



Privacy Notice

Park View Academy collects, processes and stores a wide range of information, including some personal details, in order to run our school efficiently.

We are responsible for managing the information we hold and we recognise that this information is important to you. We take our responsibilities seriously and use personal information fairly, correctly and safely in line with the legal requirements set out by the Data Protection Act 1998.

If you would like to know more or have any concerns about how your information is being processed, please contact the school's business manager.

[The Information Commissioner](#) provides general information about the Data Protection Act, including what is classed as personal information.

Why do we need to collect information about you?

We will use your personal information for a limited number of purposes and at all times within the rules set out in the Data Protection Act.

We will process personal information for the following purposes:

- The reason why you provided the information (such as for the purposes related with a school trip)
- To monitor our performance in responding to your request
- To allow us to communicate with you
- To meet various legal requirements
- To process financial transactions including payments
- Where you have consented to the processing
- Where processing is necessary for the prevention and/or detection of crime (including fraud)
- Where it is necessary to protect individuals from harm or injury; and
- Where otherwise required under the Data Protection Act 1998

What will we do with your information?

In deciding what personal information to collect, use and hold, we are committed to making sure that we will:

- Only collect, hold and use personal information where it is necessary and fair to do so
- Keep your personal information secure and safe
- Securely delete any personal information when it is no longer needed
- Be open with individuals about how we use their information and who we share it with; and
- Adopt and maintain high standards in handling any personal information

We may disclose personal information to a third party, but only where it is required by law or allowed under the Data Protection Act. An example of this would be with educational records where we are required to share them with [the Department for Education](#) or the Local Authority.

We will strive to make sure that the third party has sufficiently robust systems and procedures in place to protect your personal information.

When and how we dispose of your information

We only hold information as long as it is needed or required by law and then dispose of it securely.

Who to contact:

School Office
Park View Academy
Twig Lane
Huyton
L36 2LL

Telephone: 0151 477 8120/1

Email: admin@parkviewacademy.uk

Marketing

We will only send you information about our news/events if you are happy for us to do so. You can opt out of this at any time by clicking on the 'unsubscribe' button on the bottom of an email, texting 'stop' to any text messages you receive or contacting us on the contact details above.

The information provided will never be passed to any third parties for commercial purposes.

Use of CCTV

We have installed CCTV systems in our school for the purposes of safety and the prevention and detection of crime. In these locations signs are prominently displayed notifying you that CCTV is in operation.

We will only disclose CCTV images to third parties for the purposes as stated above of public safety and the prevention and detection of crime. CCTV images will not be released to the media for entertainment purposes or placed on the internet.

You have the right to see CCTV images of yourself and be provided with a copy; please see the 'access to your information' section below on how to make a request.

Access to your information

You have the right to request a copy of the information that we hold about you. If you would like to do so, please download an [application form](#) and email it or post it to us at the addresses shown on the form.

We will need to confirm your identity before any information can be provided and we may make a small charge for this service.

What you will receive:

- A copy and description of the information held about you
- The reason for which the information is being used
- A list of recipients may be disclosed; and
- An explanation of any codes used

Can I access my child's information?

For children under 12, parents or carers will generally act on their behalf. If a child below this age shows they understand what is involved they can request their own information or give permission for you to see it on their behalf. In every case, it is the responsibility of the school to assess whether the child is capable of making the decision.

Can anyone else look at my information for me?

Yes. You will need to give us consent in writing of who you want to look at your records and have them fill out the 'application to access personal information' as identified above and we will need proof of identity from yourself and that person.

If a relative or someone else wishes to look at the records of a person who is not able to give their consent, this will only be allowed where it can be shown that it is in the best interest of the person concerned.

Complaints

If you are not satisfied with how your request has been dealt with, or if the information held about you is incorrect, you should email or write to the business manager outlining your concerns.

If, after you have done this, you are still not satisfied, you should contact the Information Commissioner, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF. Telephone: 01625 545 745.

We want to make sure that your personal information is accurate and up-to-date. You may ask us to correct or remove information that you think is wrong.

Cookies

Cookies are small text files that are placed on your computer to collect standard internet log information and visitor behaviour information. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

For further information visit www.aboutcookies.org or www.allaboutcookies.org

All cookies used on this website are considered 'privacy neutral': they cannot be used to identify individuals, and the information they contain is never passed on to third parties. Park View Primary does not use cookies for marketing or advertising purposes.

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However in a few cases some of our website features may not function as a result.

Other websites

On this site you will find links to other external websites which we have provided for your information and convenience. This privacy policy applies solely to our school. When you visit other websites, you should read their own privacy policies.

Changes to our privacy policy

We keep our privacy policy under regular review and we will place any updates on this webpage. This privacy notice was last updated in October 2013.

How to contact us

Please contact us using the details in the 'how to contact us' box if you have any questions about our privacy policy or any questions on the information we hold about you.