



# ALDERLEY EDGE SCHOOL FOR GIRLS

**Alderley Edge School for Girls**

**Key Information – For the Parents of Young Pupils**

**August 2025**

## **Pupil Privacy Notice for parents of younger pupils - Key Information**

We would like to let you know how and why we collect information about your child and what we do with it. Information about your child is called "personal data".

The School uses all sorts of personal data. For example, we use information about how well your child is doing at School. We also use any information we need to take care of your child. Photos and videos of your child also count as their personal data.

The School uses your child's personal data in order to:

- Teach your child and our other pupils;
- Monitor the behaviour of your child and others and to take action where appropriate;
- Look after your child and other people e.g. their friends;
- Enable the School to comply with its legal obligations, to assist the School regarding the management and operation of the School, and to advance and protect the School's interests, objects and reputation; and
- Fundraise, market and promote the School. For example, by using photos of our pupils in the School prospectus, on the School's website or on social media.

Here are some examples of how we use your child's personal data and where that personal data comes from:

- Admissions forms give us lots of personal data about your child. We get information from you, your child's teachers and other pupils. Your child's old school also gives us information about your child so that we can teach and care for your child.
- Sometimes we get information from your child's doctors and other professionals where we need this to look after your child.
- We may need to share some of your child's personal data with the government (e.g. the Department for Education). We will need to tell the local authority that your child attends the School, if your child leaves the School or if we have any concerns about your child's welfare.
- We may use photos or videos of your child to show prospective pupils what we do here and to advertise the School. We may continue to use these photos and videos after your child has left the School. Sometimes we use photos and videos for teaching purposes, for example, to record a drama lesson.
- We publish our public exam results, sports fixtures and other news on the website. We also put articles and photos in the local news to tell people about what we have been doing.
- We use CCTV to make sure the School site is safe and sometimes to investigate incidents (e.g. where pupils have been misbehaving or someone has been injured). CCTV is not used in private areas such as changing rooms or toilets. For more information about our use of CCTV please see our CCTV Policy which can be found here <https://www.aesg.co.uk/edge-life/policies>
- We will keep details of your child's address when they leave so we can keep them updated about what is happening at the School, to tell them about events and activities and find out how they are getting on.

You can exercise the following rights regarding your child's personal data:

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

These rights are explained in more detail in the full privacy notice, and your child's teacher can give you more information.

If you would like to know more, you can find the full version of our pupil privacy notice on the School's website. It can be found here <https://www.aesg.co.uk/edge-life/privacy-notices> You can also get a copy of the full privacy notice by contacting the School on 01625 583028 or [frontdesk@aesg.co.uk](mailto:frontdesk@aesg.co.uk) or by speaking to your child's class teacher.

The full version includes additional points, such as:

- more information on why we use your child's personal data;
- for how long the School keeps your child's personal data; and
- our lawful bases for using your child's personal data.

The Data Protection Lead / Assistant Data Protection Lead 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 child's personal data.

**Last updated:** August 2025

**Next Review:** August 2026

