

PRIVACY NOTICE PUPILS AND PARENTS

Brockmoor Primary School • Brierley Hill Primary School



POLICY OWNER	Senior Leadership Team
APPROVED BY	Governing Body
APPROVAL DATE	September 2026
REVIEW DATE	September 2027 or earlier if guidance changes
REVIEW CYCLE	Annual

Aspiration and opportunity for every child

Who we are

Black Country Federation comprises Brockmoor Primary School and Brierley Hill Primary School. The relevant school is the data controller for personal information it processes about you. The schools work within a shared federation governance and leadership structure.

Our Data Protection Officer

YourIG Data Protection Officer Service, Dudley MBC, The Council House, Dudley, West Midlands, DY1 1HF. Email: YourIGDPOService@dudley.gov.uk. Telephone: 01384 815607.

Why this notice matters

This notice explains how the schools collect, use, store and share personal information about pupils and, where relevant, their parents and carers.

Information we may collect and use

- identifiers and contact details, including names, addresses, dates of birth and pupil numbers
- family and emergency contact information
- characteristics such as ethnicity, language, sex, religion and eligibility information
- attendance, admissions and previous-school information
- assessment, attainment, curriculum and learning information
- SEND, disability and provision information
- safeguarding, child protection and pastoral information
- health, medical, allergy, dietary and care information
- behaviour, suspension and exclusion information
- photographs, video and digital learning information where relevant
- information generated through school systems, devices and safeguarding filtering/monitoring where relevant

Why we use your information

- provide education and support learning
- assess, monitor and report on progress and attainment
- support attendance, behaviour, wellbeing and pastoral care
- identify and meet SEND, medical and accessibility needs
- safeguard children and meet child-protection duties
- manage admissions, transitions and school administration
- communicate with families
- meet statutory data-collection, funding and accountability duties
- operate secure educational technology and school systems
- evaluate and improve the quality of education and services

Our lawful basis

We principally rely on legal obligation and public task under Article 6 UK GDPR. Contract or vital interests may apply in limited circumstances. Where special category information is used, we identify an appropriate Article 9 condition, including substantial public interest, health/social care, employment/social protection or other conditions provided by law. Consent is used only where it is the appropriate lawful basis.

Where information comes from

- you and your child
- previous or future schools and education settings
- Dudley Metropolitan Borough Council
- Department for Education and other public bodies

- health, social care and safeguarding partners
- professionals and services working with the pupil

Who we may share information with

- relevant staff and governors where necessary
- Dudley Metropolitan Borough Council
- Department for Education
- schools or settings a pupil moves to
- health and social care services, safeguarding partners and emergency services
- SEND, educational psychology, attendance and other education support services
- exam/assessment bodies where applicable
- Ofsted and other regulators where legally appropriate
- approved IT, MIS, communication, learning and administrative service providers

We only share personal information where there is a lawful basis and it is necessary and proportionate. Where organisations process information on our behalf, we use appropriate contractual and security arrangements.

How long we keep information

Records are kept in line with legal requirements and the school's retention schedule. Different records have different retention periods. Pupil records are transferred securely where the law requires this and are disposed of securely when no longer required.

Keeping information secure

We use appropriate technical and organisational measures to protect personal information. Access is limited to people who need the information for their role. Staff are expected to follow the Federation's data protection, safeguarding and information-security requirements.

Your rights

Depending on the circumstances, data protection law gives you rights relating to access, correction, erasure, restriction, objection, data portability and automated decision-making. Some rights do not apply in every situation. Requests can be made through the school office or directly to the DPO.

Concerns or complaints

Please contact the relevant school in the first instance if you have a question or concern. You may also contact the DPO. You have the right to complain to the Information Commissioner's Office.

[Information Commissioner's Office](#)

Department for Education data collections

The schools are required to provide certain pupil information to the Department for Education, directly or through the local authority, including through statutory data collections such as the school census. The DfE becomes controller for information it receives and publishes its own privacy information.

Review of this notice

This notice will be reviewed at least annually and whenever there is a significant change to how personal information is used. Where a significant change affects you, we will take reasonable steps to bring it to your attention.