



Privacy Notice – Marketing Activities

Marketing Activities

Discovery Educational Trust (DET) and its Schools sometimes use personal information for marketing purposes, for example school prospectuses, newsletters (which include advertisements for events and products external to the School) and marketing emails to let you know what is available within DET/its Schools and the wider community. Direct marketing only applies when communications are targeted to named individuals.

The personal information likely to be used for these activities is:

- Names
- Contact Details
- School Year/Class
- Digital Images

Where the activity is not directly linked to DET/its Schools' provision of education, they rely on your consent. DET/its Schools seek the consent of the parent/carer, or where pupils are aged 12 or above, from the pupil themselves. As DET/its Schools rely on your consent, you can withdraw consent at any time by contacting the relevant School.

Every effort is made to delete the information when consent is withdrawn, but please note that where consent has been provided for publication, DET/its Schools may not be able to locate and delete the information on request, although reasonable steps are taken to do so.

Where consent has been provided for the use of personal information, and the pupil has left the School, DET/its Schools rely on legitimate interests as our legal basis when retaining digital information for archiving purposes.

Each DET School is the Data Controller for this information. The information might be shared with:

- Social Media applications
- Communications providers (for example ParentMail)
- School website providers
- Prospective parents/carers (in the case of the prospectus)

No personal information is routinely available outside of the UK. However, where information is used on social media, in publications, or on DET/School websites, DET/its Schools cannot restrict the access to such information to the UK.

The personal information is retained for the duration of its purpose plus one year, unless it is retained in perpetuity for archiving purposes.

For information about your rights in relation to this use of your personal information, please see Section 5 of the DET overarching Privacy Notice.



Legitimate Interest
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