



ALDERLEY EDGE SCHOOL FOR GIRLS

Alderley Edge School for Girls

Parents Privacy Notice Key Information

August 2025

Parent Privacy Notice - Key Information

This privacy notice provides the key information about **how** and **why** we collect your personal data and **what** we do with that information.

Personal data is information about you from which you can be identified (either directly or indirectly). For example, information about your family circumstances, your financial information and images of you.

We use your personal data to:

- fulfill our obligations and enforce our rights under the contract with you;
- teach your child and other pupils;
- look after your child and others, including, other pupils and staff;
- enable the School to comply with its legal obligations, support the School regarding its management and operation, and to advance and protect the School's interests, objectives and reputation; and
- fundraise, market and promote the School, for example, by contacting you about fundraising for a new school project.

We set out below examples of how we use your personal data and the sources from which it is obtained:

- We obtain information about you from admissions forms and from your child's previous school and / or nurseries. We may also receive information from professionals, such as doctors and from local authorities;
- We will have information about any family circumstances which might affect your child's welfare or happiness;
- We will process information about you for fee payments and for risk management and compliance purposes. In some cases, we receive information about you from third parties such as credit reference agencies or from your child's previous school(s);
- We may take images of you at School events to use on social media and on the School website. This is to show prospective parents and pupils what we do here and to promote the School. We may continue to use these images after your child has left the School;
- We will send you information to keep you updated on school activities, for example, details of events, including fundraising, and the school newsletter;
- We will keep your address details after your child leaves the School to keep you informed about school events and activities and to follow your child's progress.

In some situations, we may need to share your personal data with third parties. Examples include:

- In accordance with our legal obligations, we may share information with the Independent Schools Inspectorate, the Department for Education and local authorities, for example, there are safeguarding concerns;
- If you have unpaid fees, we may share information about this with other schools, or educational establishments, to which you intend to send your child;
- On occasion, we may need to share information with the police or other law enforcement authorities, our legal advisers and/or our insurers and their representatives; and

- If your child has an Educational Guardian, we may need to share information with them and/or with any homestay appointed to provide accommodation.

You have the following rights concerning your personal data:

- correction of information held;
- access to information held;
- deletion of information in certain circumstances;
- the transfer of information to you or a third party;
- restriction of the use of information; and
- the right to object to the use of information in certain circumstances.

These rights are explained in more detail in the full privacy notice, and the Data Protection Lead / Assistant Data Protection Lead can provide you more information.

We strongly recommend reading the full version of our Parent Privacy Notice which is published on the School's website and can be found here <https://www.aesg.co.uk/edge-life/privacy-notices>. You can also obtain a copy of the full privacy notice by contacting the School on 01625 583 028 or frontdesk@aesg.co.uk or Alderley Edge School for Girls, Wilmslow Road, Alderley Edge, Cheshire, SK9 7QE.

The full version includes additional points, such as:

- further information on the purposes for which we use your information;
- for how long the School retains your personal data; and
- our lawful bases for using your personal data.

The Data Protection Lead, Mrs C Wood is the person responsible at our school for managing how we look after personal data. The Data Protection Lead / Assistant Data Protection Lead can answer any questions which you may have about how we use your personal data. You can contact Mrs C Wood by calling 01625 583 028 or via email cwood@aesg.co.uk.

Last updated: August 2025

Next Review: August 2026