



ST MARY'S SCHOOL
HAMPSTEAD

Privacy Notice for Parents

St Mary's School, Hampstead

September 2026

Parent Privacy Notice

Introduction

This privacy notice is for parents and carers of our prospective, current and former pupils. Where the notice refers to 'parents' this includes all individuals with overall responsibility for pupils, such as biological or adoptive parents, those with parental responsibility and / or those who care for a pupil.

This notice provides information about **how** and **why** we collect your personal data and **what** we do with that information. It also explains the decisions that you can make about your information. It does not, and is not intended to, give you any rights which you did not already have; for example, it does not give you any additional contractual rights.

The School is the controller of your personal data and our contact details are:

Email address: dataprotection@stmh.co.uk

Telephone: 020 7435 1868

Post address: Bursar
St Mary's School Hampstead
47 Fitzjohn's Avenue
London
NW3 6PG

The Bursar is the person responsible at our school for managing how we look after personal data. If you have any questions about this notice, please contact the Bursar using the contact details above.

What is "personal data"?

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.

Where we get your personal data from and who we share it with

We obtain your personal data from a number of different sources. We receive a lot of information from you, for example, when you complete the registration form. We also receive information from other sources such as our teachers, your child, your child's previous school(s) and / or nurseries, other members of your family, other pupils and their parents, as well as from individuals outside of the School.

We may also get information about you from government and from regulators, for example, such as the local authority.

We will also share information with these individuals and organisations where appropriate. For example, if you tell us about something that has happened at home, we will share this with your child's teachers if it is relevant.

The sections below contain further information about where we get your personal data from and with whom it is shared.

Why we use your personal data and the lawful bases

We use your personal data in order to:

1. Fulfil our obligations and enforce our rights under our contract with you;
2. Teach your child and our other pupils;
3. Look after your child and others, including other pupils and staff;
4. Enable the School to comply with its legal obligations, support the management and operation of the School and to advance and protect the School's interests, objects and reputation; and
5. Fundraise, market and promote the School, for example, by contacting you about fundraising for a new school project.

Our lawful bases for using your personal data are as follows:

- **Contract:** We need to use your personal data to meet our obligations under our contract with you and so that you can meet your obligations to us. For example, we need your name and contact details to update you on your child's progress. We may also rely on this basis if you have asked us to take steps prior to entering into a contract with us.
- **Legitimate interests:** This means that the School is using your personal data where this is necessary for the School's legitimate interests or someone else's legitimate interests.
 - Specifically, the School has a legitimate interest in:
 1. educating and looking after its pupils;
 2. complying with its contract with you for your child to be at the School;
 3. enforcing our rights against you, for example, by contacting you if school fees remain unpaid;
 4. investigating if something has gone wrong; and
 5. protecting, promoting and improving the School.
 - This lawful basis only applies where our legitimate interests are not overridden by your interests, rights and freedoms. It applies to all of the 5 purposes listed above.
- **Recognised legitimate interests:** The School can rely on this basis where it needs to process your personal data for certain pre-approved purposes, e.g., responding to an emergency.
- **Public task:** This allows the School to use your personal data where it is necessary to perform a task in the public interest or to exercise one of the School's official functions or powers. This basis applies to purposes 2, 3 and 4 above. For example, when we use your personal data to teach and look after your child.
- **Legal obligation:** The School may need to use your personal data to comply with a legal obligation. For example, reporting a concern about your child's wellbeing to Children's Services or in connection with inspections.
- **Vital interests:** In limited circumstances, we may use your personal data to protect your vital interests or those of another person, for example, to prevent serious harm or death.

The section below contains more information about our purposes for using your personal data and the lawful bases.

Our purposes and lawful bases in more detail

This section provides more detail about the purposes for which your personal data is used, the applicable lawful bases, as well as further information about sources and recipients.

It does not contain anything different to what we have said above but goes into more detail.

We have also used a colour coded system so that you can see which bases we are using. **LI** means legitimate interests, **RLI** means recognised legitimate interests, **CT** means contract, **PI** means public task, **LO** means legal obligation and **VI** means vital interests. So, if we have put (**LI**, **PI**) that means we are using both legitimate interests and public task for that purpose.

1. The School's primary reason for using your personal data is to provide educational and pastoral services to your child (**LI**, **CT**, **PI**).
2. We will use information about you to process your child's admission application. This information comes from the admissions forms, your child's previous school(s) and / or nurseries, and sometimes from professionals such as doctors and local authorities (**LI**, **CT**, **PI**, **LO**).
3. We will hold information about any family circumstances that might affect your child's welfare or happiness. This is to help us provide appropriate care and support to your child (**LI**, **CT**, **PI**, **RLI**, **LO**).
4. We may use medical information about you when necessary to look after your child (**LI**, **CT**, **PI**, **RLI**, **LO**).
5. We will need information about any court proceeding, court orders or criminal petitions relating to you. This is to safeguard the welfare and wellbeing of your child and other pupils at the School (**LI**, **CT**, **PI**, **RLI**, **LO**).
6. We may use your personal data to keep the School safe from infectious illnesses. For example, we might record that you have tested positive for a virus (**LI**, **PI**, **VI**).
7. We use CCTV to help keep the School premises safe, and for crime detection and prevention. CCTV may also be used in relation to complaints and incidents on our sites, for example, accidents involving vehicles in our car park(s). Images captured by CCTV are your personal data. CCTV is not used in private areas such as toilets or changing rooms (**LI**, **CT**, **PI**, **RLI**, **LO**).
8. We will use your personal data to take other steps to ensure the safety of the School premises and buildings, for example, by keeping a record of visitors to the School premises at any given time (**LI**, **PI**, **RLI**, **LO**).
9. If there is a complaint or grievance made to the School that involves you, we will use your personal data in connection with that complaint or grievance (**LI**, **PI**, **LO**).
10. The School may share information about you with the local authority to prepare, implement and / or review your child's Education and Health Care Plan (EHCP) (**LI**, **PI**, **LO**).
11. Where appropriate, the School will have information about your religious beliefs or other practices. For example, dietary restrictions (**LI**, **PI**, **LO**).
12. We may also hold information such as your religion or ethnic group in order to understand our school population so we can make our school better and to guide our marketing (**LI**).

13. We may use your personal data in order to help improve the School, for example, to raise money for the School (LI). For more information, please see our Fundraising and Development Privacy Notice on our website.
14. We may take images (including video recordings) 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 and to promote the School. We will check that you are happy for us to do this. We may continue to use these photos and videos after your child has left the School (LI).
15. We will send you information to keep you up to date with what is happening at the School, for example, by providing details about events and activities (including fundraising events) and sharing the School newsletter (LI).
16. We will keep your contact details after your child leaves the School to keep you informed about School events and activities and to follow your child's progress. We may also pass your details to our alumni organisation (LI). Further information on the alumni association can be found here <https://www.stmh.co.uk/alumni/> and from Alumni@stmh.co.uk.
17. We may use your personal data when ensuring network and information security, for example, our anti-virus software might scan files containing information about you (LI).
18. We monitor pupils' use of the internet, internet-based platforms, and email as part of our safeguarding duties. This may sometimes involve your personal data, for example, if you have sent your child a message to their School email address (LI, PI, LO).
19. We also keep certain information indefinitely for archiving purposes (referred to as "archiving in the public interest" under data protection law) and for historical research purposes. For example, we keep some old photos so that we have a record of what the School was like in the past. Information held in our archive may be made publicly available, but only in compliance with data protection laws (LI, PI).
20. We may use your personal data in connection with legal disputes, for example, we may have to disclose your personal data as part of court proceedings (LI, PI, LO).

Financial information

21. We will process information about you for fee payments, and for risk management and compliance purposes. In some cases, we may receive information from third parties such as credit reference agencies or from your child's previous school(s) and / or nurseries (LI, CI).
22. We may ask you for evidence of your identity, such as a copy of a driving licence or passport, to keep a record of who is paying the fees for anti-money laundering (LI).
23. We will hold information about bankruptcy petitions and statutory demands, where relevant (LI, CI).
24. We may search the files of any licensed credit reference agency to verify your identity. This also allows us to assess your application for a bursary or for credit to defer fees. The credit reference agency will keep a record of that search and your application details, which may be visible to other organisations that carry out searches on you (LI, CI).
25. We may share your personal data with debt recovery suppliers if you do not pay any school fees or any other sums owed to the School - (LI, CI).

26. We may obtain information about you from publicly available sources, such as Companies House and Zoopla, to verify your identity or other personal details and assess your ability to pay School fees (LI, CT).
27. If you apply to the School for a bursary, we will use the information that you provide to assess your application (LI, CT).
28. We use a third-party organisation, called Bursary Assessment Associates, to assist us with our bursary application process. If you apply for a bursary, we will share your information with that organisation so that they can assess your application (LI, CT). Failure to supply information may result in a refusal of an award or credit. Failure to supply information may result in a refusal of an award or credit.

Sharing personal data with others

29. We will share information with local authorities, the Independent Schools Inspectorate, the Diocese of Westminster and the Department for Education. For example, where we have any safeguarding or child protection concerns or to comply with our legal obligations. These organisations may also provide information to us for these purposes (LI, LO, PI, RLI).
30. We may need to share your personal data with the Police, or other law enforcement authorities, but only in specific circumstances and where necessary to assist with investigations (LI, CT, LO, PI, RLI).
31. We may need to share information about you with the Health and Safety Executive where there is a health and safety issue at the School (LI, LO, PI).
32. We may also need to share information with our legal advisers for the purpose of obtaining legal advice (LI, LO, PI).
33. Occasionally, we may use consultants, experts and other advisors to assist the School in fulfilling its obligations and operate effectively. For example, this could include accountants or PR specialists. We will share your personal data with them only when it is relevant to their work (LI, CT, PI).
34. We may share information about you with, and receive information from, health authorities, healthcare providers, and professionals, for example, regarding pupil immunisations (LI, PI).
35. If your child is from another country, we have to make sure that they have the right to study in the UK. Sometimes the government will ask us to provide information as part of our reporting requirements. In addition to this we have a duty to provide information about you to UK Visas and Immigration who are part of the government (LI, CT, LO, PI).
36. The School is a charity which means that in exceptional circumstances we may need to share your personal data with the Charity Commission e.g., in the event of a serious incident (LI, CT, LO, PI).
37. We may share some information with our insurance company and their representatives to make sure that we have the insurance cover that we need or in connection with an actual or possible claim (LI, PI).
38. If the School is dealing with a request for information, query, complaint or grievance, for example, from another parent, we may need to share your personal data with relevant parties, including appropriate staff, pupils, parents, or governors, where it is necessary and appropriate (LI, PI, LO).

39. 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 (LI).
40. If your child leaves us to attend another school, we may share information about you with that school, for example, details relating to family circumstances or child protection concerns (LI, LO, PI, RLI).
41. We may share information about you with other family members where necessary to care for your child, to comply with legal and regulatory obligations, or in relation to school fees (LI, PI, LO, RLI).
42. We may need to share information if there is an emergency, for example, if you are hurt whilst on School premises (LI, VI).
43. If you have appointed an agent to act on your behalf, we may share information with them (LI).
44. If you have appointed an educational guardian (and/or there are homestay arrangements) for your child, we may share your personal data with them (LI, PI).
45. If your child has an Education and Health Care Plan (EHCP), we will share information with and obtain information from the local authority about you (LO, PI).
46. If ever in the future, we are considering restructuring the charity which operates the School, we may share your personal data with the involved parties and with the relevant professional advisors (LI).
47. Some of the records held by the School containing your personal data may be used by the School or third parties (such as government bodies) to assess the School's performance (LI, PI, LO).
48. We may share your personal data with the School's governors if it is necessary for them to be aware of it or to fulfil their governance role, for example, concerns involving you or your child, or issues affecting the School's operation (LI, PI, LO).

As you will see from the above, in some cases we will rely on more than one lawful basis for a particular use of your information.

We use service providers to handle personal data on our behalf for the following purposes:

- we engage IT consultants who may access information about you when checking the security of our IT network;
- we use software, apps and websites to help us with teaching and pastoral care, for example, we use an app that allows pupils to access homework which has been set by their teachers; and
- we use third party "cloud computing" services to store some information rather than the information being stored on the School site.

We may share your personal data with any of the representatives or advisers of any of the third parties mentioned in this privacy notice. Likewise, these parties may also provide us with information about you.

If you have any questions about any of the above, please speak to the Bursar.

Consent

We may ask for your consent to use your information in certain ways instead of relying on the lawful bases above (e.g., **Li** or **Pi**). For example, we might ask your consent to send you fundraising information by email.

You can withdraw your consent at any time. However, any use of your personal data before you withdraw consent will remain valid.

You can speak to the Bursar if you would like to withdraw any consent given.

Sending information to other countries

When the School sends personal data outside of the UK, we have to consider whether the recipient country has an adequate level of protection for this personal data. Some countries are considered by the UK Government to have adequate rules, including all of the European Economic Area and some other countries, such as, New Zealand, Argentina and Switzerland.

The School sends your personal data to countries with adequate rules when we store your personal data in cloud computer storage with servers in Ireland or if we take your contact information with us when we go on a school trip to France.

In certain circumstances, we will send your personal data to countries which do not have the same level of protection for personal data as there is in the UK. For example, we may store your information on cloud computer storage based in the USA.

We will provide you with additional details about where we are sending your personal data, whether the country has an adequacy finding and if not the safeguards which we have in place outside of this privacy notice.

If you have any questions about the safeguards that are in place, please contact the Bursar.

For how long do we keep your personal data?

We keep your personal data for as long as we need to for the purposes set out in this privacy notice.

In certain circumstances, we may retain your personal data for a longer time than usual, but only where we have a good reason and are permitted to do so under data protection law.

Please see our Information and Records Retention Policy for more detailed information.

What decisions can you make about your information?

- **Correction:** if the School holds incorrect or incomplete information about you, you have the right to ask us to correct it.
- **Access:** you have the right to ask what information we hold about you and to request a copy. This is known as making a subject access request. We will provide you with additional details, including why we use this information, where it came from and who we have shared it with.
- **Deletion:** you can request that we delete the information we hold about you in certain circumstances, such as when it is no longer needed.
- **Portability:** you can request that your personal data be transferred to you or to a third party in a computer readable format.
- **Restriction:** you can request that we restrict how your personal data is used in certain circumstances.

- **Object:** you have the right to object to us using your personal data in the following cases:
 - a. where we are using it for direct marketing purposes, for example, to send you an email about a fundraising opportunity;
 - b. where the lawful basis on which we are relying is either legitimate interests, recognised legitimate interests or public task. Please see the section "Our purposes and lawful bases in more detail" above; and
 - c. if your personal data is ever used for scientific or historical research, or statistical purposes.

Some of these rights may not apply in all cases. For example, if you request deletion of your personal data, we may not always be required to comply with your request.

The Bursar can give you more information about your data protection rights.

Further information and guidance

Please speak to the Bursar if:

- you would like to exercise any of your rights listed above; or
- you would like us to update the information we hold about you; or
- you would prefer that certain information is kept confidential. Please note that there will be occasions when your expectation of confidentiality is overridden by the School's other obligations e.g., if we need to share information for safeguarding reasons.

Email address: dataprotection@stmh.co.uk

Telephone: 020 7435 1868

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If you do not provide certain information when requested, we may be unable to fulfil our contractual obligations to you. We may also be unable to comply with our legal duties, such as safeguarding your child and their classmates. Additionally, failing to provide this information could affect the education and care we are able to provide to your child.

If you have any concerns about how we have handled your personal data, please contact us so that we have an opportunity to put things right. You also have the right to complain to the Information Commissioner's Office (ico.org.uk).

Last updated: August 2026