to their work - LI, CT,

26. The School is a charity which means that in exceptional circumstances we may need to share your information with the Charity Commission e.g. in the event of a serious incident - LI, LO, PI, SPI.

27. We may share information about you and / or your child with our insurance company, for example, where there is a serious incident at the School - LI, SPI, LC.

28. 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 - LI.

29. If your child leaves us to attend another school, we may provide that school with information about you. For example, details of family circumstances if there have been any safeguarding incidents - LI, LO, CS

30. We may share information about you with others in your family, such as another parent or step-parent. For example, where this is part of our obligation to take care of your child, as part of our wider legal and regulatory obligations, or in connection with school fees - LI, SPI.

31. We may need to share information if there is an emergency, for example, if you or your child are hurt whilst on School premises - LI, VI.

32. If you have appointed an agent to act on your behalf, we may share information with them. For example, we may send letters to them so that they can pass these on to you - LI, CT

33. We may send you information about the School before you accept a place for your child. For example, we may send you a copy of the school prospectus - LI, CS

- If your child has an Education and Health Care Plan (EHCP), we will share information with and obtain information from the local authority about your child - LO, SPI, SPL

We sometimes use contractors to handle personal information on our behalf. The following are examples:

- IT consultants who might access information about you when checking the security of our IT network; and
- we use third party "cloud computing" services to store some information rather than the information being stored on hard drives located on the School site.

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.

Criminal offence information

We may only use information relating to criminal convictions and offences where the law allows us to do so. This will usually be where such processing is necessary to carry out our obligations or to exercise our rights.

Less commonly, we may use information relating to criminal convictions and offences where it is necessary in relation to legal claims, where it is necessary to protect our pupils and you are not capable of giving your consent, or where you have already made the information public.

More than one basis

In some circumstances, more than one lawful basis may apply to the same activity, depending on the nature and purpose of the processing. For example, information used to support a safeguarding matter may be processed because it is necessary to fulfil the School's contractual responsibilities and, where appropriate, to comply with a legal obligation.

Where more than one lawful basis applies, the School will identify the relevant basis or bases for the specific processing being undertaken and will ensure these are appropriate before the processing takes place.

Consent

We may ask for your consent to use your information in certain ways as an alternative to relying on any of the bases in the table above. For example, we may ask for your consent before taking or using some photographs and videos if the photograph or video is more intrusive and we cannot rely on legitimate interests. If we ask for your consent to use your personal information you can take back this consent at any time. Any use of your information before you withdraw your consent remains valid. Please speak to the Bursar if you would like to withdraw any consent given.

Sending information to other countries

In certain circumstances, we may send your information to countries which do not have the same level of protection for personal information as there is in the UK. For example, we may:

- Send your information to educational establishments overseas in the event that your child should leave the School and be enrolled in a school overseas.

Wherever there are international transfers, the School will make sure that the transfers take place in a lawful manner in accordance with UK data protection legislation.

We will provide you with details about the safeguards which we have in place outside of this privacy notice. If you have any questions about the safeguards that are in place, please contact the Bursar.

For how long do we keep your information?

We keep your information for as long as we need to in order to educate and look after your child. We will keep some information after your child has left the School, for example, so that we can find out what happened if you make a complaint.

In exceptional circumstances we may keep your information for a longer time than usual but we would only do so if we had a good reason and only if we are allowed to do so under data protection law.

The School maintains a Records Retention Schedule which sets out how long different categories of personal data are retained. This is currently being reviewed and updated. If you require further information about a particular retention period, please contact the Data Protection Lead.

How do we use and protect your information?

We limit the access to personal data, retained in physical archives or IT systems and infrastructure, only to those individuals that strictly need to know in order to provide students and parents with specific services, assistance, and support. Personal data will be kept confidential and will be protected via appropriate technical and organisational measures to ensure the security of personal data, including policies around use of technology and devices, and access to school systems.

What decisions can you make about your information?

Under the UK GDPR and Data Protection Act you are granted a number of rights regarding your information. Some of these are new rights whilst others build on your existing rights.

Your rights are as follows:

- **Right to be informed:** you have the right to be informed about the collection and use of your personal data.

- **Rectification**: if information the School holds about you is incorrect or incomplete, you can ask us to correct or complete it.

- **Access**: you can also ask what information we hold about you and be provided with a copy. This is commonly known as making a subject access request. We will also give you extra information, such as why we use this information about you, where it came from and what types of people we have sent it to.

- **Deletion (Erasure)**: you can ask us to delete the information that we hold about you in certain circumstances. For example, where we no longer need the information.

- **Portability**: you can request the transfer of your information to you or to a third party in a format that can be read by computer. This applies where (a) the information has been provided by you; (b) the basis that we are relying on to process your information is consent or contract (please see "Our legal bases for using your information" above); and (c) the information is being processed by us on computer.

- **Restriction**: our use of information about you may be restricted in some cases. For example, if you tell us that the information is inaccurate we can only use it for limited purposes while we check its accuracy.

- **Object**: you may object to us using your information where:

    a. we are using it for direct marketing purposes (e.g. to send you School publications);

    b. the legal basis on which we are relying is either legitimate interests or performance of a task carried out in the public interest. Please see the section "Our legal bases for using your information" above; and

    c. we are using it for historical or scientific research purposes or archiving purposes. For example, we may keep photographs of you at a School event for historical reasons.

- **Rights related to automated decision making including profiling**: you have rights around:

    a. Automated individual decision making (making a decision solely by automated means without any human involvement); and
    b. Profiling (automated processing of personal data to evaluate certain things about an individual). Profiling can be part of an automated decision making process.

The right to make a complaint about how we have processed your or your child's personal data, or how we have responded to a data protection rights request.

The DPL can give you more information about your data protection rights.

Further information and guidance

The DPL is the person responsible at our school for managing how we look after personal information and can answer any questions which you may have about how we use your personal information. The DPL can be contacted on

privacy@heathmount.org

Like other organisations we need to keep your information safe, up to date, only use it for what we said we would, destroy it when we no longer need it and most importantly - treat the information we get fairly.

This notice is to explain how we use your personal information. The Bursar can answer any questions which you may have.

This privacy notice does not, and is not intended to, give you any rights which you did not already have. For example, it does not give you any additional contractual rights.

Please speak to the DPL if:

- you object to us using your information for marketing purposes e.g. to send you information about school events. We will stop using your information for marketing purposes if you tell us not to; or
- you would like us to update the information we hold about you; or
- you would prefer that certain information is kept confidential.

If you fail to provide certain information when requested, we may not be able to perform our obligations under the contract we have entered into with you. We may also be prevented from complying with our legal obligations (such as to ensure the welfare of your child and their classmates).

If you consider that we have not acted properly when using your personal information you can contact the Information Commissioner's Office - ico.org.uk.

Monitoring and Review

Governors Committee Reviewing	Buildings and Infrastructure Committee
Period of review	September 2026
Person responsible for implementation and monitoring	Bursar / Network Manager
Related policies	Cookie Policy CCTV Policy Data Protection Policy Website Privacy Policy Information Rights Policy Photography Disclaimer