



Privacy Notice for Parents and Carers

1. Introduction

Under UK data protection law, you have the right to understand how we collect, use, store and share information about you. This notice explains what Plumcroft Primary School does with personal information relating to parents and carers, including people with parental responsibility and emergency contacts where appropriate. This notice is about personal information relating to adults, rather than the full range of information held about pupils.

Plumcroft Primary School is a maintained primary school operating across two campuses. Plumcroft Primary School is the data controller for the personal data covered by this notice:

- Plum Lane Campus: Plum Lane, Plumstead, London SE18 3HW; telephone 020 8854 1308.
- Vincent Road Campus: Vincent Road, Woolwich, London SE18 6RG; telephone 020 8317 2518.

Email for both campuses: office@plumcroft.greenwich.sch.uk. Website: www.plumcroftprimary.co.uk.

We process information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and relevant amendments including the Data (Use and Access) Act 2025.

2. The personal data we hold

Depending on your relationship with the school, we may collect and use:

- Names, home addresses, telephone numbers, email addresses, preferred contact methods and communication or accessibility needs.
- Details of your relationship to a child, parental responsibility, authorised collection arrangements and emergency contacts.
- Information about family circumstances relevant to a child's education or welfare, including relevant court orders and contact restrictions.
- Correspondence with the school, forms, consent preferences, meeting notes, enquiries, complaints and requests for information.
- Records of applications, Nursery and Reception admissions enquiries, waiting-list communications, wraparound-care bookings and school services.
- Payment and booking records for activities, school meals, clubs, trips and uniform, and bank details where genuinely needed for a refund or payment. Card payment details may be handled directly by payment providers rather than by the school.
- Information that helps us assess support or entitlements, such as free school meals eligibility and relevant funding declarations.
- Visitor and premises security information, including sign-in records and CCTV images where you visit the school, and limited information about use of school systems or Wi-Fi where applicable.
- Information relating to safeguarding concerns or the involvement of public authorities where relevant and lawful.

Some information may be particularly sensitive. Where necessary we may process health information, disability or accessibility needs, relevant religious or dietary requirements, or information within safeguarding records. These data types receive additional protection where they qualify as special category data. Photographs and CCTV images are personal data but are not automatically special category data.

3. Why we use this data

We use personal information, where necessary and proportionate, to:

- Keep parents and carers informed about learning, progress, attendance, school activities, timetable changes and emergency closures.
- Confirm parental responsibility, collection permissions and communication arrangements, including when parents live separately.

- Administer admissions and transitions, Nursery places, school meals, free school meals eligibility, Breakfast Club and After-School Club bookings.
- Arrange school trips, clubs, payments, refunds and other services requested by families.
- Support pupil welfare, manage safeguarding concerns and work with appropriate professionals and statutory agencies.
- Handle correspondence, enquiries, complaints, subject access requests, legal requirements and school administration.
- Protect people and premises, keep school computer systems secure, and monitor appropriate use of school facilities.
- Assess and improve our services and obtain voluntary parent feedback where appropriate.

3.1. Communications and optional promotional information

We may use your contact details to send essential school information through channels such as email, telephone, text messages and our school communication platform. These necessary service messages are not optional marketing messages. If we send optional promotional or fundraising communications, we will comply with applicable electronic marketing rules and offer an appropriate way to opt out or withdraw consent where required.

3.2. Automated decision-making and profiling

The school does not intend to make decisions about parents or carers that have legal or similarly significant effects solely through automated processing. If relevant practices change, we will update this notice and explain the available safeguards and rights.

3.3. Filtering and monitoring

Where parents or carers use school-provided networks or devices, or access school premises, limited usage or security records may be monitored to protect pupils, staff, visitors and information systems, investigate incidents and meet our legal obligations. Monitoring is proportionate to those purposes and governed by school policies.

4. Our lawful bases for using this data

We only use personal information where there is a lawful basis. The basis depends on the purpose of the processing; the following are the main bases we expect to use:

Public task (Article 6(1)(e)) – to carry out the school’s public education and safeguarding functions, including pupil support, school administration and relevant communication with families.

Legal obligation (Article 6(1)(c)) – to comply with statutory responsibilities, including safeguarding, attendance, statutory returns, record-keeping and certain information disclosures.

Contract (Article 6(1)(b)) – where processing is necessary to provide an optional paid school service under an agreement with you, where this basis is appropriate.

Consent (Article 6(1)(a)) – for specific optional activities where consent is the appropriate basis, such as certain promotional communications. Consent may be withdrawn without affecting previous lawful processing.

Vital interests (Article 6(1)(d)) – in an emergency where information is necessary to protect someone’s life.

Legitimate interests (Article 6(1)(f)) – only where appropriate for activities that are not part of the school’s public functions and after balancing those interests against your rights and freedoms.

Relevant statutory duties may arise under the Education Acts, the Children Acts, safeguarding and school attendance legislation, and other laws applying to maintained schools. The precise lawful basis for a particular activity can be provided on request.

4.1. Special category and criminal offence information

Where we process special category information, we must also meet an additional condition under Article 9 UK GDPR and, where relevant, the Data Protection Act 2018. Depending on the circumstances this may include explicit consent; necessary health or social care; establishment, exercise or defence of legal claims; or substantial public interest,

including safeguarding children and individuals at risk. Criminal offence information is handled only where a relevant legal condition is met and appropriate safeguards apply.

5. Collecting this data

We usually obtain your information directly from you through admissions and registration forms, school communication platforms, calls, emails, visits, meetings, payment and booking processes or other correspondence. We may also receive relevant information from:

- Your child, where appropriate;
- The Royal Borough of Greenwich and other local authorities;
- Previous or receiving schools, early years settings and relevant educational services;
- Government departments and public authorities;
- Health and social care professionals or safeguarding agencies;
- The police, courts, tribunals or legal representatives where necessary.

We will explain when information is required by law or for the school to provide a service, and when it is optional. If necessary information is not provided, we may be unable to contact you, verify an arrangement or deliver a requested service.

6. How we store and protect this data

We keep information in secure paper and electronic records with access limited to staff and providers who need it for authorised school purposes. We use appropriate administrative and technical measures to prevent accidental loss, misuse, unauthorised access or disclosure. Our systems and suppliers are subject to appropriate controls and agreements.

We retain information only for as long as necessary for the original purpose and any applicable legal, safeguarding, audit, complaints or record-keeping requirements. Different records have different retention periods; details are set out in the school's records retention schedule and can be requested using the contact information below. Information is securely deleted or disposed of when no longer required.

7. Who we share data with

We only share information when there is a lawful reason and only to the extent necessary. Depending on the circumstances, recipients may include:

- The Royal Borough of Greenwich and relevant local authority services (for example, admissions, attendance, funding and safeguarding).
- The Department for Education and other government bodies, where required for statutory educational returns, funding or compliance.
- Other schools or education providers, where necessary for admissions, transitions or pupil welfare.
- Health services, social care, safeguarding partners, the police, courts, tribunals and professional advisers where required or permitted by law.
- Ofsted, auditors and other public oversight bodies where relevant.
- Contracted suppliers of management information, admissions, school communication, payment, childcare booking, IT hosting, visitor management, catering, security and related school services.

School systems that may be relevant include SIMS, Wonde, Edukey, TTRS, Purple Mash, Maths Whizz, Reinassance Admicity, Weduc/ReachMoreParents, ParentPay, InVentry and Google Workspace. Suppliers process information only for authorised purposes and subject to appropriate data protection arrangements.

We do not sell parents' or carers' personal information. We do not routinely share information with third parties for their own marketing purposes.

7.1. Transfers outside the United Kingdom

Some technology suppliers may store or access personal information outside the UK. Where this involves a restricted international transfer, the school will ensure that a relevant UK adequacy regulation or appropriate safeguard applies, as required by law. You can request information about applicable safeguards from the Data Protection Officer, this information can be found within the Contact Us section on our Website.

8. Your rights

Depending on the information and our lawful basis for using it, you may have the right to:

- Be informed about our use of your personal data.
- Request access to personal information we hold about you (a subject access request).
- Request correction of information that is inaccurate or incomplete.
- Request deletion of information in certain circumstances.
- Request that use of your information is restricted in certain circumstances.
- Object to certain uses of your information, including processing based on public task or legitimate interests, subject to the applicable legal conditions.
- Receive or transfer certain information electronically where the right to data portability applies.
- Withdraw consent at any time where consent is the lawful basis.
- Challenge qualifying solely automated decisions and seek relevant safeguards.

To make a request, email office@plumcroft.greenwich.sch.uk and state that it relates to data protection. We may ask for information reasonably needed to verify your identity or your authority to act. We normally respond to a subject access request within one month, subject to the lawful rules on clarification and extensions. These rights are not absolute; legal exemptions may apply, particularly where another person's privacy or a child's welfare needs protection.

A parent does not automatically have a right to every record concerning their child. Requests for a child's information are considered in accordance with the child's rights, capacity, welfare, parental responsibility and applicable law.

9. Complaints

If you believe we have handled your information unfairly, inaccurately or unlawfully, you have the right to make a data protection complaint to the school. Contact us using the details below and explain your concern. We will acknowledge your complaint within 30 days and take appropriate steps to investigate, keep you informed and provide an outcome without undue delay.

You can also complain to the Information Commissioner's Office (ICO). You may approach the ICO at any time, although it generally recommends giving us an opportunity to consider your concern first. ICO website: <https://ico.org.uk/make-a-complaint/>; telephone: 0303 123 1113.

10. Contact us

School contact: Plumcroft Primary School, Plum Lane, Plumstead, London SE18 3HW; email office@plumcroft.greenwich.sch.uk; telephone 020 8854 1308. Parents at Vincent Road may also telephone 020 8317 2518.

External Data Protection Officer: Judicium Education.

Questions, subject access requests and data protection complaints can be sent to the school office, marked "For the Data Protection Officer", and will be referred appropriately.