

Amblecote Primary School

Privacy Notice (How we use pupil information)

We, Amblecote Primary School are the data controller for the purposes of Data Protection Law.

Why do we collect and use pupil information?

We collect and use pupil information under the following Acts of parliament and associated legislation:

The Education Act, amendments and accompanying regulations – For example; Section 537A of the 1996 Act enables the education setting to collect information to perform the Department of Education's termly census.

Section 40(2)(a) of the Childcare Act 2006 - early years foundation stage and Section 87 of the Education Act 2002 - key stage 1 and key stage 2, enables primary age education settings to collect information for the assessing and reporting of the national curriculum

There are various versions of the Education Act both proceeding and following the 1996 Act that have influence on what information is required and how it is processed such as: The Education Reform Act 1988, Further and Higher Education Act 1992, Education Act 1994, School Standards and Framework Act 1998, Teaching and Higher Education Act 1998, Education Act 2002, Higher Education Act 2004, Education Act 2005, Education and Inspection Act 2006 and Education Act 2011, The Education (Pupil Information) England Regulations 2005 and associated regulations and statutory instruments.

Where appropriate we also rely on:

The Children Act and subsequent amendments
The Common Law Duty of Care
Health and Safety at Work Act
Working together to Safeguard Children Guidelines (DfE)
Equality Act 2010
The Disability Discrimination Act,
Special Educational Needs (SEN) Code of Practice
Safeguarding Vulnerable Groups Act
Limitation Act 1980

We collect and use pupil information, for the following purposes:

- to support pupil learning
- to monitor and report on pupil attainment progress
- to provide appropriate pastoral care
- to assess the quality of our services
- to keep children safe (food allergies, or emergency contact details)
- to meet the statutory duties placed upon us for DfE data collections
- to comply with the law regarding data sharing

The categories of pupil information that we collect, hold and share include:

- Personal identifiers and contacts (such as name, unique pupil number, contact details and address)
- Characteristics (such as ethnicity, language, gender, religion, date of birth, free school meal eligibility)
- Special educational needs (including the needs and ranking)
- Safeguarding information (such as court orders and professional involvement)
- Medical and administration (such as doctors information, child health, dental health, allergies, medication and dietary requirements)
- Attendance information (such as sessions attended, number of absences and absence reasons, any previous schools attended)
- Assessment and attainment information (such as EYFS, Key Stage or internal academic assessment information, phonics results, post 16 courses enrolled for and any relevant results)
- Behavioural information (such as exclusions and any relevant alternative provision put in place)

For a further example of the information typically held by schools, please see the Department for Education (DfE) Common Basic Data Set, here:

<https://www.gov.uk/government/publications/common-basic-data-set-cbds-database>

Collecting pupil information

We collect pupil information via CTF files from previous educational settings, ATF admissions files from the local authority and registration and update forms completed at the start of the school academic year.

Whilst the majority of pupil information you provide to us is mandatory, some of it is provided to us on a voluntary basis. In order to comply with data protection legislation, we will inform you at the point of collection, whether you are required to provide certain pupil information to us or if you have a choice in this and we will tell you what you need to do if you do not want to share this information with us.

We intend to collect consent to process information for photographs and school trips; please note, you have a right to withdraw consent at any time and can contact the school to do this.

If you provide us with contact details of others, for example, in case of emergency or when you may not be available please ensure that they are aware their information has been passed to the school.

We will also receive the above types of personal information, where relevant, from the previous school or nursery and may also receive information from the Local Authority (LA) and the DfE.

Storing pupil data

The information we collect, use and store about pupils and their parents/carers is retained on our computer systems and in paper files, either until it is updated/superseded or until the pupil leaves the school where it will be passed on to the receiving school in

accordance with the Education (Pupil Information) England Regulations 2005. Records are retained by a Secondary school for the period of 25 years from the Date of birth of the Child (plus 6 years if SEN information). Further information on how long schools retain information can be seen in the Information Records Management Society Toolkit for schools available at this link: [School records retention periods](#)

Who do we share pupil information with?

We routinely share pupil information with:

- Relevant staff within the school
- Schools that the pupils attend after leaving us
- Our local authority
- The Department for Education (DfE)
- Health Services, including NHS, School Nurse, Visual and Hearing Impairment Teams
- Speech & Language Service
- Learning Support Service
- Education Investigation Service
- Dudley Educational Psychology Service
- Social Care services, including MASH, Early Help
- Services used by DfL
- Safety Net Monitoring Service
- Microsoft Online Services – Microsoft Office 365
- Microsoft Forms
- SchoolMoney (Eduspot)
- Timetable Rockstars
- ClassDojo
- Wonde
- CPOMS
- EVOLVE
- Smoothwall
- RM Easimaths
- Renaissance (Accelerated Reader)
- Edubase
- Charanga
- Wrates Photography
- Air-Education
- Language Angels
- Cool Milk
- Insight assessment
- Little Wandle
- Phonics Tracker
- SpAg.com
- Arbor
- TES Provision Map
- Complete PE
- See-Saw
- Sign-in App

Air-Ed

Air-ed provides busy teachers with instant writing, marking and actionable pupil feedback to reduce workload, whilst maximising pupil writing outcomes.

For further information, please refer to the Air Ed website;

<https://air-ed.com/terms-privacy/>

If you are unable to access the website the postal address is: D-Hub, Unit 4, Atlas Office Park, Balby Carr Bank, Doncaster, United Kingdom, DN4 5JT

CPOMS

CPOMS is a software system which enables the recording and monitoring of safeguarding, wellbeing and all pastoral issues.

For further information, please refer to the CPOMS website

<https://www.cpoms.co.uk/privacy-statement/>

If you are unable to access the website the postal address is: CPOMS Systems Limited, CPOMS House, Acorn Business Park, Skipton, BD23 2UE

Charanga

Charanga provides digital resources for music teachers and online learning for pupils.

For further information, please refer to the Charanga website

<https://charanga.com/site/gdpr/privacypolicy/>

If you are unable to access the website the postal address is: Charanga of 5th Floor, Olivier House, 18 Marine Parade, Brighton, BN2 1TL

ClassDojo

ClassDojo is a school communication platform that teachers, students, and families use to share what's being learned in the classroom home through reward points and messages.

For more information, please refer to the Class Dojo website

<https://www.classdojo.com/en-gb/privacy/?redirect=true>

If you are unable to access the website the postal address is: ClassDojo, Inc. 735 Tehama Street San Francisco, CA 94103 Attention: Chief Privacy Officer

Cool Milk

Cool Milk is the UK's leading school milk supplier, working hand in hand with early years groups, schools, and local authorities.

For more information, please refer to the Cool Milk website

<https://coolmilk.com/privacy-policy/>

If you are unable to access the website the postal address is: Cool Milk House, Kingsley Park, Kingsley Road, Lincoln, LN6 3TA

Smoothwall Monitoring Service

The e-Safety monitoring service uses the school ICT environment as a source of behaviour markers to provide early warning of safeguarding risk. The software is installed on all school owned devices that use the school computer network. The school may choose to install this software on school owned portable devices that can be used both inside and outside of the educational establishment. The software will continue to monitor activity on the device irrespective of location e.g. if the school owned device is used on a home computer network, the device will continue to monitor that device's activity. Using the markers, the specialist team at Smoothwall can identify issues and escalate them appropriately to nominated safeguarding and pastoral care staff within school, for intervention.

For further information, please refer to the Education website
[Privacy Policy | Privacy | Qoria](#)

If you are unable to access the website, the postal address is: Smoothwall Ltd
Second Floor, 2 Whitehall Quay, Leeds, LS1 4HR

EVOLVE

EVOLVE is an online system for the planning, approval and management of educational visits, sports fixtures and extra-curricular activities. We use EVOLVE to support the planning, approval and management of educational visits and other activities.

For further information, please refer to the Evolve website
<https://edufocus.co.uk/pages/evolve/gdpr.asp>

Language Angels

Language Angels is a ready-made foreign language teaching solution for all primary schools. This makes it possible for all primary school teachers to teach successful foreign language lessons irrespective of their linguistic confidence and without adding to their workload.

For further information, please refer to the Language Angels website:
https://www.languageangels.com/schools/public/docs/Data_Protection_&_Privacy_Policy_Document.pdf

If you are unable to access the website the postal address is: Nubridge Publishing
Daws House 33-35 Daws Lane London - NW7 4SD

Microsoft Online Services – Microsoft Office 365

Microsoft Office 365 is a cloud productivity suite free to establishments in UK education. It provides pupils, teachers, and staff with enterprise-grade communication and productivity services which include email, online document editing and storage space.

For further information, please refer to the Microsoft website
<https://privacy.microsoft.com/en-gb/privacystatement>

If you are unable to access the website the postal address is: Office 365, Microsoft Corporation, Microsoft Way, Redmond, Washington, 98052-6399 USA

For Europe please contact: Microsoft Ireland Operations Limited is our data protection representative for the European Economic Area and Switzerland. The data protection officer of Microsoft Ireland Operations Limited can be reached at the following address: Microsoft Ireland Operations, Ltd. Attn: Data Protection, Carmenhall Road, Sandyford, Dublin 18, Ireland.

Renaissance (Accelerated Reader)

Accelerated Reader motivates students to read more through engaging quizzes, goal setting, and personalized recommendations. As students increase their reading volume, they develop greater reading stamina, word recognition, and language comprehension skills.

For further information please refer to the Renaissance website

<https://www.renaissance.com/privacy/>

If you are unable to access the website the postal address is: 1st floor, Vantage Road, Great West Road, Brentford, TW8 9AG

SchoolMoney (Eduspot)

SchoolMoney is a secure online payments system enabling parents to pre-book and pay for school dinners. There is also the functionality to pay for breakfast and after school club(s), uniform and school trips (giving consent and allowing payment). Parents can make online banking payments or make school payments in supermarkets, newsagents and post offices. Parents create an online account by providing primary contact details linked to their child. There is also the additional functionality of the SchoolMoney app by which the school can communicate with the parent. SchoolMoney helps to deliver a cashless and cost effective solution to the school.

For further information, please contact the Schoolmoney website

<https://eduspot.co.uk/privacy-policy/>

If you are unable to access the website the postal address is: Eduspot 2 Darker Street, Leicester, LE1 4SL

SeeSaw

SeeSaw brings together premium instructional tools and curriculum, inclusive two-way communication, deep learning insights & progress monitoring. Students become creators of learning with tools specifically designed for the elementary learning experience and build upon what teachers are already doing.

For further information, please contact:

<https://seesaw.org.uk/privacy-notice/>

If you are unable to access the website the postal address is: SeeSaw, Bush House, 2 Merewood Avenue, Oxford, OX3 8EF

Sign In App

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Visitor management app. The software assists organisations in ensuring visitor safety and GDPR compliance, while improving the guest and employee sign in experience. The iPad based solution works in conjunction with an online management portal.

For further information, please contact the Sign In App website
<https://signinapp.com/features/privacy/>

If you are unable to access the website the postal address is: 3A Green Lodge Barn, Roman Road, Northampton, NN7 4HD

Times Tables Rockstars

Times Tables Rockstars provides online times tables practice for pupils and an overview for teachers. They are hosted completely online and are web browser driven. Access to Times Tables Rockstars resources is through the school's learning platform.

For further information, please refer to the Times Tables Rockstars website
<https://trockstars.com/page/privacy>

If you are unable to access the website, the postal address is: Maths Circle Ltd, Ossory Offices, Hazelwood Lane, Ampthill, MK45 2HF

Wrates Photography

Wrates is our school photography company. They have a dedicated area on their website which is password protected, allowing parents to order securely on-line.

For more information see: <https://www.wrates.co.uk/gdpr>

Wonde

Wonde enables accessibility to personal data from the school's Management Information System to deliver a variety of apps and services on behalf of the school. As such Wonde ensures information security and enables the school to manage what access is given to personal data hosted on the school's Management Information System. Wonde connects TT Rockstars, CPOMS and Accelerated Reader with our MIS Arbor.

For further information, please refer to the Wonde website
<https://wonde.com/privacy-policy>

If you are unable to access the website, the postal address is: Wonde Furlong House, 2 Kings Court, Newmarket, CB8 7SG

RM Easimaths

RM Easimaths is an app which helps pupils make confident progress in mathematics. With over 12,000 exciting topics suitable for primary and special schools it helps teachers embed core maths skills in a safe, fun and engaging environment.

For further information, please refer to the Easimaths website : [RM Plc privacy policy](https://www.rm.com/privacy-policy)

If you are unable to access the website, the postal address is: 142B Park Drive, Milton Park, Milton, Abingdon, Oxfordshire, OX14 4SE

Insight Assessment

Schools need assessment systems that adapt to how pupils learn. Too often, data is fragmented, hard to interpret, and locked into one-size-fits-all models that don't work for every child, especially those with SEND. **Insight brings everything together.** It's a single, flexible system for storing, analysing, and reporting on assessment data. No more guesswork, no more jumping between spreadsheets. Just clear insights that help school support every pupil.

For further information, please refer to the Insight website : [Insight | Privacy Notice](#)
If you are unable to access the website, the postal address is: Equin Limited, Unit G Pattern Shop, Trevoarn, Hayle, TR27 4EZ

Little Wandle

This website gives school the ability to enter and analyse Little Wandle phonics assessment data, to:

- Quickly identify children at risk of falling behind
- Get accurate data about each child's learning gaps
- Drill down to plan exactly what GPCs and words you need to review
- Identify your lowest 20% so you can plan urgent and longer term support
- Accurately identify the right matched decodable book level for each child
- Create heatmaps and other reports and easily share progress with SLT and governors

For further information, please refer to the Wandle website : [Privacy policy | Letters and Sounds](#)
If you are unable to access the website, the postal address is: Little Wandle Letters and Sounds, c/o Sacred Heart Primary School, London SW11 2TD

Phonics Tracker

Phonics Tracker is an instant assessment and tracking program for phonics, high frequency words and the phonics screening check. Designed by teachers for teachers to simplify the assessment of phonics by instantly recording whether a child can successfully pronounce the phoneme or word, tracking progress across the primary English curriculum.

For further information, please refer to the Phonics Tracker website: [Privacy Policy](#)

If you are unable to access the website, the postal address is: Holly House, 21 Tollgate Road, Hamsterley Mill, NE39 1HF

SPaG.COM

SPaG.com offers grammar and punctuation tests for children to complete online. Teachers can view instant gap analysis of the results and quickly identify gaps in the children's knowledge.

For further information, please refer to the SPaG website: [SPAG Tests Online - Practice Grammar & Punctuation Tests Online](#)

If you are unable to access the website, the postal address is: Filborough Cottage, Camden Road, Bexley, Kent, DA5 3NP.

Arbor

Arbor is home to the UK's most-popular MIS and school management software. MIS systems hold all our pupil information within including all contacts, medical, assessment and drives the data collection for school census and transfer to Secondary school.

For further information, please refer to the Arbor website: [Data Protection and GDPR | We exceed industry standards](#)

If you are unable to access the website, the postal address is: Floor 4, FORA, 21-33 Great Eastern Street, London, EC2A 3EJ

TES Provision Map

SEND Management and provision mapping software for SENCOs. Simple to use, Provision Map enables schools to map and manage SEND provision effectively and efficiently.

For further information, please refer to the TES website: [Privacy Notice | Tes](#)

If you are unable to access the website, the postal address is: 70 Gray's Inn Road London WC1X 8NH

Complete PE

An Interactive Physical Education Resource, Equipping every teacher with the knowledge and tools to confidently enjoy delivering high quality Physical Education.

For further information, please refer to the Complete PE website: [Privacy Policy | Complete PE](#)

If you are unable to access the website, the postal address is: Gillani & Co. 13 Limes Court, Conduit Lane, Hoddesdon EN11 8EP.

We are committed to working with the local authority in protecting and safeguarding children and young people in the Borough. As a consequence, we intend, where relevant to do so, share information with the Multi-Agency Safeguarding Hub (MASH) which is a co-located arrangement of agencies including the local authority, Police, NHS Trusts, and Probation Service integrated into a multi-agency team.

The MASH is the single point of contact for safeguarding concerns, which is the single point of contact for safeguarding concerns, and the MASH share information appropriately and securely on children or young people in order to take timely and appropriate actions. The teams also provide information and advice across a range of child and family services.

Where a pupil/parent/carer has been involved in an accident, an Accident/Incident Report Form will be completed which will include details of the accident including information about you. This information will be passed to the Corporate Health and Safety Team at the local authority. This information will be accessed by Dudley MBC employees, who legally require access to this data, for purposes related to this incident, and may be shared with others to allow us to comply with our statutory duties'.

Why we share pupil information

We do not share information about our pupils with anyone without consent unless the law and our policies allow us to do so.

We share pupils' data with the Department for Education (DfE) on a statutory basis. This data sharing underpins school funding and educational attainment policy and monitoring.

We are required to share information about our pupils with our local authority (LA) and the Department for Education (DfE) under section 3 of The Education (Information About Individual Pupils) (England) Regulations 2013.

Data collection requirements:

To find out more about the data collection requirements placed on us by the Department for Education (for example; via the school census) go to

<https://www.gov.uk/education/data-collection-and-censuses-for-schools>.

Local Authorities

We may be required to share information about our pupils with the local authority to ensure that they can conduct their statutory duties under

- the Schools Admission Code, including conducting Fair Access Panels.

Department for Education

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.

All data is transferred securely and held by 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>

Requesting access to your personal data

Under data protection legislation, 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:

Headteacher
Amblecote Primary School
School Drive

Stourbridge
West Midlands
DY8 4DQ

info@amblecote.dudley.sch.uk

You 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 or complaint 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/>

For further information on how to request access to personal information held centrally by DfE, please see the 'How Government uses your data' section of this notice.

Last updated

We may need to update this privacy notice periodically so we recommend that you revisit this information from time to time. This version was last updated December 2025

Contact:

If you would like to discuss anything in this privacy notice, please contact:

YourIG Data Protection Officer Service
Dudley MBC
The Council House
Dudley
West Midlands
DY1 1HF

Email: YourIGDPOService@dudley.gov.uk

Tel: 01384 815607

How Government uses your data

The pupil data that we lawfully share with the DfE through data collections:

- underpins school funding, which is calculated based upon the numbers of children and their characteristics in each school.

- informs 'short term' education policy monitoring and school accountability and intervention (for example, school GCSE results or Pupil Progress measures).
- supports 'longer term' research and monitoring of educational policy (for example how certain subject choices go on to affect education or earnings beyond school)

Data collection requirements:

To find out more about the data collection requirements placed on us by the Department for Education (for example; via the school census) go to

<https://www.gov.uk/education/data-collection-and-censuses-for-schools>.

The National Pupil Database (NPD)

Much of the data about pupils in England goes on to be held in the National Pupil Database (NPD).

The NPD is owned and managed by the Department for Education and contains information about pupils in schools in England. It provides invaluable evidence on educational performance to inform independent research, as well as studies commissioned by the Department.

It is held in electronic format for statistical purposes. This information is securely collected from a range of sources including schools, local authorities and awarding bodies.

To find out more about the NPD, go to

<https://www.gov.uk/government/publications/national-pupil-database-npd-privacy-notice/national-pupil-database-npd-privacy-notice>

Sharing by the Department

The law allows the Department to share pupils' personal data with certain third parties, including:

- schools
- local authorities
- researchers
- organisations connected with promoting the education or wellbeing of children in England
- other government departments and agencies
- organisations fighting or identifying crime

For more information about the Department's NPD data sharing process, please visit:

<https://www.gov.uk/data-protection-how-we-collect-and-share-research-data>

Organisations fighting or identifying crime may use their legal powers to contact DfE to request access to individual level information relevant to detecting that crime. Whilst numbers fluctuate slightly over time, DfE typically supplies data on around 600 pupils per year to the Home Office and roughly 1 per year to the Police.

For information about which organisations the Department has provided pupil information, (and for which project) or to access a monthly breakdown of data share volumes with Home Office and the Police please visit the following website:

<https://www.gov.uk/government/publications/dfe-external-data-shares>

How to find out what personal information DfE hold about you

Under the terms of the UK Data Protection Act 2018, you are entitled to ask the Department:

- if they are processing your personal data
- for a description of the data they hold about you
- the reasons they're holding it and any recipient it may be disclosed to
- for a copy of your personal data and any details of its source

If you want to see the personal data held about you by the Department, you should make a 'subject access request'. Further information on how to do this can be found within the Department's personal information charter that is published at the address below:

<https://www.gov.uk/government/organisations/department-for-education/about/personal-information-charter>

To contact DfE: <https://www.gov.uk/contact-dfe>