

Privacy Notice for Parents (or Guardians) of Children at the School, or Applying to Join the School

Avenue House School



Approved by:

Last reviewed on:

September 2026

Next review due by:

September 2028

Avenue House School collects and processes personal information relating to parents, prospective pupils and current pupils to manage admissions, provide education and pastoral care, fulfil contractual obligations, safeguard pupils, and comply with its legal and regulatory responsibilities.

The school processes personal data where it is necessary:

- To fulfil its contractual obligations to parents and pupils.
- To comply with legal obligations.
- To protect the vital interests of pupils and members of the school community.
- For the legitimate interests of the school in providing education and related services.
- Where appropriate, based on consent

Information We Collect

The school may collect and process personal information including:

- Parent and guardian names.
- Home, postal and billing addresses.
- Telephone numbers and email addresses.
- Emergency contact details.
- Relationship to the pupil.
- Financial and payment information.
- Records of communications and correspondence with the school.
- Information relevant to a pupil's education, welfare and safeguarding.
- Information provided as part of the admissions process.

The school may also process special category personal data, including health information and other sensitive information where necessary for educational, pastoral, safeguarding or legal purposes.

How We Obtain Information

Personal information is generally obtained directly from parents or guardians during admissions, enrolment and throughout a pupil's time at the school.

Where the School obtains personal information from another source, parents or guardians will be informed in accordance with applicable data protection legislation.

Why We Use Your Information

The school uses personal information to:

- Process enquiries and admissions applications.
- Maintain pupil and family records.
- Communicate with parents
- Deliver educational, pastoral and welfare support.
- Manage school fees, billing and financial arrangements.
- Organise school activities, trips and events.
- Fulfil safeguarding responsibilities.
- Meet legal and regulatory obligations.
- Protect the health, safety and wellbeing of pupils, staff and visitors.
- Support the effective administration and operation of the school.

Sharing Your Information

The school may share personal information with trusted third-party organisations that provide services to the school and have appropriate contractual, technical and organisational measures in place to protect personal information.

These providers may include:

- iSAMS (School Management Information System).
- Wonde Limited (data integration and management platform).
- ParentPay (payments, bookings and parent services).
- CPOMS (safeguarding and wellbeing management system).
- Atom Learning (online learning and assessment platform).
- CEM / Cambridge Primary Insight (assessment, benchmarking and reporting services).
- Times Tables Rock Stars (mathematics learning platform).
- Microsoft 365 and associated cloud service providers.

- Information technology support providers.
- School photographers.
- Healthcare and wellbeing providers.
- Educational visit and transport providers.
- Professional advisers, auditors and insurers.
- Government departments, regulators and other organisations where the school has a legal obligation to share information.

The school regularly reviews third-party systems and applications to ensure that access to personal data is appropriate, proportionate and necessary for educational, administrative, safeguarding or operational purposes.

Use of Wonde

Avenue House School uses **Wonde Limited** to securely manage and automate the transfer of information between the School's Management Information System and approved educational applications.

Data shared through Wonde is limited to that required for the educational purpose concerned and is subject to appropriate contractual, technical and organisational safeguards. The school reviews all applications connected through Wonde to ensure that access to personal data is necessary, proportionate and secure.

International Transfers

Personal information is normally processed within the United Kingdom.

Where information must be transferred internationally, for example in connection with overseas educational visits or the use of service providers operating outside the United Kingdom, the School will ensure that appropriate safeguards are in place and that such transfers comply with applicable data protection legislation.

Use of Artificial Intelligence (AI)

The school may utilise approved and secure artificial intelligence technologies to support educational, administrative and operational functions.

Where AI technologies are used, the school will ensure that:

- Appropriate security controls are in place.
- Processing is lawful, fair and transparent.

- Personal information is used only for authorised purposes.
- Risks are assessed and managed appropriately.
- Data protection requirements are met.

The school does not use automated decision-making or profiling that produces significant legal or similarly significant effects on parents, guardians or pupils.

Retention of Information

The school retains personal information only for as long as necessary to fulfil the purposes for which it was collected, including educational, safeguarding, operational, legal and regulatory requirements.

Specific retention periods are detailed within the School's Data Protection Policy.

Your Rights

Under UK data protection legislation, individuals have the right to:

- Be informed about how their data is used.
- Access personal information held about them.
- Request correction of inaccurate or incomplete information.
- Request deletion of information where applicable.
- Restrict processing in certain circumstances.
- Object to processing in certain circumstances.
- Request transfer of personal data where applicable.
- Withdraw consent where processing is based on consent.

Complaints

If you have concerns about how Avenue House School collects, uses or protects personal information, you should contact the school in the first instance.

You also have the right to lodge a complaint with:

Information Commissioner's Office (ICO)

Website: www.ico.org.uk

Helpline: 0303 123 1113