

Privacy Notice – Marketing

We respect you and your child's privacy and are committed complying with privacy legislation. The information below is what is referred to as a 'Privacy Notice' which explains how we use and protect your personal information.

We have a Data Protection Officer whose role it is to ensure that any personal information processed by the school is processed fairly and lawfully. If you have any concerns or questions regarding how we look after your personal information, please contact the Data Protection Officer, Lauri Almond, at IGS@essex.gov.uk or by calling 0333 032 2970.

What is the service being provided?	We sometimes use personal information for marketing purposes, for example school prospectuses, newsletters (which include advertisements for events and products external to the school) and marketing emails to let you know what is available within the school and the wider community. Direct marketing only applies when communications are targeted to named individuals.		
What personal data do we need from you?	The personal information likely to be used for these activities is: <ul style="list-style-type: none"> • Names • Contact Details • School Year/Class • Digital Images 		
Who will be using your Personal Data?	Who is the Data Controller ?	St Benedict's Catholic College	
	Who is the Data Controller's Data Protection Officer ?	Lauri Almond (Essex County Council).	
	Are there any Data Processors ?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Who are they?	The school is the Data Controller for this information. The information might be shared with: <ul style="list-style-type: none"> • Social Media applications • Communications providers (for example ParentMail) • School website providers • Prospective parents (in the case of the prospectus) 		
What will it be used for and what gives us the right to ask for it and use it?	The Purpose(s) :		Where the activity is not directly linked to the school's provision of education we will be relying on your consent. We will seek the consent of the parent/carer, or where pupils are aged twelve or above, from the pupil themselves where marketing is directed at them. As we are relying on your consent you can withdraw consent at any time by contacting the school.
	The Legal Condition(s) :		Every effort will be made to delete the information when consent is withdrawn, but please note that where consent has been provided for publication, the school may not be able to locate and delete the information on request, although reasonable steps will be taken to do so. You have the right to object to receiving marketing information from us. You should let us know if this is the case. For information about other data protection rights in relation to this use of your personal information please see section 5 of our overarching privacy notice.

How we limit the use of personal information		Where consent has been provided for the use of personal information, and the pupil has left the school, we will rely on legitimate interests as our legal basis when retaining digital information for archiving purposes. If you would like a copy of the Legitimate Interest Assessment we have completed for this activity, please contact the school office						
Who else might we share your data with?		<p>The school is the Data Controller for this information. The information might be shared with:</p> <ul style="list-style-type: none"> • Social Media applications • Communications providers (for example ParentMail) • School website providers • Prospective parents (in the case of the prospectus) 						
Will your data be stored in or accessible from countries with no UK-equivalent Privacy Law protections?		<p>No personal information is routinely available outside of the UK. However, where information is used on social media, in publications, or on our website we cannot restrict the access to such information to the UK.</p> <p>The personal information will be retained for the duration of its purpose plus one year unless it is retained in perpetuity for archiving purposes.</p>						
If your information leaves the country		<p>No personal information is routinely available outside of the UK. However, where information is used on social media, in publications, or on our website we cannot restrict the access to such information to the UK.</p>						
How long will your data be kept?	When will it stop being used?		The personal information will be retained for the duration of its purpose plus one year unless it is retained in perpetuity for archiving purposes.					
	How long after this will it be deleted?		<p>The personal information will be retained for the duration of its purpose plus one year unless it is retained in perpetuity for archiving purposes.</p> <p>Subject to exceptions – please refer to the school's Retention Schedule A copy of our retention schedule can be requested from our school office</p>					
Our use of the data will be subject to your legal rights (marked if applicable):	Inform	<input checked="" type="checkbox"/>	Access	<input checked="" type="checkbox"/>	Rectify	<input checked="" type="checkbox"/>	Erase	<input type="checkbox"/>
	Restrict	<input type="checkbox"/>	Portable	<input type="checkbox"/>	Object	<input type="checkbox"/>	Automate	<input type="checkbox"/>
As you are giving us your data directly:	This is the reason why we are allowed to ask for it and use it:		Marketing and Consent					
	This is what could happen if you refused to let us use your data for this purpose:							
As you are not giving your data directly to us:	This is who is giving us your personal data:		Parent/ Carer, Student					
	This is a source of personal data open to anyone		Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>		

	These are the categories of personal data being given to us	Name.
Visit the following links for more information about Privacy Law, our obligations and your Rights:		
The ICO Guide to the General Data Protection Regulations 2016 The General Data Protection Regulations 2016 Data collection requirements placed on us by the DFE More information on NPD managed by the DFE		
If you have concerns over the way we are asking for or using your personal data, please raise the matter with our Data Protection Officer by the following means:		
Postal Address	Essex County Council. County Hall. Chelmsford. CM1 1QH	
Email	IGS@essex.gov.uk	
Phone Number	0333 032 2970	
If you still have concerns following our response you have the right to raise the matter with the Information Commissioner's Office:		
Postal Address	Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF	
Online	Or visit ico.org.uk or email casework@ico.org.uk	
Phone Number	0303 123 1113	

© **Essex County Council.**

All rights reserved, Essex County Council grants its customers who have purchased a licence to use this document for the purposes of the administration and operation of the school to whom it has been sold. For those purposes customers are permitted to use, adapt, publish and copy this document provided that every adapted or published version of this document must include this copyright notice in full. No other use by other organisations or outside the terms of the permitted use stated above is permitted without the prior written permission of Essex County Council. Those infringing Essex County Council's copyright may be subject to prosecution, claims for damages or other legal action.