



Hills Road
Sixth Form
College



Hills
Education
Trust

Parent/Guardian Privacy Notice

Our Commitment to You

The protection of personal privacy is important to Hills Road Sixth Form College. Any personal data you provide will be treated in accordance with current data protection legislation. The College recognises its responsibilities to process and manage personal information in a fair and proper manner. Whenever you provide such information, we will treat it in line with this notice, relevant legislation, and our Data Protection Policy.

This privacy notice sets out how we collect, use, store and share information about parents and guardians, including your rights and how you can exercise them.

Why We Collect and Use Your Information

We collect and process parent/guardian data to support our core educational mission and maintain effective communication and relationships between the College and students' families.

Your personal data may be used for the following purposes:

- To provide you with updates on your child's progress and wellbeing.
- To enable you to engage with College systems and communications (e.g. parents' evenings, exams, attendance, or pastoral matters).
- To support safeguarding and welfare, where appropriate.
- To ensure your child's progression to higher education or employment.
- To administer trips, events or enrichment activities that involve parental consent or payment.
- To meet our legal obligations or comply with statutory requirements.

Our Legal Grounds for Processing Your Information

We process your personal data where:

- It is necessary for the performance of a task carried out in the public interest (e.g. education).
- We have a legal obligation to do so.
- It is in the course of undertaking our tasks as a public body i.e. the provision of education
- It is in the College's legitimate interests (e.g. for fundraising purposes as outlined below).
- You have given us consent (e.g. for fundraising communications or marketing).
- It is necessary to protect your or another person's vital interests.

Where we rely on your consent, you may withdraw this at any time.

Fundraising and Supporter Engagement

Where you have opted in, we will process data to communicate with you about College development initiatives, such as:

- Organising and managing fundraising events and activities.
- Making fundraising appeals.

We will process your data either where you have provided your consent, or where it is in the College's legitimate interests to do so.

Analysis and research of our supporters and potential supporters

By building a picture of those who support, or could potentially support Hills Road Sixth Form College, we are able to better understand your interests and preferences so that we are talking to you about what interests you – this in turn means we can fundraise more efficiently and make sure any donation has the greatest possible impact.

When we build a picture of our supporters/potential supporters we may use:

- Your donation history with Hills Road
- Geographic, demographic, and other information you have provided to Hills Road

- Publicly available information, including Companies House, 192.com, and information that has been published in newspapers/articles.

From time to time we engage specialist agencies such as Prospecting for Gold to gather information about you from publicly available sources. We may also carry out wealth screening to fast track the research using our trusted third party partners. You will always have the right to opt out of this processing.

We may also carry out research using publicly available information to identify individuals who may have an affinity to our cause but with whom we are not already in touch. This may include people connected to our current major supporters, trustees or other lead volunteers.

We also carry out due diligence in advance of asking supporters for major donations. Before seeking or accepting large donations we are required to conduct checks, including reviewing publicly available data relating to criminal convictions and offences.

We conduct the above research on the basis of our legitimate interest. If you would prefer us not to use your data in this way, please e-mail development@hillsroad.ac.uk.

Sharing Your Information

We may share your information with:

- Staff and volunteers within the College who need access to perform their roles.
- Examination bodies, trip organisers, and third-party systems used to support learning and communication.
- Fundraising platforms or event partners, where applicable and with appropriate safeguards.

Any third parties are required to process your data in accordance with UK data protection law and under strict contractual controls.

Transfers of Data Outside the UK

In some cases, personal information may be transferred outside the UK (e.g. where data processors host systems internationally). If this happens, we will only transfer data to countries with UK adequacy regulations or through appropriate mechanisms such as the UK Extension to the EU-US Data Privacy Framework.

Data Security and Retention

The College has robust policies and controls in place to ensure your data is not lost, misused, or accessed without authorisation.

We retain your personal data only as long as necessary. For example:

- Donation records (if applicable) are retained for at least seven years to meet HMRC requirements.
- If you ask us not to contact you for fundraising purposes, we will retain only essential data to comply with your request.
- Legacy pledges may result in data being retained indefinitely to administer such gifts appropriately.

Your Rights

You have the right to:

- Access the personal information we hold about you.
- Request correction of inaccurate or incomplete data.
- Request erasure of data in specific circumstances.
- Restrict or object to processing in certain cases.
- Withdraw consent where applicable.
- Raise a complaint with the Information Commissioner's Office if you believe your data has been mishandled.

To exercise any of these rights or make a subject access request, please contact: foirequest@hillsroad.ac.uk

Reporting Concerns

If you have a concern about the way your data is being handled, we encourage you to contact the College's Data Protection Officer at:
foirequest@hillsroad.ac.uk

If you are not satisfied with our response, you can contact the Information Commissioner's Office: www.ico.org.uk

Contact Us

If you have any questions about this notice or how your data is handled, please contact: foirequest@hillsroad.ac.uk

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