



Privacy Notice – Glasgow Motivation and Wellbeing Profile (GMWP)

Date notice written: 7 October 2025

Why is this information being processed?

The information provided by you will be used by Perth and Kinross Council to support the emotional wellbeing of children and young people. At school level, this will be through wellbeing conversations and targeted support for wellbeing. At local authority level, the anonymised data will be used to monitor emotional wellbeing of children and young people over time and to identify areas for improvement, including where specific support for particular groups would be beneficial.

Who is processing this information?

The personal information you have provided will be processed by Perth and Kinross Council, Council Building, 2 High Street, Perth, PH1 5PH. Email Enquiries@pkc.gov.uk or telephone 01738 475000.

Why is it lawful for the Council to process this information?

The Council is permitted to process your personal data in this way because processing is necessary for the performance of a task carried out in the public interest of in the exercise of official authority vested in the controller under Article 6(1)(e) of the UK General Data Protection Regulation.

The Education (Scotland) Act 1980, which places responsibilities on local authorities to promote and support the education and wellbeing of children.

The Local Government in Scotland Act 2003 states that Local Authorities have a power to do anything which it considers is likely to promote or improve the wellbeing of its area and/or persons within that area.

This processing aligns with the Getting It Right for Every Child (GIRFEC) framework, ensuring that children receive the right support at the right time.

Will any sensitive personal information (Special Category Data or information about criminal convictions etc) be processed?

Personal information gathered through the Glasgow Motivation and Wellbeing Profile may be linked to other information held by the local authority, including special category data, such as

health data, or looked after status. Once the data has been linked, identifiers will be removed, and the information provided in response to the questionnaire will be held anonymously.

If so, why is it lawful for the Council to process this information?

We consider that we are permitted to process this information under the terms of Article 9 (2)(g) of the UK General Data Protection Regulation, which states that processing is “necessary for reasons of substantial public interest, on the basis of Domestic Law which shall be proportionate to the aim pursued, respect the essence of the right to data protection and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject”. In this case, the relevant law is the Education (Scotland) Act 1980. Moreover, this processing aligns with the GIRFEC framework.

Will this information be shared?

Personal information gathered through the Glasgow Motivation and Wellbeing Scale will not be shared with any other organisation.

Your personal information will not be disclosed to third parties unless it is necessary for us to do so to verify its accuracy, prevent or detect crime, protect public funds or where required by law. The Council may check information provided by you, or information about you provided by a third party, with other information held by us.

How long will this information be kept for?

Personal information will be held centrally on Perth and Kinross Council systems for the minimum amount of time required to process it, which in this case will be a school term. After this it will be anonymised and will no longer be personal data.

Personal data from the Glasgow Motivation and Wellbeing Profile will be kept securely at school level for 5 years after school leaving date, as per other educational records. After this time, the data will be deleted.

Personal information rights

Individuals have rights in relation to the information the Council holds about them, including the right to request a copy of their information. You can find out more about your [personal information rights](#) on our website or by contacting the Council’s Information Rights Team at the address below.

Data Protection Officer

The Council has a Data Protection Officer who you can contact in the first instance if you have any questions or complaints about how we are processing your personal information.

Please contact by writing to the Data Protection Officer, Perth and Kinross Council, Council Building, 2 High Street, Perth, PH1 5PH, by emailing DataProtection@pkc.gov.uk or by telephoning 01738 475444.

Information Commissioner's Office

If you want to complain about how the Council has processed your information you have the right to contact the [Information Commissioner's Office](#) via their website or by telephoning 0303 123 1113.

Information Rights Team

If you have any questions about how the Council processes your information, or if you would like a copy of this notice in another language or format, please contact the Information Rights Team:

Information Rights Team
Legal and Governance Services
2 High Street
Perth
PH1 5PH

Email: DataProtection@pkc.gov.uk

Telephone: 01738 477933