



Privacy Notice – Alumni Relations and Fundraising

Introduction

This notice explains **how** and **why** the Foundation Development & Alumni Relations Office collects personal information about you when carrying out our alumni relations and fundraising activities.

The Foundation Development & Alumni Relations Office is part of The King's 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 Development Director in relation to any of the matters set out in this document, whose contact details are as follows:

Tel: 01905 721719

Email: alumni@ksw.org.uk.

Post: Foundation Development & Alumni Relations Office
The King's School, 5 College Green, Worcester, WR1 2LL

The School works in close conjunction with the charity, The King's School Worcester Development Trust ('The Trust'). The proceeds of The Trust's fundraising work will be used to provide bursaries to pupils as a priority. The Foundation Development & Alumni Relations Office processes all information about the School's alumni and this notice covers how the School uses your personal data for alumni relations and fundraising purposes.

Please note throughout this Policy we refer to 'alumni', however this relates to all individuals with whom we engage from an alumni relations and development perspective, and will include former parents and staff, current parents, pupils and staff and members of the wider community.

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 departments 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 the King's School careers programme. We are also interested to learn of individual's professions as talks from these individuals may assist us in raising funds for The

Trust's 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.

- We may undertake research to identify potential donors and use the information you have provided along with other sources of information to get a better understanding of who you are, so that fundraising communications can be best tailored to you, as well as your likely interests and concerns.

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;
- your involvement with us e.g. if you take part in school talks or careers events;
- 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 King's School Worcester Development Trust; and
- in connection with the other ways in which you might support the School (such as when you volunteer your time or expertise).

We will contact you for the above purposes by email, telephone, post or by text message. If you do not wish to be contacted for any of the above purposes, please inform the Development Team at King's School - using the contact details at the end of this document – and we will of course respect your wishes.

We will take photographs or videos of you to use in our publicity, which may include printed material, social media platforms and website. You can of course inform us if you do not wish us to use photographs of you.

We are committed to keeping your records as accurate as possible and we may 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.

Fundraising helps us to achieve our strategic objective of remaining independent. We fundraise from individuals, companies and foundations who want to support our charitable purposes and do so in accordance with the Fundraising Promise and Fundraising Code of Practice. As a part of our fundraising, we undertake in-house research and from time to time engage specialist agencies to gather information about you from publicly

available sources - for example, Companies House, the Electoral Register, company websites, 'rich lists', social networks such as LinkedIn, political and property registers and news archives – in order to create a profile of interests and preferences so that we can make appropriate requests.

We may also carry out wealth screening to fast track the research using our trusted third party partners. You will always have the right to opt out of this processing. We may also carry out research using publicly available information to identify individuals who may have an affinity to our cause but with whom we are not already in touch. We also use publicly available sources to carry out due diligence on donors in line with the charity's Gift Acceptance Policy and to meet money laundering regulations.

This research helps us to understand more about you as an individual so we can focus conversations we have with you about fundraising and volunteering in the most effective way, and ensure that we provide you with an experience as a donor or potential donor which is appropriate for you.

You can change how you hear from the Foundation Development and Alumni Relations Office or opt out of your data being used for profiling and wealth screening techniques by contacting us, using our contact details at the end of this document.

Images

We will take photographs, audio and video recordings to use in our publicity at our events, which may include printed material, social medial platforms (including image sharing) and website. We seek consent at these events for future use of these images. If you do not wish us to use photographs, audio or video recordings of you please inform alumni@ksw.org.uk

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

We hold the data of our supporters securely and your personal information will not be sold or shared for fundraising or marketing purposes to any person or organisation outside The King's School.

There are occasions when your personal data may be shared with third parties, as below:

- If you use a third party platform to donate (eg. JustGiving) then we will receive information about you from them.
- 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 Development Director, using the contact details at the end of this Policy.

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 Development Director at email: alumni@ksw.org.uk or by contacting us using the details at the end of this Policy.

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 dinner 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.

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.

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/internationaltransfers/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.

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 archives, 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.

What decisions can you make about your information?

From 25th 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.
- **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 (e.g. exam results for job applications).
- **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.

Further information and guidance

The Development Director is the person responsible at our school for managing how we look after personal information in relation to alumni relations and fundraising. This is done in conjunction with the Bursar under the wider school Data Protection Policy.

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.

Please speak to the Development Director 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 have any concerns or questions or if you wish to talk to us about anything contained in this Privacy Policy, please get in touch with the Development Director at King's School:

By post : Foundation Development & Alumni Relations, The King's School, 5 College Green,
Worcester WR1 2LL

By Phone: 01905 721719

By email: alumni@ksw.org.uk

How can you make a complaint?

Please note that if you are not satisfied with the processing of your personal data as set out in this Privacy Notice, or consider that we have acted otherwise than in accordance with Data Protection Law please contact us at compliance@ksw.org.uk .

You have the right to make a referral or issue a complaint directly to the Information Commissioners Office (ICO), the data protection supervisory authority for England and Wales <https://ico.org.uk/concerns>, although the ICO recommends that steps are taken to resolve the matter with us before involving them.

Last Updated

Version	Date	Author	Position
1	23 rd May 2018	Liz Elliott	Development Director
2	27 th September 2018	Liz Elliott	Development Director
3	2 nd September 2020	Liz Elliott	Development Director