



# **Brierley CE (VC) Primary School**

## **Website Privacy Policy**

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| <b>Approved by<br/>Governing Body:</b> | Autumn 2025 |
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| <b>Last reviewed:</b> | September 2025 |
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| <b>Next review:</b> | September 2026 |
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## Our Vision

Though we are many, we are one body. Together, we learn and grow.

God is at the heart of all we do, shining His light to guide us on our journey. Together, we face change and transformation with courage.

In love, we nurture all to be resilient, hopeful and aspirational; to become the very best version of ourselves, knowing that we are loved.

Each member of our school community is honoured and celebrated for their unique character and qualities: difference is met with dignity and compassion. Though we are many, we are one body.

Our community at Brierley stretches beyond the school, where we share God's message of love through our actions, our thoughts and our words as we continue on life's path.

This Policy applies solely to the school's website hosted at <http://www.brierleyschool.com>

The purpose of this website:

- to comply with The School Information (England) (Amendment) Regulations 2012 and 2016 and other relevant legislation stating that a school has a statutory requirement to publish specific information on its website.
- to disseminate and share other school information efficiently with staff, parents, pupils and stakeholders.
- to celebrate achievement.
- to chronicle and evidence curriculum expansion.

Personal Data:

- Personal data of visitors to the website is neither collected nor stored by the website and thus cannot be shared or distributed.
- Images and text appearing on the website are vetted and submitted by a member of the school's SMT.
- Images of individuals which may appear on the website do so with permission granted via the school's media consent arrangements.
- eSafety guidelines are adhered to and steps are taken to ensure that no individual in any image is identifiable by name.
- Visitors wishing to contact the school via the contact form are required to enter name and email address with the message that they wish to convey. Upon submission, the information is sent to the designated recipient via standard protocols. The data contained in these messages is not stored by the website.
- The SLT will act promptly to rectify any information brought to their attention regarding the use of data which is found to be inaccurate or in contravention of advice/legislation.

Cookies:

- Cookies are small snippets of text that are placed on a user's machine to help websites provide a better user experience. In the wider world, cookies can be used to retain user preferences and store information for things like shopping carts used in making online purchases.
- The Content Management System software that underpins this website **only** uses cookies in order to keep track of the number of unique visitors that view the site. In other words, to see how many people are visiting us and so that we do not count people twice. Cookies expire on a regular basis and are not stored permanently.

- **Data Used:** IP address, WordPress.com user ID (if logged in), WordPress.com username (if logged in), user agent, visiting URL, referring URL, timestamp of event, browser language, country code.
- **Activity Tracked Anonymously:** Post and page views, outbound link clicks, referring URLs and search engine terms, and country. When this module is enabled, Jetpack also tracks performance on each page load that includes the Javascript file used for tracking stats. This is exclusively for aggregate performance tracking across Jetpack sites in order to make sure that our plugin and code is not causing performance issues. This includes the tracking of page load times and resource loading duration (image files, Javascript files, CSS files, etc.).
- **Important: Neither the school nor the website administrator has access to any of this information via this feature.** For example, a site owner can see that a specific item has been viewed 285 times, but he/she cannot see which individual visitors viewed that item. Stats logs — containing visitor IP addresses and WordPress.com usernames (if available) — are retained by the system provider [Automattic](#) (WordPress) for 28 days and are used for the sole purpose of powering this feature.
- Users should be aware that service providers such as YouTube or Twitter also use cookies which may be stored on a visitor's computer. This may be the case if the school elects to avail itself of such services by using embedded video or newsfeeds.
- As a rule, cookies will make a user's browsing experience better. For instance, a cookie is used to prevent the statutory cookie consent notification from popping up every time a visitor views the website. However, for visitors preferring to disable cookies, the most effective way to do this is to disable cookies in your browser. Visitors wishing to disable cookies should consult the Help section of their browser or look at <http://www.aboutcookies.org.uk> which offers guidance for all modern browsers.