

## Alumni relations and fundraising privacy notice

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**Bedales School**

March 2018

## **How we use your information: Alumni relations and fundraising privacy notice**

### **Introduction**

This notice explains **how** and **why** the External Relations Office collects personal information about you when carrying out our alumni relations and fundraising activities. The External Relations Office is part of the School and so the School is ultimately responsible for how this office uses personal data.

This notice also outlines **what we do** with your information and what **decisions** you can make about your information in relation to alumni relations and fundraising.

If you have any questions about this notice please contact the Director of External Relations whose contact details are tel: 01730 711577 or email: [externalrelations@bedales.org.uk](mailto:externalrelations@bedales.org.uk). If the Director of External Relations is not available, you can contact the External Relations Office on tel: 01730 300100, email: [externalrelations@bedales.org.uk](mailto:externalrelations@bedales.org.uk); post: External Relations Office, Bedales School, Church Road, Steep, Petersfield, Hampshire GU32 2DG, in relation to any of the matters set out in this document.

The School works in close conjunction with its linked charities the Bedales Grants Trust Fund and the John Badley Foundation. The proceeds of the School's fundraising work may be used to benefit these charities which provide grants and bursaries to pupils and for capital projects. If you leave a legacy this may benefit the charities. Even though the charities benefit from the School's fundraising work they do not receive information about you for the purposes of fundraising.

The Bedales Association is the name of the alumni organisation, but it is part of the School and is not a separate organisation. The alumni office processes all information about the School's alumni. The Bedales Parents' Association is the name of the parents' body, but it too is part of the School and is operated from the Head's office.

This notice just covers how the School uses your personal data for alumni relations and fundraising purposes. For more information about how the School uses your information more widely (for example, in relation to the provision of education to pupils) please ask the Bursar's office for a copy of the appropriate privacy notice. The Bursar can be contacted as follows: tel: 01730 711561 or email: [bursar@bedales.org.uk](mailto:bursar@bedales.org.uk); post: Bursar's Office, Bedales School, Church Road, Steep, Petersfield, Hampshire GU32 2DG.

### **What is personal information?**

Personal information is information that identifies you as an individual and relates to you.

This includes your contact details, your relationship with the School and financial information.

### **What personal information does the School hold about you and how is this obtained?**

We receive information about you from other teams within the School but only where this is relevant to our work. We hold a specific database with information about alumni, parents, staff, former parents, former staff and other supporters.

You provide us with information about yourself during the course of our relationship with you. For example, when you sign up to receive communications from us or order tickets for events.

We are grateful to individuals for sharing their professional experiences with students in order to inspire them through talks and to assist them through our mentoring and professional guidance scheme. We are also interested to learn of individual's professions as talks from these individuals

may assist us in raising funds for our charitable causes. On occasions therefore, we may obtain information from the public media and internet sites (e.g. LinkedIn) to find information about your ' professional life and to contact you to find out if you would be interested in supporting us by talking at our events.

We will hold information such as:

- the dates when you or your child attended the School (if applicable);
- if you are a former staff member the dates when you worked at the School;
- your contact details;
- information about your achievements and interests;
- where you attended university and your occupation (if applicable);
- information about any bursaries or scholarships you have received;
- how you like to hear from us e.g. whether you have signed up to receive emails from us;
- your involvement with us e.g. if you carry out mentoring of current pupils;
- records of any donations;
- your Gift Aid status if applicable;
- information from articles in the media;
- copies of correspondence;
- any dietary requirements for catering purposes that you have provided; and
- any disability which you may have so that we may make reasonable adjustments for you.

### **Why do we use your personal information?**

We use your information in the following ways:

- to keep you informed about events and activities and in relation to your attendance at those events;
- to facilitate interaction between members of the School community;
- to keep you informed about what is happening at the School;
- in connection with providing financial support for the charitable aims of the School, the Bedales Grants Trust Fund and the John Badley Foundation; and
- in connection with the other ways in which you might support the School (such as when you volunteer).

We will contact you for the above purposes by email, telephone, post or by text message. If you tell us that you do not want to be contacted for any of these purposes then we will of course respect that.

On occasions, the Governing Board may need to refuse a donation. Please see the Acceptance and Refusal of Donations Policy.

We will take photographs or videos of you to use in our publicity, which may include printed material, social media platforms and website.

We will screen the details we have for you against third party databases so that we can check that we have up-to-date contact details for you.

### **How and why does the School share your personal information with third parties?**

- If you use a third party platform to donate (eg. BT MyDonate) then we will receive information about you from them.
- If you use a third party platform to book onto an event (eg. Ticketsource), then we will receive information about you from them.
- In accordance with our legal obligations, will share information with local authorities, the Independent Schools Inspectorate and the Department for Education, for example, where we have any safeguarding concerns.
- On occasion, we may need to share information with the police for the prevention and investigation of crime and the prosecution of offenders.
- We may also need to share information with our legal advisers for the purpose of obtaining legal advice.
- We will need to share information if there is an emergency, for example, if you are hurt whilst on School premises or at one of our events.
- We may need to share information with contractors who help us with our work (e.g. a printing company for our literature).

### **Our legal grounds for using your information**

This section contains information about the legal basis that we are relying on when handling your information.

#### Legitimate interests

This means that we are using your information when this is necessary for our legitimate interests, except when your interests and fundamental rights override our legitimate interests. We rely on legitimate interests to use your information for all of the purposes described above unless consent applies (in which case see below). Specifically, we have a legitimate interest in:

- ensuring that there is an active community of supporters which will benefit the School and members of the School community, such as current and former pupils, parents and staff;
- promoting the objects and interests of the School. This includes fundraising e.g. if we want to raise money for the bursary fund or new buildings;
- safeguarding and promoting the welfare of our pupils with whom you may be in contact e.g. if you arrange work experience or mentor a pupil; and
- ensuring that we comply with our legal obligations.

If you object to us using your information where we are relying on our legitimate interests as explained above please speak to the Director of External Relations.

#### Consent

You can withdraw your consent for us to use your information at any time. Any use of your information before you withdraw your consent remains valid. To withdraw your consent please contact the Director of External Relations at email: [externalrelations@bedales.org.uk](mailto:externalrelations@bedales.org.uk).

#### Necessary for a contract

We will need to use your information in order to perform our obligations under a contract with you, for example, we need your name and contact details so that we can send you tickets for a concert that you want to attend.

#### Legal obligation

On some occasions we will need your information to comply with a legal obligation. For example, we may need to keep a record of who is attending an event so that we can comply with our health and safety obligations.

#### Vital interests

For example, to prevent someone from being seriously harmed or killed.

The School must also comply with an additional condition where it processes special categories of personal information. These special categories are as follows: personal information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic information, biometric information, health information, and information about sex life or orientation.

The School's grounds for processing special personal information will depend on the circumstances:

#### Vital interests:

To protect the vital interests of any person where that person cannot give consent, for example, if they are seriously hurt and are unconscious.

#### Legal claims:

The processing is necessary for the establishment, exercise or defence of legal claims. This allows us to share information with our legal advisors and insurers.

These two conditions may also apply if we ever need to process information about criminal convictions and offences.

## **Sending your information to other countries**

We may send your information to countries which do not have the same level of protection for personal information as there is in the UK, e.g. when communicating with you if you live overseas, or storing your information on computer servers based overseas.

The European Commission has produced a list of countries which have adequate data protection rules. The list can be found here: [http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index\\_en.htm](http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index_en.htm)

If the country that we are sending your information to is not on the list, or is not a country within the EEA (which means the European Union, Liechtenstein, Norway and Iceland), then, in the absence of any other safeguards, it might not have the same level of protection for personal information as there is in the UK.

Where appropriate we may put in place additional safeguards, for example, if we are using a third party to process a payment then we may ask them to contract with us using model data protection clauses provided by the European Commission in the absence of any other appropriate safeguard. If you would like more information about the safeguards that are in place please contact the Director of External Relations.

### **For how long do we keep your information?**

We will keep information about you for as long as we need to do so, in compliance with our data protection and other legal obligations. For example, we will need to retain contact details for you for so long as you want to be part of the school community so that we can communicate with you.

We will also need to keep a record if you tell us that you do not want to hear from us anymore, so that we do not inadvertently add you to our mailing list in the future.

We will keep information about you for a very long time or even indefinitely if we need this for historical, research or statistical purposes. For example, if we consider the information might be useful if someone wanted to write a book about the School.

The School will also keep information for a long time as part of its wider legal and regulatory obligations, even if that information is no longer needed for marketing, alumni relations or fundraising purposes. For more information on how personal information is used by the School more widely please contact the Bursar.

### **What decisions can you make about your information?**

From May 2018 data protection legislation gives you a number of rights regarding your information. Some of these are new rights whilst others build on your existing rights. Your rights are as follows:

- **Rectification:** if information is incorrect you can ask us to correct it.
- **Access:** you can also ask what information we hold about you and be provided with a copy. This is commonly known as making a subject access request. We will also give you extra information, such as why we use this information about you, where it came from and what types of people we have sent it to.
- **Deletion:** you can ask us to delete the information that we hold about you in certain circumstances. For example, where we no longer need the information.
- **Portability:** you can request the transfer of your information to you or to a third party in a format that can be read by computer in certain circumstances.
- **Restriction:** our use of information about you may be restricted to simply storing it in some cases. For example, if you tell us that the information is inaccurate we can only use it for limited purposes while we check its accuracy.
- **Object:** you may object to us using your information where:

- we are using it for direct marketing purposes (e.g. to send you the School newsletter);
- the legal ground on which we are relying is legitimate interests. Please see the section "Our legal grounds for using your information" above;
- we are using it for historical or scientific research purposes or archiving purposes. For example, we may keep photographs of your class for historical reasons.

The Director of External Relations can give you more information about your data protection rights. To exercise any of your rights you can submit your request in writing to The Director of External Relations, Bedales School, Church Road, Steep, Petersfield, Hampshire GU32 2DG.

### **Further information and guidance**

The Director of External Relations is the person responsible at our school for managing how we look after personal information and deciding how it is shared in relation to alumni relations and fundraising.

Like other organisations we need to keep your information safe, up to date, only use it for what we said we would, destroy it when we no longer need it and most importantly - treat the information we get fairly.

This notice is to explain how we use your personal information. The Director of External Relations can answer any questions which you may have.

Please speak to the Director of External Relations if:

- you object to us using your information for marketing purposes e.g. to send you information about fundraising events. We will stop using your information for marketing purposes if you tell us not to; or
- you would like us to update the information we hold about you.

If you consider that we have not acted properly when using your personal information you can contact the Information Commissioner's Office - [ico.org.uk](http://ico.org.uk).