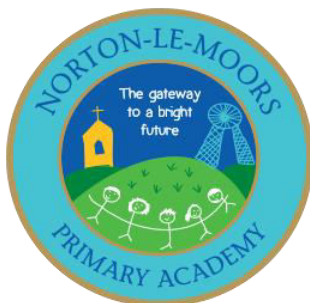


Privacy & Cookies Policy

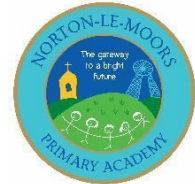


Approved by:	Eileen Harvey	Date: 01.09.2026
Last reviewed on:	01.09.2026	
Next review due by:	01.09.2027	



Inspirational Learning Academies Trust

PRIVACY POLICY FOR USE OF WEBSITES



The Inspirational Learning Academies Trust, comprising of; Newstead Primary Academy, Whitfield Valley Primary Academy and Norton-le-Moors Primary Academy ("We") are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. This relates to Parents/Carers, Staff, Volunteers, Trustees and Local Governors. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting the following websites:

www.newstead.stoke.sch.uk

www.norton.stoke.sch.uk

www.whitfieldv.org.uk

www.inspirationallearningacademiestrust.org.uk

you are accepting and consenting to the practices described in this policy.

For the purpose of the General Data Protection Regulation 2018, the data controller is The Inspirational Learning Academies Trust, a charity registered company at Companies House with registered company number **08657945**

Our nominated representative for the purpose of the Act is Kelly Sherrell.

INFORMATION WE COLLECT FROM YOU

We will collect and process the following data about you:

- **Information you give us:** This is information about you that you give us by filling in forms on any of the websites listed above or by corresponding with us by phone, e-mail or otherwise. The information you give us may include your name, address, e-mail address and phone number as well as preliminary information about your entry to the school (child(ren), name(s) and age(s), proposed term of entry etc.).
- **Information we collect about you:** This is information that we collect automatically about your visit during your time on the Site. It typically involves technical information and is often collected using small data files called “cookies”. This information helps us to provide you with a good experience when you browse the Site and also to indicate where the Site requires improvement.
- **Information we receive from other sources:** This is information we receive about you if you use any of the other websites we operate or the other services we provide. In this case we will have informed you when we collected that data if we intend to share those data internally and combine it with data collected on this site. We will also have told you for what purpose we will share your data. This also includes information that we receive from business partners, sub-contractors in technical, advertising networks, analytics providers etc. We will notify you when we receive information about you from them and the purposes for which we intend to use that information.

USES MADE OF THE INFORMATION

We use information held about you in the following ways:

- to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about, such contact will only be made by email or SMS, from which you can opt out at any time;
- to notify you about changes to our service;
- to administer the Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve the Site to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep the Site safe and secure;

- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- to comply with our record keeping and information storage obligations and policy (please see the “Disclosure of your information” section below);
- **Information we receive from other sources.** We will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).

DISCLOSURE OF YOUR INFORMATION

We may share your personal information with:

- Selected third parties including:
- business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you;
- analytics and search engine providers that assist us in the improvement and optimisation of the Site.

We will disclose your personal information to third parties:

- in the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets;
- if we or substantially all of our assets are acquired by a third party, in which case personal data held by us about our pupils, parents and interested parents will be one of the transferred assets;
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation
- to protect our rights, property, or safety, or those of our parents, pupils, or others.

No disclosure or transfer of your information will be to persons or entities outside of the European Economic Area (EEA).

WHERE WE STORE YOUR PERSONAL DATA

All information you provide to us is stored on our secure servers within the EEA in accordance with our data retention policy and we will take reasonable steps to protect your information in accordance with this policy, including without limitation:

- installing a secure firewall;
- using antivirus protection software;
- encrypting data;
- carrying out regular backups.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the Site: any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

YOUR RIGHTS

You have the following rights under law in respect of your personal information:

- the right to be informed about the collection and use of your personal information;
- the right of access to your information to verify the legality of our use of it;
- the right to request that inaccurate or incomplete information about you is rectified;
- the right to request the deletion or removal of your information where there is no further reason for us to use it (such as you have withdrawn your consent or we no longer provide your children with education);
- the right to restrict the use of your information;
- the right to obtain and reuse the information that we have about you for your own purposes;
- the right to object to certain uses (such as for marketing purposes); and
- the right not to be subject to a decision that has a legal effect on you that has been based on an automated decision.

Should you wish to exercise any of these rights, you may do so at any time by writing to us at the address given below.

If you feel that your rights have been breached in any way, you should contact Kelly Sherrell at the address given below or lodge an official complaint with the Information Commissioner's Office via their website (<https://ico.org.uk>)

The Site may, from time to time, contain links to and from the websites of our partners, advertisers and affiliates. If you follow a link to any of these

websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

CHANGES TO OUR PRIVACY POLICY

Any changes we make to our privacy policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our privacy policy.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to Kelly Sherrell at the Inspirational Learning Academies Trust, based at Newstead Primary Academy, Waterside Drive, Blurton, Stoke-on-Trent, ST3 3LQ or newstead@nmat.org.uk

CONSENT TO CONTACT

If you would like to revoke or amend your consent for The Inspirational Learning Academies Trust, comprising of; Newstead Primary Academy, Whitfield Valley Primary Academy and Norton-le-Moors Primary Academy, to contact you via various means, please contact the office of the site holding your details, either in person, or using the following email addresses/telephone numbers:

Newstead Primary Academy: 01782 235490 newstead@nmat.org.uk

Whitfield Valley Primary Academy: 01782 234570 whitfieldv@nmat.org.uk

Norton-le-Moors Primary Academy: 01782 234792 norton@nmat.org.uk