



Westminster City School

Website Privacy and Social Media Policy

Date **November 2017**
Reviewed by **S Manning - School Business Manager**
Next Review **May 2018**

Website privacy policy and social media policy

Our privacy policy sets out what information we collect, how we use it and under what circumstances we will share it with other parties. We are committed to keeping your personal information secure and confidential. By using our website, you agree to the use of this information in accordance with the following provisions.

Visitors to our website

Our website does not capture or store personal information, other than what you tell us when submitting a form. We may track the number of visitors to the website, but this tracking will not personally identify you. We use cookies to collect information on website usage, and to enable some of the website's services.

How we use your information

We may use any information you give us about yourself and others to:

- carry out regulatory checks to meet our legal obligations;
- keep you up to date with information about us
- develop, test and improve our school
- conduct market research and analysis;
- undertake anonymised statistical analysis (we won't be able to identify individuals from this data);
- provide you with marketing material, which may be tailored to your individual needs, when we have your permission to do so.

We may monitor or record telephone calls for training, customer service and quality assurance purposes

We treat all information we hold about you as private and confidential. We will not reveal any personal details to anyone not connected with us, unless:

- you ask us to reveal the information, or we have your permission to do so;
- we are required or permitted to do so by law;
- it is required by law enforcement; or
- there is a duty to the public to reveal the information, eg to other government bodies, or regulatory bodies.

When you give us information about another person, you need to confirm that you have been appointed to act on behalf of that other person. This includes providing consent to process that other person's data as set out in this policy.



Data Subject Access Requests

You have a right under the Data Protection Act to see the personal information we hold about you. If you make a Data Subject Access Request under the Act, there may be a small charge - if so, we'll let you know.

Keeping you informed

We may send you details of events and activities and we sometimes use other companies to deliver them on our behalf. We won't allow them to use your details for anything else. We won't share your personal information with other companies for their marketing purposes without your consent.

Social media

We manage a presence on social media networks and their apps and websites to engage with and assist our communication with you. By engaging with us on social media you agree to the following provisions.

We monitor social networks for comments about us. Any comments or posts may be used for internal or external publication by us or any organisation working on our behalf.

Social networks may sometimes be unavailable and we accept no responsibility for lack of service due to downtime or other events beyond our control.

Remember, your social network posts are not private and may be read by the general public. We'll never ask you to post personal information on social networks and you should never do so. This includes private messaging.

We accept no responsibility for any personal data you post to social networks or websites. They may store your personal data outside the EU. Please read their privacy policies carefully. We do not endorse any social networks or websites, nor do we endorse any information posted by users of social media networks or websites. We are only responsible for information posted on social networks and websites by us.

The use of social networks does not override the existing, official channels operated by us. Nor does it affect your rights under the law, for example your right of access to official information under the Freedom of Information Act 2000.

Social network comments, we reserve the right to ignore, remove, limit or suspend a comment or responses without prior notice if any of the following apply:

- It is offensive, indecent, defamatory, obscene or vulgar;
- It can reasonably be considered as harassment of, insulting to, or likely to provoke or offend other people or organisations;
- It includes any personal details or details of your or anyone else
- It is spam (e.g. is posted multiple times);
- It could break the law or condone or encourage unlawful activity;
- It includes material obtained in violation of copyright, in breach of a licence agreement or that may violate any intellectual property rights;
- It could reasonably be expected to embarrass or compromise us (although comments that disagree with us are allowed);
- It is designed to mislead people about who originated it
- It could contravene, or condone or encourage a breach of the Computer Misuse Act.



Intellectual property rights

Copyright in the posts, images and videos that we place on social media, and information and material in their arrangement, is owned by or licensed to us unless otherwise noted. You may print, copy, download, or temporarily store extracts from our pages for your personal information. You may not alter anything. Any other use is prohibited unless you first get our written permission.

Any permission to reproduce copyright material does not extend to any material which is identified as being the copyright of a third party. Authorisation to reproduce such material must be obtained from the copyright holders concerned.

Changes to this privacy policy

We'll update this page whenever our privacy policy changes in any way. If you have any questions or feedback about how we use your data, contact us.

Contact us

Mrs S Manning
School Business Manager
Westminster City School (t) 020 7963 6300