

<b>Privacy Notice – Photos and Videos</b>
<p><b>What is our lawful basis for processing this data</b></p> <p>We would process this data using the following lawful basis:</p> <ul style="list-style-type: none"> <li>• Consent</li> <li>• Public Task</li> <li>• Legitimate Interest</li> </ul> <p>These are set out below.</p>
<p><b>What data do we collect</b></p> <p>Images (photos and videos)</p>
<p><b>Why do we need it and what do we do with it</b></p> <p><u>Consent</u></p> <p>We ask for your consent to use photos of staff and students to demonstrate and promote the school/college, its curriculum activities and diversity</p> <ul style="list-style-type: none"> <li>• on our school website</li> <li>• in local newspapers</li> <li>• within the school prospectus</li> </ul> <p><u>Public Task</u></p> <p>We use Public Task (as it is in the public interest and our official duty to provide children with an education and to promote their welfare) as the lawful basis to take student photos for the following purposes:</p> <ul style="list-style-type: none"> <li>• Photos of children with food allergies (to ensure that no allergens are served to those children) displayed within the school/college.</li> <li>• Photos of children are taken in their class settings for their Learning Journeys, to monitor their progress against the national curriculum.</li> </ul> <p><u>Legitimate Interests</u></p> <p>We use Legitimate interest as the lawful basis to take student photos for the following purpose:</p> <ul style="list-style-type: none"> <li>• to enhance the child's school experience and encourage education at the school by showcasing and celebrating their work, their achievements and school activities. Such images may be displayed within the classroom and school, shared with parents, and published within the school newsletter.</li> </ul>
<p><b>How long do we keep it</b></p> <p>We keep images until the staff or student leaves the school.</p>
<p><b>Who we share this information with and why</b></p> <p>Parents (to share the student's school/college experiences and to keep parents informed of the school's activities)</p> <p>We may share images with the local newspapers if consent is granted.</p> <p>Other than this, we do not routinely share this information outside of our organisation, but may share this information with our legal or trusted advisers for the purpose of obtaining advice, with government agencies if required by law, or with law enforcement agencies for the prevention or detection of crime.</p>
<p><b>What are your rights</b></p> <p>You have a number of rights in relation to your personal information under data protection law. In relation to most rights, we will ask you for information to confirm your identity and, where applicable, to help us search for your personal information. We will respond to you within 30 days after we have received any request (including any identification documents requested).</p> <p>You have the right to:</p>

1. Ask for a copy of the information that we hold about you;
2. Correct and update your information;
3. Withdraw your consent (where we rely on it).
4. Object to our use of your information (where we rely on our legitimate interests to use your personal information) provided we do not have any continuing lawful reason to continue to use and process the information.
5. Erase your information (or restrict the use of it), provided we do not have any continuing lawful reason to continue to use and process that information;
6. Transfer your information in a structured data file (in a commonly used and machine-readable format), where we rely on your consent to use and process your personal information.

Please see our [Data Protection Policy](#) for further information and for details of how to make a request.

#### **Contact information**

You can exercise the above rights and/or manage your information by contacting us using the details below:

Identity of data controller: LIPA Multi Academy Trust

Postal address:

LIPA Multi Academy Trust,  
Upper Duke Street  
Liverpool

L17BT

Phone:

LIPA Primary and High School: 0151 958 0020  
LIPA Sixth Form College: 0151 330 3232

Our Data Protection Officer is Nicola McFerran, you can contact them at [DPO@lipaprimary.org](mailto:DPO@lipaprimary.org)

#### **Complaints**

If you wish to raise a complaint on how we have handled your personal data, please contact us at [DPO@lipaprimary.org](mailto:DPO@lipaprimary.org)

If you are not satisfied with our response you can complain to the Information Commissioner's Office (ICO). The ICO's contact details are below:

Postal address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

Phone: 0303 123 1113