



**Merchant Taylors'**  
**School**

Ambition | Character | Excellence

# **Alumni & Friends of the Schools Privacy Notice**

**Alumni Privacy Notice**

**Author:** Data Protection Lead

**Last Amended:** June 2020

**Review:** June 2021

## **Background**

The Development Office is the link between the current school community, alumni, the Old Boys' Association, the Old Girls' Association, and former parents and staff. We are also responsible for fundraising for the Bursary Fund, the Annual Fund, capital appeals, and coordinating Legacy Giving. We support a varied events programme, including reunion s, careers & networking events, sporting events and many others.

The Development Office holds data about past pupils; present and former parents and guardians; present and former members of staff and Governors; and other individuals connected with the School. This notice specifically relates to personal data processed by the Development Office.

## **What data do we collect?**

Examples of the Personal Data which the Development Office might hold include:

- Biographical information including your name, gender and date of birth;
- Your contact details and communication preferences;
- Your education history and School dates;
- Your clubs and societies affiliations and your other connections with the School;
- Your professional activities and employment;
- Your interests and extra-curricular activities;
- Information you have publicly shared on social media;
- Your volunteering activity for the School including alumni volunteering;
- Your family and partner/spousal details;
- Your relationships with other Merchant Taylors' alumni, donors and friends;
- Your donation history and financial assessment information;
- Records of communications and interactions we have had with you; and
- Your attendance at School events.

The Development Office may acquire this Personal Data in a number of ways. For example:

- Some Personal Data that you provide to the School will also be held in the Development Office. This includes the types of data listed above but will never include medical or health information held only by the Medical Centre or financial information supplied only to the Finance Office;
- Pupils may provide Personal Data directly to the Development Office shortly before leaving the School (such as future contact details) or afterwards (such as updated career information or contact details);

You may provide Personal Data when you enquire about Development Office activities, register for an event, make a donation, volunteer, engage with our social media channels or otherwise provide us with your personal information; and

- We may acquire supplementary 'profile' information from third party sources such as Companies House, social media and bought-in wealth-screening services where such information may be of benefit to the School's relationship with an individual and to that individual's relationship with the School.

## **How we use your data**

The Development Office commonly uses Personal Data for the protection and promotion of the School's legitimate interests and objectives including:

- The distribution of School and Development Office publications, fundraising information and requests for, and updates on, support for the School's charitable purposes;
- Notification of events and the promotion of any benefits and services that may be available;
- Communicating with the body of former pupils, including pertinent events and services and acting as an intermediary to connect alumni with each other, with each party's agreement;
- The maintenance of an historic archive in text and picture format;
- General administration (e.g. event management, processing of donations, internal record keeping);
- The provision of educational support and ancillary services, including provision of careers and mentoring services, with a subject's agreement;
- Due diligence research in the case of donations or potential donations and gifts made to the school;
- Potential fundraising research, which may include segmentation of the database by postcode, area or past giving etc., and/or financial analysis or screening to help the Development Office gain a better understanding about the School's supporters and to tailor communications to them;
- From time to time to create a profile of your interests, preferences and level of potential donations so that we can contact you in the most appropriate way and with the most relevant information;
- Enabling the Old Boys' Association and Old Girls' Association to undertake their work as alumni volunteers;
- The fulfilment of the school's legal obligations.

The Development Office may also share Personal Data with other departments within School (e.g. the Higher Education and Careers department), the Old Boys' Association and the Old Girls' Association for the purposes listed above. Data sharing agreements are in place with both Associations and all data remains stored securely on the Development Office database.

The Development Office uses third party agencies to support the distribution of its' communications; this includes Mailchimp for email newsletters and Responsible Mailing for postal communications. Data will be shared securely with these, and any other, required organisations solely for the purpose of distributing communications according to your recorded preferences, and a data sharing agreement will be in place where necessary.

The Development Office may use photographs or videos of you for the School's website and social media sites or prospectus to advertise the School or the work of the Development Office. If you have any concerns about the use of photographs and videos please contact the Development Office.

The Development Office will not use Personal Data for any other purpose unless it has first communicated the other purposes or it considers it is reasonable and fair to do so.

## **Who has access to your data**

All personal data held by the Development Office is stored securely and treated with sensitivity, with access restricted to authorised personnel only.

Data will not be disclosed to external organisations other than those acting as agents for the School/Development Office, with whom the School has data sharing agreements. The Development Office does not sell or swap any of its data to third party organisations and does not permit its agents to provide its data to third parties.

## **How long do we keep your data?**

Data will only be held for as long as it is necessary for the above purposes.

## **Subject rights under the DPA/GDPR**

All data subjects have certain rights under the General Data Protection Regulation and the UK Data Protection Bill, including a right to be given access to data held about them by any data controller and a right to be removed from our database should you no longer wish to receive information from the Schools. You also have the right to opt out of the use of your data for any of purposes specified above provided it is not required to administer the admissions process in which you wish to participate. Should you wish to opt out or be removed from our database or access your data, please contact [devoffice@merchanttaylor.com](mailto:devoffice@merchanttaylor.com).

You have rights in respect of your personal data and these are explained in the School's Data Protection Policy document. However, If you would like any further information please contact the Schools' Data Protection Lead.

## **Complaints**

If you have any concerns about the School's handling of your personal data, please contact the School's Data Protection Lead. You can also find details of your rights under the DPA and GDPR at: [www.ico.org.uk](http://www.ico.org.uk).

If you wish to contact the school regarding a concern in relation to Data Protection, some guidance is offered below (should you require it) to allow the School to respond in the first instance

- Your full name and address / account number to help identify you
- Summary of your concern
- Details of your concern - what has happened and where appropriate the effect it has had on you
- Following the School's response you may still wish to proceed via the ICO

You are entitled to make a complaint at any time concerning how your data has been handled through the Information Commissioners Office (ICO) helpline:  
0303 123 1113

Further details regarding all aspects of Data Protection procedure are available at [www.ico.org.uk](http://www.ico.org.uk)