



The William Amory Primary School Privacy Policy

September 2025

Our contact details

The William Amory Primary School
Stallington Road, Blythe Bridge, Staffs, ST11 9PN
Phone Number: 01782 394900
E-mail: office@williamamory.staffs.sch.uk

The type of personal information we collect

We currently collect and process the following information:

- personal identifiers and contacts (such as name, unique pupil number, contact details and address, date of birth, free school meal qualifiers, passport details)
- characteristics (such as ethnicity, language, and free school meal eligibility)
- safeguarding information (such as court orders and professional involvement)
- special educational needs (including the needs and ranking)
- medical and administration (such as doctors information, dentist information, child health, dental health, allergies, medication and dietary requirements)
- attendance (such as sessions attended, number of absences, absence reasons and any previous schools attended)
- assessment and attainment (such as internal assessment data, EYFS, key stage 1, phonics results and key stage 2 results and any relevant results)
- behavioural information (such as exclusions and any relevant alternative provision put in place)

How we get the personal information and why we have it

William Amory Primary School holds the legal right to collect and use personal data relating to students and their families. We may also receive information regarding them from their previous school, LA and/or the DfE. We also hold the legal right to collect and use personal data relating to staff.

Most of the personal information we process is provided to us directly by you but we may also receive personal information indirectly from sources such as Common Transfer File (CTF) or secure file transfer from previous school settings, or references from third parties.

We hold personal information for one of the following reasons:

- to support pupil learning
- to monitor and report on pupil attainment and progress
- to provide appropriate pastoral care and support
- to assess the quality of our services
- to keep children safe
- to meet the statutory duties placed upon us for the Department for Education (DfE) data collections
- for HR, payroll and training purposes

Date: 01/09/2025

We may share this information with

- schools that the pupils attend after leaving us
- local authorities
- the Department for Education (DfE) and Wonde
- Educational learning, assessment and data programs
- CLA-Copyright Licensing Agency - Microsoft 365 Educational Suite
- NHS/School Nurse/ medical services
- The Local Support Team, Children's Services, SEND services
- HR/ personnel/ payroll services
- Other support services

We do not share information about our pupils with anyone without consent unless the law and our policies allow us to do so. William Amory Primary School is required by law to provide information about our students to the DfE as part of statutory data collections, such as the school census; some of this information is then stored in the National Pupil Database (NPD). The DfE may share information about our students from the NPD with third parties who promote the education or wellbeing of children in England by:

- Conducting research or analysis
- Producing statistics
- Providing information, advice or guidance

The DfE has robust processes in place to ensure the confidentiality of any data shared from the NDP is maintained.

Department for Education (DfE)

The Department for Education (DfE) collects personal data from educational settings and local authorities via various statutory data collections. We are required to share information about our pupils with the Department for Education (DfE) either directly or via our local authority for the purpose of those data collections, under section 3 of The Education (Information About Individual Pupils) (England) Regulations 2013. For more information, please see section 3 of The Education (Information About Individual Pupils) (England) Regulations 2013.

All data is transferred securely and held by the Department for Education (DfE) under a combination of software and hardware controls, which meet the current [government security policy framework](#).

For more information, please see 'How Government uses your data' section. For privacy information on the data the Department for Education collects and uses, please see:

<https://www.gov.uk/government/publications/privacy-information-early-years-foundation-stage-to-key-stage-3>

Under the [UK General Data Protection Regulation \(UK GDPR\)](#), the lawful bases we rely on for processing pupil information are:

- Article 6 and Article 9 of the GDPR, for example the collection of data for the school census
- Education Act 1996
- Regulation 5 of The Education (Information About Individual Students) (England) Regulations 2013

How we store your personal information

Your information is securely stored electronically or in a locked office/ filing cabinet.

We keep data for the following time periods after which it will be disposed of either by deletion or shredding:

- Academic & safeguarding records - until transfer to new school. Or until 25th birthday if this cannot be achieved
- Correspondence (including email) where there are no safeguarding issues archived after 12 months and deleted after 24 months
- Personal Registration documentation including attendance 6 years
- Health and safety/ accident forms – 25 years
- Timesheets and sick pay - current year + six years
- Staff personnel files - 25 years after the point of termination.
- Maternity pay records - current year + three years

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us via:

Email: office@williamamory.staffs.sch.uk/

Telephone: 01782 394900

Post: The William Amory Primary School, Stallington Road, Blythe Bridge, Staffs, ST11 9PN

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 contacting us in the first instance or directly to the Information Commissioner's Office at <https://ico.org.uk/concerns/>

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us via the above contact details.

Our DPO is:

Data Protection Officer

Information Governance Unit

Staffordshire County Council

1 Staffordshire Place, Stafford, ST16 2DH

dpo@staffordshire.gov.uk 01785 278314

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>