



From mountain to sea

## Privacy Notice – MarvellousMe

The Data Controller of the information being collected is Aberdeenshire Council.

The Data Protection Officer can be contacted at Town House, 34 Low Street, Banff, AB45 1AY.

Email: [dataprotection@aberdeenshire.gov.uk](mailto:dataprotection@aberdeenshire.gov.uk)

**MarvellousMe is a web and app-based solution that allows teachers to share and celebrate news with parents about their child/children’s learning journey.**

**The result is better parental engagement, more home conversations about school, easier topic practice and greater at-home support, ultimately delivering improved happiness, motivation and outcomes for children.**

**Schools benefit from better learning and behavioural outcomes, and time, costs and administrative savings. Teacher workload is not significantly affected.**

**MarvellousMe is easy for teachers to use, free for parents to join up to, and provides the school leaders with the visibility, control and management tools to ensure that parent engagement is effective and consistent in every class.**

Your information is being collected to use for the following purposes:

- **To enable teachers to share information with parents/carers about pupils’ progress.**
- **To improve communication and interaction between schools and parents.**
- **To provide ideas and resources to help parents/carers continue their children’s learning.**

Your information is being collected by Aberdeenshire Council.

The Legal Basis for collecting the information is:

<b>Personal Data</b>
<b>Consent</b> 6(1)(a) – Consent of the data subject

**Your information will be shared with the following recipients or categories of recipient:**

MarvellousMe and its technical partner CloudThing Limited. Both are UK businesses and the data is hosted in the UK. The data is shared with them so they can provide the service and support to the school.
---

**The retention period for the data is:**

The contractual term that the school uses MarvellousMe, or 90 days after your child has been removed from the MarvellousMe system. This 90 day period exists to enable parents to download a keepsake MemoryBook (pdf) of their children’s MarvellousMe activities and badges.
--

Please note that you have the following rights:



## From mountain to sea

- to withdraw consent at any time, where the Legal Basis specified above is Consent;
- to lodge a complaint with the Information Commissioner's Office (after raising the issue with the Data Protection Officer first);
- to request access to your personal data;
- to data portability, where the legal basis specified above is:
  - (i) Consent; or
  - (ii) Performance of a Contract;
- to request rectification or erasure of your personal data, as so far as the legislation permits.