



Policy Focus	Privacy Policy
Lead Policy Holder	R Banks - Principal
Designated Advisory Board	Jill Bainton
Policy Date	September 2025
Policy Version	1.3
AB Adoption Date	October 2022
Review Date	October 2027

Version Control since September 2022

Version	Date of Change/Adopted	Reviewed by	Reason for change
1.0	September 2022	R Banks/Laura Secker	New document
1.1	October 2023	R Banks/J Bainton	No changes made
1.2	October 2024	R Banks/J Bainton	New logo
1.3	September 2025	R Banks/J Bainton	No changes made

Contents:

1	Introduction
2	The personal data we collect and hold
3	Parents and students' rights regarding personal data
4	Complaints

1. Introduction

This privacy notice explains how we collect, store and use personal data about students. We, Phoenix Bay are the 'data controller' for the purposes of data protection law. Our data protection officer is Jacqui Sloane, Chief Operations Officer (COO).

Phoenix Bay is an independent therapeutic day school in the South West. We are an all-through school that supports young people aged 5-16 who do not find it easy to fit into an existing mainstream educational provision. Working closely with families, it is our intention that every student achieves their full potential in both academic and personal development.

We are passionate about providing the appropriate support, care, nurture, and educational strategies that will allow these amazing young people to succeed in reaching for their dreams. Our aim is to help students achieve the skills and talents they need to flourish and have successful life chances.

2. The personal data we collect and hold

We hold personal data about students, their parents or carers to support teaching and learning, to provide pastoral care and to assess how the school is performing. We may also receive data about students from other organisations including, but not limited to, other schools, local authorities, health care providers and the Department for Education.

Personal data that we may collect, use, store and share (when appropriate) about students includes, but is not restricted to:

- Contact details, contact preferences, date of birth, identification documents, National Insurance number.
- Results of internal assessments
- Student and curricular records
- Characteristics, such as ethnic background, Early Years Pupil Premium, 30 hours eligibility or special educational needs
- Exclusion information
- Details of any medical conditions, including physical and mental health
- Attendance information
- Safeguarding information
- Details of any support received, including care packages, plans and support providers
- Photographs and videos

Why we use this data

We use this data to:

- Support student learning
- Monitor and report on student progress
- Provide appropriate pastoral care
- Protect student welfare
- Assess the quality of our services (including monitoring staff performance)
- Comply with the law regarding data sharing

Our legal basis for using this data

We collect and use personal data on the basis of performing a public task (educating children).

On some occasions we may ask for consent to process data when its use is optional. On those occasions consent can be withdrawn at any time. We will make this clear when we ask for consent and explain how consent can be withdrawn.

Collecting this information

We collect / obtain data from students, parents, carers, teachers and other professionals where relevant (e.g. G.P, hospital, social workers etc.)

How we store this data

We keep personal information about students while they are attending our school. We may also keep it beyond their attendance at our school if this is necessary in order to comply with our legal obligations. We will only retain the data we collect for as long as is necessary. This would be to satisfy the purpose for which it has been collected in accordance with our data retention policy. Please contact us if you would like further details on this policy.

The security of data and information is important to us. This is why we follow a range of security policies and procedures to control and safeguard access to and use of your personal information. This includes both physical and technical security and integrity of all data.

Processing Images off site

On evenings and weekends, staff sometimes work at home on formative assessment that contributes to Learning and Teaching, planning and documentation on the walls in school. This is made safe by storing images/files on encrypted laptops or memory sticks that are password protected.

Data sharing

We do not share any of this data with any other organisation without your permission, except where the law requires it. We are required to provide student data to central government through the Department for Education and the Education Funding Agency. Where it is necessary to protect a child, the school will also share data with the Local Authority Children's Social Services, medical professional and/or the Police.

We do not transfer personal data to countries outside the European Economic Area.

3. Parents and students' rights regarding personal data

Individuals have a right to make a '**subject access request**' to gain access to personal information that the school holds about them. This includes access to their child's educational record. This should be made in writing or by e-mail, (please see the contact section below), and Phoenix Bay will respond within a 15 school days timescale.

Parents/Carers can make a request with respect to their child's data where the child is not considered mature enough to understand their rights over their own data (usually under the age of 16), or where the child has provided consent.

Parents also have the right to make a subject access request with respect to any personal data the school holds about them.

If you make a subject access request, we will:

- Give you a copy of the information in an intelligible form
- Give you a description of the data we hold
- Tell you why we are holding and processing it, and how long we will keep it for
- Explain where we got it from, if not from you or your child
- Tell you who it has been, or will be, shared with
- Let you know whether any automated decision-making is being applied to the data, and any consequences of this

Individuals also have the right for their personal information to be transmitted electronically to another organisation in certain circumstances.

If we cannot provide information to you, we will give you a description of the information we hold and the reason why it cannot be disclosed to you at the time of your request.

Other rights

- Individuals have rights regarding how their personal data is used and kept safe, including the right to:
 - Object to the use of personal data if it would cause, or is causing, damage or distress
 - Prevent it being used to send direct marketing
 - Object to decisions being taken by automated means (by a computer or machine, rather than by a person)
 - In certain circumstances, have inaccurate personal data corrected, deleted or destroyed, or restrict processing
 - Claim compensation for damages caused by a breach of the data protection regulations
 - To exercise any of these rights, please contact our data protection officer.

4. Complaints

We take any complaints about our collection and use of personal information very seriously. If you think that our collection or use of personal information is unfair, misleading or inappropriate, or have any other concern about our data processing, please raise this with us in the first instance.

To make a complaint, please contact our data protection officer.

Alternatively, you can make a complaint to the Information Commissioner's Office:

Report a concern online at <https://ico.org.uk/concerns/>

Call 0303 123 1113

Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

