Website Privacy Notice

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Monitoring & Review	HR – Annually	

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1. About this privacy notice

1.1. Rockwood Academy ("we", "us", "our") is committed to protecting the privacy of all visitors to our websites, including http://www.corerockwood.academy and affiliated CORE Education Trust school sites. This notice explains how we collect, use, store and protect personal information when you interact with our websites or contact us online.

1.2. This privacy notice applies only to website users. If you are a pupil, parent, carer, employee, worker, volunteer or governor, please refer to the relevant Trust-issued privacy notice for your relationship with us.

2. Who are we?

2.1. We are CORE Education Trust a multi-academy trust incorporating a number of different schools and academies. Our registered office is 23 Langley Walk, Ladywood, Birmingham, B15 2EF and our company number is 07949154. When we refer to "we", "us", "our" or "the Trust" within this privacy notice, we are referring to Arena Academy, City Academy, Jewellery Quarter Academy and Rockwood Academy which are part of CORE Education Trust. CORE Education Trust is the "data controller" for the purposes of data protection law and is registered with the Information Commission.

3. What personal information we collect through our website

3.1. We collect the following categories of information when you visit or interact with our websites:

- Information you provide directly – This includes details you submit through online forms such as your:
    - name
    - email address
    - telephone number
    - any message or information you provide as part of a query
- Information collected automatically – When you browse our site, technical information is captured automatically, such as:
    - your IP address
    - browser type and device information
    - pages you visit and how you navigate the site

- Cookies – Our website uses cookies to support functionality and help us understand how visitors use our site. You can manage your cookie preferences through your browser settings at any time.

4. How we use your website information

4.1. We use information collected through our website for the following purposes:

- Responding to enquiries: When you submit a form or request information, we use your details to respond appropriately.
- Improving and maintaining our websites: Technical data helps us ensure our sites work effectively and remain secure.
- Protecting our systems: We monitor website traffic for security purposes, including detecting suspicious activity.
- Meeting legal obligations: In certain situations, we may need to process or share information to comply with the law.

5. Our legal bases for using your information

5.1. Under the UK GDPR, we rely on the following legal bases:

- Legitimate interests – This applies when we use website data to:
    - keep our online services running smoothly
    - respond to enquiries
    - improve the user experience
- Legal obligation – We may process or share information where the law requires us to do so, for example in relation to safeguarding or fraud prevention.
- Consent – We will request your consent before using any non-essential cookies or before sending marketing communications where these are offered.

6. When information is shared

6.1. Information collected through our website may be shared with:

- trusted IT and website service providers supporting our online systems
- professional advisers such as auditors and insurers
- law enforcement or regulatory authorities where we are legally required to do so

6.2. If your enquiry relates to a school matter, pupil information, or a workforce issue, it may be passed to the appropriate school or Trust team. In those cases, processing is covered by the relevant Trust privacy notice.

6.3. We **do not** sell or trade personal data.

7. International transfers

7.1. Some of our technology providers may operate outside the UK or the European Economic Area. Where this happens, we ensure appropriate safeguards are in place to protect your data, in line with UK GDPR requirements.

8. Data retention

8.1. We keep website-related information only for as long as it is needed for the purpose it was collected, or for as long as legal and regulatory requirements apply.

8.2. If your enquiry is passed to a school or Trust team (for example, admissions or HR), the retention rules in the relevant privacy notice will apply.

9. Your rights

9.1. You have a number of rights under data protection law, including:

- the right to request access to your personal information
- the right to request corrections if your information is inaccurate
- the right to ask for your information to be deleted (in certain circumstances)
- the right to object to or restrict our processing of your data
- the right to withdraw consent (where consent is the basis for processing)

9.2. Some rights may not apply in all situations, depending on the legal basis we are relying on.

9.3. If you wish to exercise any of your rights, please contact our Data Protection Officer using the details below.

10. External links

10.1. Our website may link to other websites. We are not responsible for the privacy practices of external organisations and encourage you to review their privacy notices.

11. Complaints

11.1. If you have a concern about the way we are collecting or using your personal information, you have the right to make a complaint to us. Any complaints relating

to data protection must be directed to our DPO by emailing enquiry@core-education.co.uk. Data protection complaints will be dealt with in accordance with the procedure set out in our Data Protection Policy.

11.2. If you remain dissatisfied with our response, you can make a complaint directly to the Information Commission at Make a complaint about how an organisation has used your personal information | ICO.

12. Contact

12.1. If you have any questions about this privacy notice or the way in which we use your personal information, please contact our DPO by emailing enquiry@core-education.co.uk