

## Privacy Notice – Website Use and Privacy

*This Privacy Notice has been written to inform you about how The Dales School processes your personal data when you visit our website. **This notice only applies to how the school uses your data when you visit our website. For more information about how the school uses personal data in general please see our other privacy notices.***

### Who are we?

The Dales School is a 'Data Controller' as defined by Article 4 (7) of GDPR for all processing activities less those with Facebook. This means that we determine the purposes for which, and the manner in which, your personal data is processed. We have a responsibility to you and your personal data and will only collect and use this in ways which are compliant with data protection legislation.

The Dales School is a Local Authority, all age specialist school for cognition and learning located in North Yorkshire.

This privacy policy explains how we use any personal information we collect about you when you use this website or any of our services, including:

- What information we collect about you
- How we use the information about you
- How we store and secure information we collect
- Access to your information and correction
- Cookies
- Other websites
- Changes to our privacy policy
- How to contact us

### What information we collect about you

We collect information when you voluntarily complete customer surveys, provide feedback or sign up for our newsletter. Website usage information is collected using cookies.

### How we use the information about you

We may use your information collected from the website to personalise your repeat visits to our website. We will not share your information for marketing purposes with other companies.

### How we store and secure information we collect

We use data hosting service providers in the United Kingdom to host the information we collect and use technical measures to secure your data and access to it. While we implement technical measures to protect your information, no security system is impenetrable and due to the inherent nature of the Internet, we cannot guarantee that data, during transmission through the Internet or while stored on our systems or otherwise in our care, is absolutely safe from intrusion by others.

### Access to your information and corrections

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email or write to us at the following address: The Dales School, Morton on Swale, Northallerton, North Yorkshire, DL7 9QW. We may make a small charge for this service. We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

#### Other websites

Our website contains links to other websites. This privacy policy only applies to this website so when you link to other websites you should read their own privacy policies.

#### Changes to our privacy policy

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on 23rd May 2018.

#### How to contact us

Please contact us if you have any questions about our privacy policy or the information we hold about you: using our Contact Us page, or by writing to us at: The Dales School, Morton on Swale, Northallerton, North Yorkshire, DL7 9QW.

The Dales School is a Joint Data Controller with Facebook (Ireland Ltd) as defined by Article 26 of GDPR for the cookie and insight data collected through the use of their 'Like' buttons that inserted as widgets on our website.

Contact details for Facebook are:

Facebook Ireland Ltd.  
4 Grand Canal Square  
Grand Canal Harbour  
Dublin 2  
Ireland

The school has appointed Veritau Ltd to be its Data Protection Officer (DPO). The role of the DPO is to ensure that the school is compliant with GDPR and to oversee data protection procedures. Veritau's contact details are:

Data Protection Officer  
Veritau Ltd  
County Hall  
Racecourse Lane  
Northallerton  
DL7 8AL



[schoolsDPO@veritau.co.uk](mailto:schoolsDPO@veritau.co.uk)  
01609 53 2526

When you visit our website we want to ensure that it offers the best service to our users.

#### What are Analytics?

Analytics collect standard internet log information and details of visitor behaviour patterns. This is done to find out such things as the number of visitors to the various parts of the site, these are collected through the use of third-party widgets (Google Analytics). These will be referred to as cookies throughout this privacy notice.

#### What are cookies?

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. Cookies are anonymous and contain no personal information that will identify you personally.

You can set your browser not to accept cookies. However, some of our website features may not function as a result. For further information visit [www.aboutcookies.org](http://www.aboutcookies.org).

We use third-party Google Analytics widgets (standalone application that is inserted into the website i.e. a newsfeed or banner) on the site. These widgets may set their own cookies, and they also may use cookies that we have no control over. However, the cookie information from each of these sites is usually anonymous, unless you are logged in to those third-party systems while you are on our website.

### What do we use cookies for?

We use cookies so that:

- We can distinguish you from other users of our website and provide a good experience
- We can remember the information you've provided us with while on our website, so you don't have to keep re-entering the information whenever you visit a new page
- We can look at how you use our website so that we can improve it for other users.

We do not use cookies to:

- Monitor your usage of other websites (privacy intrusive cookies)
- collect any personal information about you (without your express permission);
- collect any sensitive information;
- pass data to any advertising networks;
- pass personal data to third parties.

### What cookie types do we use?

Analytics and customization cookies:

These cookies collect information that is used either in aggregate form to help us understand how our Websites are being used or how effective our marketing campaigns are, or to help us customize our Websites for you.

Name: `_ga`

Purpose: It records a particular ID used to come up with data about website usage by the user. It is a HTTP cookie that expires after 2 years.

Provider: `.thedalesschool.org`

Service: Google Analytics View Service Privacy Policy

Country: United Kingdom

Type: `http_cookie`

Expires in: 1 year 11 months 29 days

Name: `_gat#`

Purpose: Enables Google Analytics regulate the rate of requesting. It is a HTTP cookie type that lasts for a session.

Provider: `.thedalesschool.org`

Service: Google Analytics View Service Privacy Policy

Country: United Kingdom

Type: `http_cookie`

Expires in: 1 minute

Name: `_gid`

Purpose: Keeps an entry of unique ID which is then used to come up with statistical data on website usage by visitors. It is a HTTP cookie type and expires after a browsing session.

Provider: `.thedalesschool.org`

Service: Google Analytics View Service Privacy Policy

Country: United Kingdom

Type: `http_cookie`

Expires in: 1 day

### How do we obtain consent for the use of cookies?

When you first visit our sites using a new browser, or if you visit in private browsing mode, we will provide you with a cookies permission banner seeking your consent to use of cookies as required by law.

### How do I erase or opt out of the use of cookies?

You can change your cookie preferences at any time through our cookie banner, but please be aware that opting out of cookies may affect your user experience on our website.

Alternatively, most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>

You can also use specialist software that protects against malicious cookies. These applications can be customised to let you change the content of the cookies you want to receive or will allow to be stored on your device.

### Purpose and lawful basis for processing

The lawful basis we rely on to process your personal data is either Article 6(1)(a) of the GDPR, for example when we require your consent for the optional cookies we use, or Article 6(1)(f) which allows us to process personal data when it's necessary for our legitimate interests. For example in order to maintain the integrity of our IT systems and the continuity of our business.

### What are my rights?

You have the rights to withdraw consent at any time for the use of optional cookies, as we also process your personal data for legitimate interests as stated above, you have the right to object to our processing of your personal data. There are legitimate reasons why we may refuse your objection, which will depend on why we are processing it.

### Copyright

Any information on this website, including but not limited to graphics, design, text, and images are subject to Copyright which belongs to the School or a third party that has given permission for the School to use this information. The School grants permissions to electronically copy, print to hard copy, or transfer such material so long as it is for school business only.

### Disclaimer and External Links

The School makes every effort to ensure the content on this website is correct and factual. The School accepts no liability for any inconvenience or loss caused by reliance on any information contained on this website.

The School makes every effort to ensure links to external websites are secure. The School accepts no liability for the privacy practices of those external websites.

### **Who to contact if you have concerns over how your personal data is being handled**

If you have any concerns about the way we have handled your personal data or would like any further information, then please contact our DPO on the address provided above.

If we cannot resolve your concerns you may also complain to the Information Commissioner's Office (the Data Protection Regulator) about the way in which the school has handled your personal data. You can do so by contacting:

First Contact Team  
Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow Cheshire  
SK9 5AF  
[casework@ico.org.uk](mailto:casework@ico.org.uk) // 0303 123 1113