

Parental Involvement & Engagement Census (PIE) Privacy Statement

WHY DO WE NEED YOUR OPINIONS ABOUT SCHOOL EDUCATION IN NORTH AYRSHIRE?

This notice provides clarification on the purpose of the Parental Involvement and Engagement Census (PIE Census), what information North Ayrshire Council will collect from you should you wish to participate in the Census and what will happen to this information. The PIE Census is being rolled out by the Scottish Government across all Local Authorities in Scotland to ensure consistency in the data which is collected around parental involvement and engagement. The National Action Plan on Parental Engagement, as well as the National Improvement Framework require evidence to ensure their aims are being delivered. The PIE Census aims to rationalise the collection of Parental Involvement and Engagement data by providing a set of questions all local authorities will ask in their local area. Further information on the PIE Census can be found using the following link:

<https://www.gov.scot/publications/parental-involvement-and-engagement-census/>

WHY DO WE NEED YOUR PERSONAL INFORMATION AND WHAT DO WE DO WITH IT?

The survey will ask you a set of questions about your child's school and your engagement with the school for statistical and research purposes. We ask you for some personal information as detailed below. This information will not be used to identify you and is solely for the purposes previously outlined. The following is a list of the personal information we will ask you for within the PIE Census:

- Your Child's School Name
- Your Views of your Child's School
- Your Views of your Child's School Parent Council
- Your Views of Family Learning
- Your Home Postcode
- Your Gender
- Your Age Group
- Your Ethnic Group

There is no requirement to complete any of the questions you do not wish to complete, except the name of your child's school.

The information you provide will be used for statistical and research purposes only. It will be used by North Ayrshire Council to identify where the barriers to parental engagement can be found in North Ayrshire. We will use this information to identify areas of good practice which can then be shared across the Authority. Your information will be used to enhance parental engagement provisions across North Ayrshire and guide future practices.

LEGAL BASIS FOR USING YOUR INFORMATION

The processing of this information is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the data controller. Information is required to allow us to evaluate the level and quality of parental engagement as per our statutory duty under the Scottish Schools (Parental Involvement) Act 2006 and

the National Improvement Framework. The legal basis for processing the information is for statistical purposes only.

SPECIAL CATEGORY DATA

Data Protection legislation defines Special Category Data as data relating to the processing of personal data regarding racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership and the processing of genetic data, biometric data, data concerning health or data concerning a person's sex life or sexual orientation.

Information on your ethnic origin is requested within the survey. However, you are under no obligation to complete those fields if you do not wish to do so.

Special Category Data is collected by us and processed to develop meaningful statistical analysis for schools, so that they are more aware of parental views in specific segments of the community.

WHO IS RESPONSIBLE FOR YOUR INFORMATION?

SmartSurvey, a UK based provider of digital survey solutions, will be the medium in which you will complete the PIE Census. As this is a Scottish Government initiative, this system has been purchased by them to allow the PIE Census to take place. On completion of the PIE Census, North Ayrshire Council will download the information from SmartSurvey and as such, North Ayrshire Council will be Data Controllers of this information in accordance with Data Protection law. This information will then be shared with the Scottish Government for statistical and research purposes who will then become Data Controller in their own right for this information. The Scottish Government may then share this data with internal or external partners for statistical and research purposes only where sharing is lawful and ethical. For further information on Data Protection, the role of the Data Controller, Data Protection Officer and Contact Details for the Council, please refer to the [Privacy Policy](#) on the Council's website or contact the Council's Data Protection Officer: dataprotectionofficer@north-ayrshire.gov.uk

WITH WHOM DO WE SHARE YOUR INFORMATION?

The survey results will be processed and analysed primarily in North Ayrshire for the purpose of informing the Parental Engagement Strategy. The analysis will be shared internally within the Council and with school management, without identifying individual responses at any point.

The information you provide will also be shared with the Scottish Government to allow them to produce a national level report and for statistical and research purposes. The information collected through the PIE Census will inform the Scottish Government's progress against national strategies and provide evidence driving policy change.

This information will be securely shared with the Scottish Government, in line with the Data Protection legislation, who will then become Data Controller in their own right for this information. The Scottish Government may then share this data with internal or external partners for statistical and research purposes only where sharing is lawful and ethical. No identifying information will be disclosed by the Scottish Government in the production of their national report.

HOW LONG DO WE KEEP YOUR INFORMATION FOR?

We will only keep your information for the minimum period necessary. The anonymised dataset shared with the Scottish Government is meant for statistical and research purposes only and – as per governing legislation - can be kept indefinitely.

INDIVIDUALS' DATA PROTECTION RIGHTS

Individuals have certain rights in relation to the collection and use of their data under Data Protection legislation. In the case of information collected for research and statistical purposes, these rights face some restrictions. Further details on individuals' rights can be found in the Council's [Privacy Statement](#) or by contacting the Council's Data Protection Officer; via the Council website.

For general information on how North Ayrshire Council is treating your data under the data protection legislation please go to: <https://www.north-ayrshire.gov.uk/council/access-to-information/data-protection-act.aspx>

COMPLAINTS

We aim to directly resolve all complaints about how we handle personal information. If your complaint is about how we have handled your personal information, you can contact the Council's Data Protection Officer by email at dataprotectionofficer@north-ayrshire.gov.uk.

If your complaint is not about a data protection matter you can find details on how to make a complaint on our website at <https://www.north-ayrshire.gov.uk/contact-us/complaints-and-feedback/complaints-and-feedback.aspx>