

GDPR NEWSLETTER



Welcome to the latest edition of Firebird's GDPR newsletter for schools.

As the year winds down and the festive activities begin, it's a perfect moment to tighten processes, refresh good habits, and prepare for the busy term and new year ahead.

Preparing for festive events

The run-up to Christmas is one of the most 'image-heavy' periods in a school's calendar.

Winter fairs, nativities, concerts and assemblies all bring an increased risk of accidental data breaches if permissions and personal data are not managed carefully.



Seasonal tips



Publishing images

- Double check image and video consent lists before photographing or filming Christmas events and publishing these on the school's website or social media channels.
- Remind parents/families about your school's expectations around taking photos and sharing them on social media, where other pupils are identifiable.

Christmas cards

- Don't share class lists with parents so they can send personalised Christmas cards to classmates.

Raffle tickets and gift aid

- Remember to keep raffle ticket stubs and gift aid forms secure, as they often contain personal data such as names, telephone numbers and addresses.

Personal Data Breaches to Avoid

As the end of term approaches and workloads intensify, schools often see a rise in preventable personal data breaches. Below are some of the most common pitfalls to look out for and avoid during this busy period:

- Emails or letters sent to the wrong parent, or the wrong attachment included, often in the rush to finalise reports.
- Emails sent without using the BCC field, unintentionally exposing parents' private email addresses.
- Confidential paperwork left unattended during nativity rehearsals, concerts or classroom preparations.
- Visitors or contractors entering areas where sensitive information is visible on walls, desks or computer screens.
- Pupil names or images published without appropriate consent.
- Documentation shared with colleagues, governors or external professionals that has not been adequately redacted.
- Confidential paperwork taken home to complete over the holiday period and subsequently lost, misplaced or accessed by unauthorised individuals.

Taking a moment to double-check before you send anything, clearing away sensitive papers before visitors come in, and only taking home the documents you genuinely need and keeping it secure, all help to prevent those easy end-of-term mistakes.

Email us: dpo@firebirdltd.co.uk

Meet Firebird's GDPR Mascots

Lulu and Loki



Parents and students can request access to their records, including safeguarding notes and emails, therefore write these carefully and professionally.

Joke corner

Mrs Claus told Santa to stop tracking everyone's movements, apparently "*he sees you when you're sleeping*" isn't exactly GDPR friendly.



Managing AI Safely in Schools

AI is increasingly used for planning, marking support and admin tasks, and can ease workload when handled responsibly. However, it also brings risks, including data protection issues, bias and unfairness, inappropriate content, safeguarding concerns, educational impact, cyber threats and potential reputational harm.

Staff should use only approved tools, never enter personal data into public AI platforms, and review AI-generated content carefully. Clear communication, up-to-date policies and proper assessment of higher-risk tools all help keep AI use safe and appropriate.

With sensible oversight and human judgement at the centre, AI can support teaching without introducing unnecessary risk. Schools should develop an AI Policy outlining expectations for staff and provide AI awareness training to ensure everyone understands the risks and uses these tools responsibly.



Artificial Intelligence Governance Toolkit:

Primary School & Secondary School AI Toolkits:

- Model AI policy
- Acceptable Use Agreements
- Guide to managing AI risks
- AI training animation videos for staff, pupils and students
- Consultation letters with parents, pupils and students
- DPIA for generative AI tools like ChatGPT, Copilot and Gemini

....and more!

From only £400 (ex VAT)

Order your AI Toolkit today:
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Pupils should receive AI awareness training too, to help keep them safe! Include this as part of PSHE or ICT lessons.

