

Privacy Notice for Visitors



Alcester
Academy

TO BE THE BEST THAT WE CAN BE

Author	SLT
Approved by:	Qu of Ed/HR Sub Committee
Reviewed by	Qu of Ed/HR Sub Committee
Last reviewed on:	3rd March 2026
Next review due by:	Spring Term – 1 year

You have a legal right to be informed about how our school uses any personal information that we hold about you. To comply with this, we provide a 'privacy notice' to you where we are processing your personal data.

This privacy notice explains how we collect, store and use personal data about you.

We, Alcester Academy, Gerard Road, Alcester, B49 6QQ, are the 'data controller' for the purposes of data protection law and are responsible for how your personal data is processed and for what purposes.

The personal data we hold

Personal data that we may collect, use, store and share (when appropriate) about you includes, but is not restricted to:

- Name
- Contact details
- Information relating to the visit, e.g. company or organisation name, arrival and departure time, and vehicle number plate
- Information about your use of our information and communication systems, equipment and facilities (e.g. school computers)

We may also collect, use, store and share (when appropriate) information about you that falls into 'special categories' of more sensitive personal data. This includes, but is not restricted to:

- Information about any access arrangements that may be required
- Photographs for identification purposes
- CCTV images captured in school

We may also hold data about you that we have received from other organisations, including other schools and local authorities.

Why we use this data

We collect and use the data listed above to:

- a) Identify you and keep you safe while on the school site
- b) Keep pupils and staff safe
- c) Maintain accurate records of visits to the school
- d) Provide appropriate access arrangements
- e) Make sure our information and communication systems, equipment and facilities (e.g. school computers) are used appropriately, legally and safely
- f) Meet legal requirements placed upon us

We will only use your personal information for the purposes for which we have collected it, unless we reasonably consider that we need to use it for any other reason and that reason is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent in compliance with the above rules where this is required or permitted by law

How we store this data

We keep personal information about you while you are visiting our school. We may also keep it beyond your visit with our school if this is necessary to comply with our legal obligations or to meet our regulatory requirements.

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

We will dispose of your personal data securely when we no longer have a legal requirement to retain it

Data sharing

We do not share information about you with any third party without consent unless the law and our policies allow us to do so.

Where it is legally required, or necessary (and it complies with UK data protection law), we may share personal information about you with:

- Our local authority– to meet our legal obligations to share certain information with it, such as safeguarding concerns
- Government departments or agencies
- Department for Education
- Our regulator
- Suppliers and service providers:
- Our auditors
- Survey and research organisations
- Health authorities
- Security organisations
- Health and social welfare organisations
- Professional advisers and consultants
- Charities and voluntary organisations
- Police forces, courts or tribunals

Your rights

You have a right to make a 'subject access request' to gain access to personal information that we hold about you.

If you make a subject access request, and if we do hold information about you, we will (subject to any exemptions that may apply):

- Give you a description of it
- Tell you why we are holding it, how we are processing it, and how long we will keep it for
- Explain where we got it from, if not from you
- Tell you who it has been, or will be, shared with
- Let you know whether any automated decision-making is being applied to the data, and any consequences of this
- Give you a copy of the information in an intelligible form

You may also have the right for your personal information to be transmitted electronically to another organisation in certain circumstances.

If you would like to make a request, please contact us (see 'Contact us' below).

Complaints

We take any complaints about how we collect and use your personal data very seriously, so please let us know if you think we've done something wrong.

You can make a complaint at any time by contacting our data protection officer via admin@alcesteracademy.org.uk

You can also complain to the Information Commissioner's Office in one of the following ways:

- Report a concern online at <https://ico.org.uk/concerns/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Contact us

If you have any questions, concerns or would like more information about anything mentioned in this privacy notice, please contact the following:

Data Protection Lead
Liam Hall
Alcester Academy
Gerard Road
Alcester
B49 6QQ
liamhall@alcesteracademy.org.uk

Or email the school DPO service:

schooldpo@warwickshire.gov.uk (please ensure you specify which school you are referring to)

This notice is based on the Department for Education's model privacy notice for pupils, amended to reflect the way we use data in this school. This notice will be reviewed annually

Signed: _____ Chair of Governors

Signed: _____ Headteacher

Date: _____

(ratified by the Full Governing Body on 3rd March 2026)