

# Southfields Academy Website Privacy Policy

This policy sets out how Southfields Academy uses and protects any information you provide when you use this website.

Southfields Academy is committed to ensuring that your privacy is protected. If we ask you to provide information by which you can be identified when using this website, it will only be used in accordance with this privacy statement.

Southfields Academy may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1 September 2017.

## What we collect

We may collect the following information

- Parent and child's names
- Contact information including email address
- Other information relevant to pupil admission and enquiries

## What we do with the information we gather

We use this information

- To process your application
- For record keeping and internal analysis
- For advertising and marketing purposes.

## Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## How we use cookies

When we provide services, we want to make them easy, useful and reliable. Where services are delivered on the internet, this sometimes involves placing small amounts of information on your device, for example, computer or mobile phone. These include small files known as cookies. They cannot be used to identify you personally.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to your needs. We use this information for statistical analysis purposes and then the data is removed from the system.

E4education sets cookies to help us accurately estimate the number of visitors to the website and volumes of usage. This is to ensure that the service is available when you want it and fast.

For further details on the cookies set by e4education, please refer to the e4education website

## Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## Controlling your personal information

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to Southfields Academy, 333 Merton Road, London SW18 5JU.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.