



Federation Of Abbey Schools

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## Communications Policy

*Date of Issue: May 2022*

*To be Reviewed: May 2025*

We are regularly asked to distribute marketing materials to promote local clubs, events or activities to our parents using either their email addresses (ParentMail) or directly via book bags.

This policy has been developed with reference to data protection regulations, particularly the use of data for purposes other than for which it was provided, to give clarity on how we will respond to such requests.

Please refer to this policy when replying to such requests to ensure we are providing a consistent response.

### **Unsolicited Marketing Messages**

For the purposes of the regulations on privacy and electronic communications controlling marketing, 'unsolicited' means something that is not invited by the recipient. The prohibitions apply to unsolicited marketing messages sent by electronic mail to individuals, and senders cannot send such messages unless they have the recipient's prior consent to do so.

The strict 'opt in rule' is relaxed if three strict criteria are satisfied:

1. The recipient's email address was collected in the course of a sale or negotiations for a sale;
2. The sender only sends promotional messages relating to its similar products and services and
3. When the address was collected, the recipient was given the opportunity to opt out and didn't take it.

The opportunity to opt out must be given with every subsequent message and failing to opt out when given the chance is not the same as giving consent.

Parents/ Carers provide email addresses for the purpose of obtaining information about the school and activities specifically related to the school such as trips, competitions or other activity linked to the curriculum. We do not have their express consent to use their data to send information about third party businesses or activities, and it would place an administrative burden on the school to manage this level of consent.

As we do not meet the criteria stated above, we have taken the decision not to send information directly to parents, but rather to highlight where they can source information about events should they wish to do so.

This also protects the school's reputation as we are not actively promoting any profit making organisation over which we have no control.

### **Direct Mail**

Direct mail marketing, in our case leaflets/ information sent out via book bags, does not require the same consent. If we can show the information we provide using this method is of legitimate interest to those receiving it, the need for consent disappears.

However, given limited resources in school, we have to consider how we manage this too. As such, the school has made a decision only to provide information in book bags from not for profit organisations and to support local authority run educational events.

Anything that sits outside the criteria shown in the table below should be referred to SLT

Promotional information	Book Bags	Notice board	Social Media	Website	ParentMail weekly comms
Links to events our school is actively taking part in e.g. sports/ choir/ drama competitions/ charity committee events	✓	✓	✓	✓	✓
Additional services offered directly by the school such as wrap around care and holiday clubs. <i>(Care should be taken to distinguish between school run clubs and those run by third parties from our premises - with all administration of externally managed clubs being directed to the club)</i>	✓	✓	✓	✓	✓
Regular lettings We will refer parents to our <a href="#">website</a> for further information regarding regular lettings. All queries should be directed to the club using the contact details on the site. We may give details of how to register interest in a club held on our site periodically via ParentMail. Information relating to holiday clubs held elsewhere are the responsibility of the club to promote		✓	✓	✓	
Not for profit events aimed specifically at our children's age group, for example, events held at local libraries or family centres.	✓	✓	✓	✓	✓
Information relating to child safety or safeguarding, e.g. E-safety newsletters, pedestrian training, cycle proficiency	✓	✓	✓	✓	✓
Primary Times <i>(Although this publication contains information about businesses/ clubs etc. we are not 'promoting' only passing on relevant information that is relevant to the audience).</i>	✓	✓			
School photography information <i>(Although this is a profit making organisation, regular opportunities to purchase school photographs is an expected offering from the school and one which we can reasonably assume parents may be interested in receiving information about).</i>	✓	✓	✓	✓	✓
Profit making events relevant to our audience, e.g. Pantomime, Theatre Hulabaloo, Sports events etc.		✓			

Responses to marketing requests:

1. Happy to support

Dear XXXXXX,

Thank you for your enquiry regarding the promotion of **specify club/ event**.

We are pleased to support this request and will **add specific details e.g. add this poster to our website/ post on our parent noticeboard etc.**

Regards

J Briggs

Head Teacher

2. Unable to support

Dear XXXXXX,

Thank you for your enquiry regarding the promotion of **specify club/ event**.

As you may be aware, data protection legislation states that unsolicited marketing information should not be sent to our parents' email addresses without their express consent. Managing this level of consent would put an administrative burden on the school, so our policy currently states we will not use any of our regular communications to actively promote any profit making organisation. We have also taken the decision not to 'mail drop' our parents by adding promotional information to book bags.

This said, we are more than happy to direct parents to our notice boards in each school foyer where they can, if they chose, select leaflets or gather information from posters about **specify event**. As such I would encourage you to let us have any poster or leaflets as soon as possible so we can display them for you

Regards

J Briggs

Head Teacher