



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 may include advertisements for events and products external to the Trust/School) and marketing emails to let you know what is available within the School 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 where the marketing is directed to them. As reliance is placed on your consent, you can withdraw consent at any time by contacting the relevant School Office.

Every effort is made to delete the information when consent is withdrawn, but please note that, where consent has been provided for publication, DET/its Schools may be unable to locate and delete the information on request, although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 their legal basis when retaining digital information for archiving purposes. If you would like a copy of the Legitimate Interest Assessment that has been completed for this activity, please contact the relevant School Office.

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.

You have the right to object to receiving marketing information from DET/its Schools. You should let DET/its Schools know if this is the case. For information about other data protection rights in relation to this use of your personal information, please see Section 5 of the DET overarching privacy notice.

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