



Privacy Notices

The Avenue

Approved by:	Clare Cragg, Principal	Date: May 2025
Last reviewed on:	May 2025	
Next review due by:	May 2026	

Introduction

At The Avenue, we are committed to protecting and respecting your privacy. This Privacy Notice explains how we collect, use, store, and protect your personal information in compliance with the General Data Protection Regulation (GDPR), the Data Protection Act 2018, and the **Independent School Standards (ISS)**.

We recognise the importance of personal data and strive to ensure that we handle it with the utmost care and respect. This notice applies to the personal information of students, parents,

carers, staff, and other individuals with whom we interact.

Who We Are

The Avenue is an independent specialist school focused on providing education and support for children with complex autism and co-occurring conditions. We are located at Rookery Lane, Trent Vale, ST4 5RF.

How We Collect Information

We may collect personal data through various means, including but not limited to:

- Directly from parents/carers during the enrolment process
- From students during registration or feedback forms
- Through staff recruitment processes
- During interactions with the school via emails, phone calls, meetings, and other communications

The types of information we collect may include:

- **For students:** Name, date of birth, gender, contact details, special educational needs (SEN) information, medical history, assessments, educational records, behavioural information, and other data needed for educational support.

- **For parents/carers:** Contact information, financial details, emergency contact information, and any information relevant to supporting the student's educational needs.
- **For staff:** Personal identification details, professional qualifications, employment history, payroll information, and references.

How We Use Your Information

We use personal data for the following purposes:

- **For students:**
 - To provide educational services and support.
 - To assess and monitor educational progress and development.
 - To ensure student safety and well-being.
 - To communicate with parents, carers, and guardians about school activities, events, and progress.
 - To comply with statutory reporting requirements, such as in relation to safeguarding and educational standards.
- **For parents/carers:**
 - To facilitate communication regarding the student's educational progress.
 - To manage payments, enrolment, and administrative processes.
 - To support your child's educational, medical, and care needs.
- **For staff:**
 - To manage employment and contractual obligations.
 - To ensure compliance with statutory requirements, such as health and safety regulations.
 - To monitor and support the professional development of staff.

Legal Basis for Processing Data

We rely on the following legal bases for processing personal data:

- **Consent:** When we request consent from individuals for processing their data (e.g., consent to share medical information).
- **Contractual Necessity:** To fulfil our obligations under contracts with students, parents, and staff.
- **Legal Obligation:** To comply with laws and regulations, such as safeguarding requirements and educational standards set by the government.
- **Legitimate Interests:** When we process data based on a legitimate interest, such as ensuring student safety, improving school services, or handling employment matters.

How We Protect Your Information

We are committed to protecting personal data and ensuring that it is handled securely. We use appropriate technical and organizational measures to prevent unauthorized access, disclosure, or alteration of personal information.

Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, and to comply with legal, regulatory, or contractual requirements. For example, we may retain student records for a period after they leave the school, in line with the statutory retention periods.

Sharing Your Information

We do not share your personal information with third parties unless it is necessary for the purposes outlined above, or where we have a legal obligation to do so. This may include sharing data with:

- Government bodies or regulatory authorities (e.g., the Department for Education).
- External service providers (e.g., educational assessment providers, medical professionals).
- Safeguarding agencies, when required by law or in the best interests of the student.

Your Rights

You have the following rights regarding your personal data:

- **Right to Access:** You can request a copy of the personal data we hold about you or your child.
- **Right to Rectification:** You can request that inaccurate or incomplete data be corrected.
- **Right to Erasure:** In certain circumstances, you may request that your personal data be erased.
- **Right to Restriction of Processing:** You can request that we restrict the processing of your personal data.
- **Right to Data Portability:** You can request a copy of your personal data in a format that allows you to transfer it to another organization.
- **Right to Object:** You have the right to object to the processing of your data in certain situations, such as direct marketing.

If you wish to exercise any of these rights, please contact us using the details below.

Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in our practices or legal requirements. When we make changes, we will update the effective date at the top of this notice.

Contact Us

If you have any questions or concerns about how your personal data is being handled, please contact our Data Protection Officer at:

Steve Jones

sjones@sbmat.org

01782 486350

Alternatively, you may contact the Information Commissioner's Office (ICO) for further guidance.