

# Privacy Notice: Photos & Activities



## Photos and Activities Privacy Notice (How we use pupil information)

The Mayflower Primary School is the data controller for the use of personal data in this privacy notice.

This notice is in addition to the school / trust's Pupil Privacy Notice.

### Pupil Photographs

The Mayflower Primary School is required by law to retain a photo of each pupil as part of the educational record. Sometimes digital images are used, e.g. photos, videos, audio recordings to enhance education provision, inclusion and recreation. When this is the case the school will seek the consent of the parent/carer. Where consent has been provided for the use of images, and the pupil has left the school, the school will rely on legitimate interests as its legal basis when retaining digital images for archiving purposes.

As The Mayflower Primary School will be relying on consent when displaying or publishing digital images, consent can be withdrawn at any time simply by contacting the school. Every effort will be made to delete the images, but please note that where consent has been provided for the publication of the images, the school may not be able to locate and delete the image on request, although reasonable steps will be taken to do so.

The school is the Data Controller for this information. This information may be shared in order to celebrate successes or promote our education services. Please note we only share information required for that particular purpose and then only the minimum required.

We may share digital images with your consent with:

- The school website provider
- Local media
- School photographer
- Essex Records Office
- Social Media platforms

No digital images are routinely available outside of the UK. However, where digital images are used on social media, in publications, or on our website we cannot restrict the access to such images to the UK.

## Additional School Activities

The Mayflower Primary School may offer extra-curricular activities, such as residential trips, sporting events and pupil support services. The following types of information used for this purpose may include:

- Names
- Emergency contacts
- Health information
- Date of birth

Permission for pupils to go on trips will be sought from the parent/carer. As the school is relying on your consent you can withdraw consent at any time by contacting the school.

Personal information used for such purposes will be kept for the duration of the planning and execution of the event, and for as long post event is reasonable to handle any resulting queries or complaints.

No personal information is routinely available outside of the UK.

## Our legal basis for using this data

The UK General Data Protection Regulations (GDPR) provide a framework of Articles about the use of personal data. We have included a cross reference to the relevant Articles in the information below. The use of your/your child's information for these purposes is lawful for the following reasons:

- We are under a legal obligation to collect the information or the information is necessary for us to meet legal requirements, such as our duty to safeguard pupils and to ensure our staff can engage in professional development opportunities (Article 6, 1c)
- It is necessary for us to hold and use the information for the purposes of providing schooling and so we can look after our pupils. This function is in the public interest because everybody needs to have an education. (Article 6, 1e)
- Sometimes we need permission to use certain information. In these circumstances, we will ask you/your child for permission. (Article 6, 1a)
- If you give your consent, you may change your mind at any time.

## Change of Purpose

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

We may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## Your Rights Regarding Personal Data

Under GDPR, parents and pupils have the right to request access to information about them that we hold. To make a request for your personal information or be given access to your child's educational record contact [admin@mayflowerprimary.com](mailto:admin@mayflowerprimary.com).

Depending on the lawful basis above, you may also have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing
- object to decisions being taken by automated means
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and
- a right to seek redress, either through the ICO, or through the courts

If you have a concern about the way we are collecting or using your personal data, you should raise your concern with us in the first instance or directly to the Information Commissioner's Office at <https://ico.org.uk/concerns/>.

To exercise any of these rights, please contact our data protection officer.

## Withdrawal of consent and the right to lodge a complaint

Where we are processing your personal data with your consent, you have the right to withdraw that consent. If you change your mind, or you are unhappy with our use of your personal data, please let us know by following our complaints procedure.

## Contact

If you would like to discuss anything in this privacy notice, please contact: Michelle Firth-Bernard, GDPR Officer – [admin@mayflowerprimary.com](mailto:admin@mayflowerprimary.com).

**This template has been provided by SBM Services (uk) Ltd and is only authorised for use by those schools in contract with SBM Services (uk) Ltd. This template may not be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of SBM Services (uk) Ltd.**

Copyright © 2021 All rights reserved