

## **East Ayrshire Council Parental Involvement and Engagement Census Privacy Notice**

This notice provides clarification on the purpose of the Parental Involvement and Engagement Census (PIE Census), what information East 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 links:

Primary - <https://www.smartsurvey.co.uk/s/EACPrimaryParentalSurvey/>

Secondary - <https://www.smartsurvey.co.uk/s/EACSecondaryParentalSurvey/>

Special - <https://www.smartsurvey.co.uk/s/EACSpecialSchoolParentalSurvey/>

### **What personal data do we need and why?**

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. We require this information to help us to identify where the barriers to parental engagement can be found. This information allows us to target these barriers to improve engagement across East Ayrshire. 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 age group
- Your gender
- Your ethnic origin
- The name of your child's school
- Your home postcode
- Your views on your child's school and learning

There is no requirement to complete any of the questions you do not wish to complete.

## **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, East Ayrshire Council will download the information from SmartSurvey and as such, East 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 Statement](#) on the Council's website or contact the Council's Data Protection Officer.

The Council's Data Protection Officer can be contacted by email:  
[information.governance@east-ayrshire.gov.uk](mailto:information.governance@east-ayrshire.gov.uk)

## **How will we use your information?**

The information you provide will be used for statistical and research purposes only. It will be used by East Ayrshire Council to identify where the barriers to parental engagement can be found in East 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 East Ayrshire and guide future practices.

## **What is the lawful basis for processing the data?**

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.

## **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.

When Special Category Data is collected by us, the lawful basis for processing is:  
(1) the processing is necessary for statistical purposes.

## **Who will we share your information with?**

The information you provide will 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 principles of the General Data Protection Regulations and the Data Protection Act 2018, who will then become Data Controllers 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?**

We will only keep your information for the minimum period necessary. After this time, information is deleted/destroyed in accordance with the Council's retention schedule.

## **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; contact details above and on the Council's main Privacy Statement, via the website.