



## Privacy Notice - Website Use and Privacy

***This Privacy Notice has been written to inform you about how Ironstone Academy Trust 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 which are available on the trust website.***

### **Who are we?**

Ironstone Academy Trust is a 'Data Controller' as defined by Article 4 (7) of the UK GDPR for all processing activities less those with Facebook and Twitter. This means that we determine the purposes for which, and the manner in which, your personal data is processed. 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.

Ironstone Academy Trust is a Joint Data Controller with Facebook (Ireland Ltd) as defined by Article 26 of the UK GDPR for the cookie and insight data collected through the use of their 'Like' buttons that inserted as widgets on our website.

Contact details for Facebook are:

Facebook Ireland Ltd.  
4 Grand Canal Square  
Grand Canal Harbour  
Dublin 2  
Ireland

Ironstone Academy Trust is a Joint Data Controller with Twitter as defined by Article 26 of the UK GDPR for the cookie and insight data collected through the use of their 'Like' buttons that inserted as widgets on our website.

Contact details for Twitter are:

Twitter Headquarters.  
1355 Market St. Ste. 900  
San Francisco  
CA 94103

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 and to oversee data protection procedures. Veritau's contact details are overleaf:

Schools Data Protection Officer  
Veritau Ltd  
County Hall  
Racecourse Lane  
Northallerton  
DL7 8AL

[schoolsDPO@veritau.co.uk](mailto:schoolsDPO@veritau.co.uk)  
01904 554025



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

When you visit our website we want to ensure that it offers the best service to our users.

### **What are Analytics?**

Analytics collect standard internet log information and details of visitor behaviour patterns. This is done to find out such things as the number of visitors to the various parts of the site, these are collected through the use of third party widgets (Google Analytics, Twitter, Facebook, Youtube). These will be referred to as cookies throughout this privacy notice.

### **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.

### **What are cookies?**

A cookie is a small file of text that we store on your browser 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.

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, Facebook 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.

### **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.

## 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/](http://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/>

- **Marketing cookies.** These cookies require consent. These are served by third parties and are used for targeted content and advertisements based on user behaviour across websites, and provision of social media features. We use the following third parties for this purpose and you should refer to their privacy policy for what data they collect: .
  - **Twitter.** 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/>

## How do we obtain consent for the use of cookies?

When you first visit our sites using a new browser, or if you visit in private browsing mode, we will provide you with a cookies permission banner seeking your consent to use of cookies as required by law.

## How do I erase or opt out of the use of cookies?

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.

Alternatively, most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>

You can also use specialist software that protects against malicious cookies. These applications can be customised to let you change the content of the cookies you want to receive or will allow to be stored on your device.

## Purpose and lawful basis for processing

The lawful basis we rely on to process your personal data is either Article 6(1)(a) of the UK GDPR, for example when we require your consent for the optional cookies we use.

### **What are my rights?**

You have the rights to withdraw consent at any time for the use of optional cookies.

### **Copyright**

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

### **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.

### **Who to contact if you have concerns over how your personal data is being handled**

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 on the address provided above.

If we cannot resolve your concerns you may also complain to the Information Commissioner's Office (the Data Protection Regulator) about the way in which the school has handled your personal data. You can do so by contacting:

First Contact Team Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF <a href="mailto:icocasework@ico.org.uk">icocasework@ico.org.uk</a> // 0303 123 1113
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