

Privacy Notice: Marketing Activities



Marketing Activities Privacy Notice

The school sometimes uses personal information for marketing purposes (school prospectus, newsletters and marketing emails).

Personal information may be used for direct marketing, when communication is targeted directly to named individuals. This information could include names, contact details, school year/class and digital images. If the marketing activity is not directly linked to something that is provided within the school, the school will require parent consent. Consent can be withdrawn at any time by contacting the school office.

Every effort will be made to delete the personal information once consent has been withdrawn, although if consent has been provided for a publication, the school may not be able to locate and delete all of the information requested, although reasonable steps will be made to do so.

Information may be archived once a pupil has left the school. The legal basis for retaining this information is legitimate interests. The school is the data controller for this information, which may be shared with:

- Social media applications such as Instagram and Facebook
- Communication providers such as MCAS and Class Dojo
- School website providers
- Prospective parents (prospectus)

Personal information is not routinely stored outside of the UK. However, if this information is used on social media, publications or the school's website, we cannot restrict the access to the information to the UK. Personal information will be retained for the duration of its purpose plus one year (unless it is being archived).

Please see the school's main privacy notice for further information regarding your rights in relation to the use of personal information.