

Privacy Notice for Website

Person Responsible:	Mrs S Neill	Frequency of Review:	1 Year
Authorisation By:	Headteacher	Notice Date:	28/04/2025
Authorisation Date:	28/04/2025	Review Due By:	29/04/2026

This Privacy Notice has been written to inform you about how Upper Wharfedale School processes your personal data when you visit our website.

This notice only applies to how the school uses your data when you visit our website. For more information about how the school uses personal data in general please see our other privacy notices.

1 Who are we?

Upper Wharfedale School is a 'Data Controller' as defined by the UK GDPR. This means that we determine the purposes for which your personal data is processed and the manner of processing. We have a responsibility to you and your personal data and will only collect and use this in ways which are compliant with data protection legislation.

The school has appointed Veritau Ltd to be its Data Protection Officer (DPO). The role of the DPO is to ensure that the school is compliant with the UK GDPR, the Data Protection Act 2018 and advise on data protection issues. If you would like to discuss the privacy notice or our use of your data, please contact Veritau or Business Manager.

Veritau's contact details are:

Schools Data Protection Officer
Veritau
West Offices
Station Rise
York
North Yorkshire
YO1 6GA
schoolsDPO@veritau.co.uk // 01904



Please ensure you include the name of your school in all correspondence.

2 What are Analytics?

Web analytics is the collection and analysis of the data generated when people visit and use a website. This helps the website owner know such things as the number of visitors to various parts of the website, the time they spend on the website and if they return to the website. Various tools are used to produce web analytics, such as Google Analytics, which uses a set of cookies to collect data.

This website uses the following web analytics:

Google Analytics, Twitter, Facebook, Youtube). These will be referred to as cookies throughout this privacy notice.

3 What are Pixels?

A Pixel is a code that is placed on our website. It collects data that helps track conversions from ads, optimise ads, build targeted audiences for future ads and remarket to users who have visited our website. This data is collected through the use of third party widgets (Facebook, Twitter, Youtube). These will be referred to as cookies throughout this privacy notice.

4 What are Cookies?

A cookie is a small file of text that we store on your browser or the hard drive or the hard drive of your electronic device (computer, phone, or tablet etc). Cookies are anonymous and contain no personal information that will identify you personally.

A cookie is a small file of text that may be saved on the memory or storage of your electronic device (computer, phone, or tablet etc) when you visit a website. Cookies are used to improve the way the website works and can be used to remember the information you've provided so that you don't have to re-enter it whenever you visit a new page.

Two types of cookies are typically used:

Session cookies – these are temporary and are removed when you close your browser or leave a website. These are used to remember visitors as they move from page to page on a website and are typically used to store your basket when using online shopping.

Persistent cookies – these remain on your device for much longer, even after you close the browser or restart the device. They remain until you remove them or they expire, which can be up to 12 months. They are typically used to store information such as your name, language preferences or login information.

We use third-party widgets (standalone application that is inserted into the website i.e. a newsfeed or banner) on the site, such as Google Analytics, Twitter and YouTube. These widgets may set their own cookies, and they also may use cookies that we have no control over. However, the cookie information from each of these sites is usually anonymous, unless you are logged in to those third-party systems while you are on our website.

5 What do we use cookies for?

We use cookies so that:

- We can distinguish you from other users of our website and provide a good experience
- We can remember the information you've provided us with while on our website, so you don't have to keep re-entering the information whenever you visit a new page
- We can look at how you use our website so that we can improve it for other users

We do not use cookies to:

- Monitor your usage of other websites (privacy intrusive cookies)
- collect any personal information about you (without your express permission);

- collect any sensitive information;
- pass data to any advertising networks;
- pass personal data to third parties.

6 What cookie types do we use?

Cookie types and expiry:

- **Session cookies** - these are temporary and are erased when you close your browser at the end of your visit, or if you delete them earlier. The next time you visit our website we will not recognise you and will treat you as a completely new visitor.
- **Persistent cookies** - these remain on your hard drive until you erase them or they expire, this is after 12 months.

We may use one or more of the following kinds of cookies:

- **Strictly Necessary Cookies.** These cookies are required for the operation of our website. This can include cookies that will enable you to log into a secure area of our website, e.g staff, parent or pupil area. Without these the website will not work as designed. These cookies do not require consent.
- **Functionality cookies.** These cookies require consent. They are used to recognise you when you return to our website. The content is then personalised to you and can greet you by name (once in the secure area) or remember preferences that you may set.
- **Analytical/performance cookies.** These cookies require consent. They allow us to count and recognise the number of visitors to our site. It also allows us to see when and how visitors navigate our website. Using these cookies helps us improve our website and make popular searched items easier to find. We also use the following widget(s) for this purpose:
 - **Google Analytics.** They help us to analyse how you engage with and use our website. For more information on how Google Analytics collects and processes data using cookies, please visit www.google.com/policies/privacy/partners/.
 - **Twitter.** Twitter for Websites is a suite of tools bringing Twitter content and functionality to our webpage. This enables the Twitter audience to share our twitter content, and follow our feed. For further information on how Twitter collects and processes data using cookies, please visit <https://twitter.com/privacy>.
 - **YouTube.** We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos. For more information on how Youtube collects and processes data using cookies, please visit [YouTube embedding information page](#)
 - **Facebook.** We have embedded our Schools facebook widget on the website. To find out more about these cookies please visit <https://www.facebook.com/policies/cookies/>

7 Consent for cookies?

When you first visit our website using a new browser we will provide you with a cookies permission banner, seeking your consent to the use of certain cookies.

Not all cookies require consent. Those which are required for the operation of the website, known as 'strictly necessary' cookies do not require consent. Without these cookies the website cannot work as designed.

Other types of cookies do require consent. These include:

- Functionality cookies, which are used to improve the usability of the website; Analytical or performance cookies, which are used to help us improve the website; and
- Advertising or marketing cookies, which are used to target advertising on a website.

You can change your cookie preferences at any time through our cookie banner, but please be aware that opting out of cookies may affect your user experience on our website.

8 What is our lawful basis for processing your information?

Under the UK GDPR, it is essential to have a lawful basis when processing personal information. We normally rely on the following lawful bases:

- Article 6(1)(a) - consent
- Article 6(1)(f) – legitimate interest

We only rely on legitimate interests when we are using your data in ways you would reasonably expect.

9 Copyright

All information on this website, including but not limited to graphics, design, text, and images, is subject to the copyright of the school or a third party that has given permission for the school to use the material. The school grants permissions to electronically copy, print to hard copy, or transfer such material, so long as it is for school business only.

10 Disclaimer and external links

The school makes every effort to ensure the content on this website is correct and factual. The school accepts no liability for any inconvenience or loss caused by reliance on any information contained on this website.

The school makes every effort to ensure links to external websites are secure. The school accepts no liability for the privacy practices of those external websites.

11 What rights do you have over your data?

Under the UK GDPR, individuals have the following rights in relation to the processing of their personal data:

- to be informed about how we process your personal data. This notice fulfils this obligation.
- to request a copy of the personal data we hold about you.
- to request that your personal data is amended if inaccurate or incomplete.
- to request that your personal data is erased where there is no compelling reason for its continued processing.
- to request that the processing of your personal data is restricted.
- to object to your personal data being processed.

If you have any concerns about the way we have handled your personal data or would like any further information, then please contact our DPO using the details provided above.

If we cannot resolve your concerns then you may also complain to the Information Commissioner's Office, which is the UK's data protection regulator. Their contact details are below:

Phone: 0303 123 1113 or via their [live chat](#). Opening hours are Monday to Friday between 9am and 5pm (excluding bank holidays). You can also report, enquire, register and raise complaints with the ICO using their web form on [Contact us | ICO](#).

12 Changes to this notice

We reserve the right to change this privacy notice at any time. We will normally notify you of changes that affect you. However, please check regularly to ensure you have the latest version.