



ST MARY'S SCHOOL
HAMPSTEAD

How We Use Your Child's Information Privacy Notice for Younger Pupils

St Mary's School, Hampstead

September 2026

Pupil Privacy Notice

Introduction

This notice is to help you understand **how** and **why** we collect your child's personal data and **what** we do with it. It also explains the decisions that you can make about your child's personal data.

We are giving you this notice because you are able to exercise your child's data protection rights on their behalf. When your child is older (usually when they reach the age of 12) they will usually be considered to have enough understanding to exercise their own data protection rights.

If you have any questions about this notice, please talk to the Bursar.

What is "personal data"?

Personal data is information about your child. It includes their name, date of birth and address as well as things like academic results, medical details and information about how well they behave. CCTV images, photos and video recordings of your child are also personal data.

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

We obtain your child's personal data from lots of different places, such as teachers, parents, your child's previous schools and any future school, other pupils and their parents. We might also get information from the government, like the local authority. They might give us information that we need to look after your child.

Sometimes, we will also share information with these people and organisations; for example, we will tell you about how well your child is doing at school.

Below, we give lots of examples of where we get your personal data from, and who we share it with.

Why we use your child's personal data and our lawful bases for doing so

The School uses your child's personal data to:

1. Teach and educate your child and our other pupils;
2. Make sure that your child and others are behaving properly;
3. Look after your child and other people e.g., your child's friends;
4. Make sure that we comply with the law, our other obligations and to look after the School; and
5. To tell people about the School and what we do, for example, we may use photos of your child to advertise the School, including on our website or on social media.

We can only use your personal data if we have a good reason. These are as follows:

- **Legitimate interests:** This means that the School is using your child's personal data where this is necessary for the School's legitimate interests or someone else's legitimate interests. We use legitimate interests for all of the five purposes above.
- **Public task:** This is where we use your child's personal data to help the School do its job as a school; for example, to teach and look after your child. This applies to purposes 1, 2, 3 and 4 above.
- **Recognised legitimate interests:** the School can rely on this basis where it needs to process your child's personal data for certain pre-approved purposes, e.g., preventing crime.

- **Legal obligation:** Sometimes we have to use your child's personal data because the law says we have to, for example, to tell the Government if we were worried about your child. This applies to purpose 3, and in some cases, purpose 4, in the list above.
- **Vital interests (emergencies):** Although this won't happen often, we may need to use your child's personal data to protect your child or someone else in an emergency.

In more detail

Here we give you examples of how and why the School uses your child's personal data, where we get it from, and who it is shared with. It does not contain anything different to what we have said above but goes into more detail.

We have used colours to help you can see which lawful bases we are using. **LI** means legitimate interests, **PI** means public task, **LO** means legal obligation, **RLI** means recognised legitimate interests and **EM** means an emergency. So **(LI, PI)** means that we are using both legitimate interests and public task for that purpose.

Admissions and when you start at school

1. We use your child's personal data before they start at our school, for example, when making sure that any reasonable adjustments/suitable arrangements are made for your child when they visit, in admissions assessments and learning more about your child from you before they join the School (**LI, PI, LO**).
2. The admissions forms which you complete give us lots of personal data about your child, such as, their name, contact details, disabilities, any particular difficulties they have with work, hobbies and interests, medical information (such as information about an allergy) and family circumstances (**LI, PI, LO, RLI**).
3. We may let your child's old school know if they have been offered a place with us. This will help your child's old school to see what happens to their pupils when they leave, which will help them improve for the future (**LI, LO**).
4. Your child's old school(s) also give us information about how well your child did and any difficulties they had so that we can teach and take care of them (**LI, PI, LO, RLI**).

During your time at school

5. We get information from your child, you, their teachers and other pupils.
6. We will share information about your child with teachers and other people at the school, for example:
 - a. We may need to tell all appropriate members of staff if your child has a health issue and use their medical information to look after them (**LI, PI, LO**).
 - b. We will tell your child's teachers if they have special educational needs or requires extra help with some tasks (**LI, PI, LO, RLI, EM**).
 - c. We will need to share information about your child (e.g., about their health and wellbeing) with other professionals, such as therapists or counsellors that may support your child (**LI, PI, LO, EM**).
 - d. We will share information about your child's allergies so that we can look after your child (**LI, PI, LO, EM**).

- e. If we have information that your child has a disability, we will use the information to adjust and to provide support to your child (LI, PI, LO).
- 7. Where appropriate, the School will have information about your child's religious beliefs or other beliefs and practices. For example, if your child does not eat certain foods (LI, PI, LO).
- 8. We will also hold information such as your child's religion or ethnic group for the purposes of compile census data and to understand our school population so we can make our school better and to guide our marketing (LI, LO).
- 9. We will use information about your child's gender and sex to provide support and to help us to meet their needs (LI, PI, LO).
- 10. We may use your child's personal data to keep the School safe from infectious illnesses. For example, we might record that your child has tested positive for a virus or that your child has received the vaccine (LI, PI, EM).

Monitoring and keeping your child and others safe

- 11. We will use your child's personal data to make sure the school site and buildings are safe, for example, we keep a record of who is on the school site at any given time (LI, PI, RLI).
- 12. We record your child's attendance and if they have time away from the School we record the reason(s) why (LI, LO, PI).
- 13. We use CCTV to make sure the School site is safe. We may also use CCTV to help with complaints and any incidents which take place on our sites, for example, where pupils have been misbehaving or someone has been injured. CCTV is not used in private areas such as changing rooms. (LI, PI, RLI).
- 14. When your child uses school computers, including iPads, we can see what websites and apps they have visited. We can also see what is being said in documents, in emails and in other messages that your child has sent or received. This helps us make sure your child is safe and not looking at anything that could be harmful or upsetting. These checks are done by teachers and other staff at the School and we also use software that does these checks automatically.
- 15. We also have special filters that block certain websites and content. This means some websites won't open at School because we want to protect your child from seeing things that are not safe or appropriate.
- 16. If you would like more information about paragraphs 14 and 15, you can read the Online Safety Policy or speak to your child's teacher. (LI, PI, LO, RLI, EM).
- 17. We must make sure that our computer systems are working well and are secure. This may involve information about your child, for example, our anti-virus software might scan files containing information about you (LI).

Sharing information about you

- 18. We share personal data with doctors, nurses and other experts, for example, if we need to do this to look after your child or in relation to pupil immunisations (LI, LO, PI).
- 19. We will need to share some information about your child with the government (e.g., the Department for Education). We will also need to share your child's information with the local authority, for example, to tell them that your child attends the School or let them know if we have

any concerns about your child's welfare. The local authority may also share information with us for these reasons (LI, LO, PI, RLI).

20. We may need to share information about your child with regulators, who are responsible for things such as checking that the School is a good school and that it keeps people safe. Here are some examples:
 - a. The Health and Safety Executive if there is a health and safety issue at the School (LI, LO).
 - b. The School is a charity which means that we may need to share your child's personal data with the Charity Commission which checks how we are behaving as a charity. We may also share your personal data with the Fundraising Regulator if this is relevant to their work (LI, LO, PI).
 - c. The School is sometimes inspected to make sure we are continuing to be a good school (for example, by the Independent Schools Inspectorate and the Diocese of Westminster). We will have to make your child's personal data available to the inspectors to help them with to carry out their job (LI, LO, PI).
21. We might need to know if there are any legal matters involving your child or their family, including any special rules from the courts; for example, if one parent has to collect them from school on certain days. This is so that we can look after your child and the other pupils at the School (LI, PI, LO, RLI).
22. 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 your child to UK Visas and Immigration who are part of the government (LI, LO, PI).
23. Depending on where your child will go when they leave us, we will provide their information to other schools. For example, we will share information about your child's academic and other achievements and provide reports and references. Any references that we provide will be confidential which means that you will usually not be provided with a copy (LI, PI).
24. We may pass on information to your child's next school to help them look after your child; for example, information about any concerns we have had about your child's welfare (LI, PI, LO, RLI).
25. If your child takes public examinations, we will need to share information about them with examination boards. For example, if your child requires extra time in exams (LI, PI).
26. If someone makes a complaint about the School or a teacher, or if there is a dispute, then we may need to use their personal data to investigate and respond. We might also have to share your personal data with the government and regulators if they become involved, for example, if they need to decide if the teacher should be able to teach anymore (LI, PI, LO).
27. If your child needs extra help, then they may have an Education, Health and Care Plan (**EHCP**).
28. The School may share the EHCP with the local authority to support you (LI, PI, LO).
29. Sometimes we hire someone from outside of the School to provide activities. For example, this could be a teacher who does not normally work for the School, or it could be a company that provides outdoor activities. We may share your personal data with them, for example, to tell them what sports you are good at (LI, PI).
30. We will share your child's personal data with the governors and/or trustees of the School if it concerns something they should know about, or the information will enable them to fulfil their

role as a governor or trustee. For example, this will apply if your child has done something really well or if there is a problem at the School they need to know about (LI, PI).

31. We may need to share information with the Police (and others who do a similar job to the Police), if something goes wrong or to help with an enquiry. For example, if one of your child's classmates is injured at School or if there is a burglary, or if you or someone else have misbehaved in a serious way (LI, LO, PI, RLI).
32. We use consultants, experts and other advisors to assist the School in fulfilling its obligations and to help run the School properly. We will share your child's information with them if this is relevant to their work (LI, PI).
33. We may share some information with our insurers if there has been an incident or to make sure that we have the insurance that we need (LI, PI).
34. If the School is dealing with a request for information, query, or complaint, we may need to share your child's personal data with the other people involved, such as, other pupils and their parents (LI, LO, PI).
35. Parents based outside of the UK will sometimes choose someone to help them during the admissions process (this person is usually called an overseas agent). If this applies to you, you may give the overseas agent information to pass on to the School. The School will sometimes share information with the overseas agent; for example, we may send them the letter telling you we are offering your child a place so that they can give this to you (LI).
36. We will share information about how well your child is doing, for example, progress in lessons and (where fair) information about your child's behaviour with you so you can support your child's schooling (LI, PI).
37. If your child has behaved badly in relation to one of their classmates, for example, we suspect bullying then we might share information with that pupil's parents, for example, what sanction your child has been given (LI, PI).
38. If ever in the future, we decide to change how we are run, then we may share your child's personal data with the others involved. For example, if we decide that another charity will run the School, then we will share your personal data with the charity (LI).
39. We use others to handle personal information on our behalf (LI) for the following purposes:
 - a. IT consultants who help run the School's computer systems who, for example, might need to access a file containing personal data about your child when investigating a fault or checking the security of our IT network;
 - b. caterers may have information about any food allergies or intolerances that your child has;
 - c. we use software, apps and websites to help us with teaching, and to help us provide pastoral support to our pupils. For example, we use an app which allows pupils to access homework which has been set by their teachers; and
 - d. we use third party "cloud computing" services to store some information rather than the information being stored on hard drives located on the School site.
40. We may share your personal data with anyone who works with the third parties mentioned above, for example, if one of your parents asks us to give some documents to their lawyer (LI).
41. Anyone that we share information with may give us information about you as well (LI).

Photos, videos and promoting the school

42. You might have seen that the School often publishes photos and videos of our pupils. We might put these photos and videos on our website, on our social media pages and in our advertising, for example, our prospectus. We do this to show people (such as pupils thinking of coming to our school) what we do here and to advertise the School. We will check that you are happy for us to do this (LI).
43. We may continue to use these photos and videos after you have left the School (LI).
44. If we would like to use a photo or video in a more unusual or high-profile way, for example, on a banner or billboard we will speak to you about this first.
45. Sometimes we use photos and videos for teaching purposes, for example, to record a drama lesson (LI, PI).
46. Please read our Taking, Storing and Using Images of Children Policy for more information about how we use images. It can be found on our website. If you have any concerns about us using photographs or videos of your child, please speak to your child's teacher.
47. We may use your personal data to help make the School better for example, after you have left the School, we might send you information about how you can donate to the bursary fund (LI). For more information, please see our Fundraising and Development Privacy Notice which can be found on our website.
48. We publish our public exam results, sports fixtures and other news on the website and put articles and photographs in the local news to tell people about what we have been doing (LI).
49. We will keep you updated about what is happening at the School after you have left. This includes to tell you about events and activities and to find out how you are getting on. We may also pass your details onto the alumni organisation. Further information on the alumni association can be found here <https://www.stmh.co.uk/alumni/> and from Alumni@stmh.co.uk (LI). For more information about how we use your personal data after you have left the School please see Fundraising and Development Privacy Notice which can be found on our website.
50. We also keep some information forever for archiving purposes 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 as this helps get people interested in the School's history. Information held in our archive may be made publicly available, but this would only be done in compliance with data protection laws (LI, PI).

Consent

We may sometimes ask for your consent to use your child's personal data. For example, we may ask for your consent to email you about a fundraising event.

If you give us your consent to use your child's personal data, then you can change your mind at any time. Any use of your child's information before you withdraw your consent remains valid.

Please 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 personal data will be kept safe. Some countries are considered by the UK Government to have adequate rules and this includes all of the European Union and some other countries, such as, New Zealand, Norway, Switzerland and Argentina.

The School sends your child's personal data to countries with adequate rules when we:

- go on a trip to France and share your child's personal data with activity providers and the hotel; and
- store your child's personal data in cloud computer storage with servers in Ireland.

In certain circumstances, we may send your child's 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 child's information on cloud computer storage based in the USA.

We will provide you with additional details about where we are sending your child's 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 child's information?

We keep your child's personal data for as long as we need to in order to teach and look after them. We will keep a lot of information after your child has left the School, for example, so that we can find out what happened if you make a complaint.

In some case we may keep your child's personal data for a longer time than usual, but we would only do so if we had a good reason and only if we are allowed to do so under data protection law.

What decisions can you make about your child's information?

You can ask us to:

- Correct your child's personal data if you think there is a mistake or if something is missing, for example, we have the wrong address for them.
- Give you a copy of your child's personal data and certain other information relating to your personal data. This is known as a subject access request.
- Delete your child's personal data, for example, where we no longer need the personal data.
- Share your personal data with someone else;
- Limit how we use your personal data, for example, whilst we check whether there is a mistake in your personal data; and
- Object to how we use your child's personal data where:
 - a. we are using it for direct marketing purposes (e.g., to send you an email about a fundraising opportunity);
 - b. the lawful basis is either legitimate interests, recognised legitimate interests or public task. Please see the section "Our lawful bases for using your personal data" above;
 - c. if we ever use your child's personal data for scientific or historical research purposes or statistical purposes.

The Bursar can give you more information about your child's data protection rights. Please note that these rights do not apply in all cases and we will not always need to comply with your request. For example, if we keep a record because we are worried about you then we will often need to keep this even if you ask us to delete it.

Further information and guidance

The Bursar is in charge of the School's data protection compliance and can answer any questions which you might have.

Like other organisations we need to keep your child's personal data safe, up to date, only use it for what we said we would, destroy it when we no longer need it and most importantly - treat the personal data we get fairly.

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

Please speak to the Bursar if:

- you would like to exercise any of your child's rights listed above; or
- you would like us to update the information we hold about your child; or
- you have any concerns about how your child's personal data is used or shared.

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. We have published our Data Protection Complaints Policy on our website. You also have the right to complain to the Information Commissioner's Office. The ICO is the data protection regulator which means that they enforce the rules that we have to obey.

If we ask you to tell us something and you do not do so, then this may make it more difficult for us to teach and look after your child and others.

Last updated: August 2026