

Privacy, Data Protection & Media Policy

Creative Makers

Policy Lead / Data Controller: Rebecca Knee/ Tom Knee

Review Date: 01.01.2026

Next Review Date: 01.01.2027

1. Policy Statement

Creative Makers is committed to protecting the privacy, dignity and personal data of all children, families, staff and partners. We recognise that sensitive information is entrusted to us and we take this responsibility seriously.

We comply with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**. Personal data is handled lawfully, fairly and transparently.

2. Purpose of Data Collection

We collect and hold information in order to:

- Safeguard children
- Provide safe and appropriate support
- Communicate with parents and carers
- Respond to medical needs
- Meet legal and insurance requirements
- Work with schools and professionals where appropriate

We only collect information that is necessary for these purposes.

3. Types of Information We May Hold

This may include:

- Child's name, date of birth and address
- Parent/carer contact details
- Emergency contact information
- Medical needs and allergies
- SEND information and EHCP details
- Attendance records
- Safeguarding records

- Session notes or observations
- Incident or accident reports

Some of this information is considered sensitive and is treated with additional care.

4. How Information is Stored

We ensure that information is kept secure:

- Digital files are password protected
- Paper records are stored in locked storage
- Access is limited to authorised individuals
- Devices used for work purposes are kept secure

We take reasonable steps to prevent loss, misuse or unauthorised access.

5. Information Sharing

Information is only shared when:

- There is parental consent
- It is necessary for safeguarding
- Required by law
- Needed to work with schools or professionals supporting the child

Safeguarding concerns may be shared without consent if a child is at risk of harm.

6. Confidentiality

Staff treat all personal information as confidential. Discussions about children and families are held privately and only with relevant professionals.

However, confidentiality cannot be guaranteed where safeguarding concerns exist.

7. Data Retention

Information is kept only for as long as necessary to meet legal, safeguarding or operational requirements. When no longer required, data is securely destroyed.

8. Photography, Video and Media Use

We recognise that images of children are personal data and must be handled carefully.

- Written consent is obtained before taking photographs or videos
- Images are used only for agreed purposes
- Images may be shared with parents privately
- Images used for promotional purposes (e.g., website) require specific consent
- Children's full names are not published alongside images

Images are stored securely and deleted when no longer needed.

9. Website and Online Privacy

Our website includes a privacy notice explaining how data is used. Cookies may be used to improve website functionality in line with legal requirements.

10. Individual Rights

Parents and carers have the right to:

- Access their child's information
- Request corrections
- Request deletion where appropriate
- Withdraw consent for media use

Requests should be made to Rebecca Knee.

11. Data Breaches

Any suspected data breach is taken seriously, investigated promptly and managed in line with data protection guidance.

12. Policy Review

This policy is reviewed annually or when legislation changes.

Creative Makers is committed to handling personal information with care, respect and transparency.