



PRIVACY NOTICE FOR QUEEN MARY'S ALUMNAE

The protection and security of any information we hold about members of our alumnae and others in the Queen Mary's community is very important to us. Your privacy as an individual is protected by law: since 1998, your rights have been protected by the Data Protection Act. This act was updated in 2018 and sits alongside the General Data Protection Regulations (GDPR) since 25 May 2018.

This privacy policy explains how Queen Mary's will gather, use and store your personal data for the purposes of archiving, marketing, development and alumnae relations at Queen Mary's School, Baldersby Park, Topcliffe, Thirsk North Yorkshire YO7 3BZ.

If you have any questions regarding your data, or wish to update your contact preferences, you can contact us at development@queenmarys.org or 01845 575042.

The School's Privacy and Compliance Officer is Mr Alexander Smith who can be contacted at compliance@queenmarys.org.

What personal data will we store?

The purpose of the Development and Alumnae Department is to maintain and promote relationships between the School and former pupils, former staff and parents, and friends of the School. We also carry out fundraising in support of the School's objectives. To make this work possible, we will hold an individual record for every person that we are in contact with.

This record may include some or all of the following information: your name and any previous names, your date of birth, your contact details, the year you left the school, other institutions where you have studied or worked and what you did there (for example, your university and your degree), notes of family who have a connection with the School, lists of any donations that you have made to the School, details of communications between us, a record of alumnae events that you have attended, and a record of your communication preferences. Please note that we do not store any credit/debit card details.

We may use photographs or videos of you to promote Queen Mary's, for example for the School's website and social media sites, to share with the media, or in our publications. If you have any concerns about the use of photographs and videos please contact us at development@queenmarys.org.

Your record may also contain notes that summarise any additional information that you may have given to us (for example, about your time at school) and information that may have been shared by one of your peers, such as your year group, or type of career.

Very occasionally we may hold sensitive information about you: for example, if you were to inform us of food allergies or access requirements, we would record this to help us meet your needs when you attend events.

How do we collect your data?

We may collect data in the following ways:

- By transferring basic details from the School's main database (for example, when you leave School) or from our archives or other internal records
- By asking you for data, which we may do via a form, or verbally
- By recording any data which you give to us during any communication with us, including your attendance at events, or when you donate to the School
- By carrying out background research using publicly available sources of information, such as Facebook, LinkedIn or Instagram (an example of this would be if we were looking for someone with a particular profession to give a talk to the current pupils)
- By noting data volunteered by your peers.

We also use analytical tools (such as Google Analytics) to track use of our website, and to monitor the electronic communications that we send out (for example, by tracking whether emails are being opened, and which stories are most likely to be read, to help us work out which kinds of information are most interesting to alumnae).

What is our lawful basis for processing your data?

Every organisation that processes data must have a valid lawful basis for doing so. The basis we use for processing your data will depend on your relationship with us.

Former pupils, parents and staff

It is reasonable to expect that any individual who has been a pupil, parent or member of staff at our School will be interested in receiving occasional news updates, and will have interest in hearing about events that are relevant to them - for example, a reunion of their former classmates. It is also reasonable to expect that former pupils and staff will be supportive of our activities in pursuing our charitable purpose. We will, therefore, rely on the basis of legitimate interest to contact former pupils or staff to stay in touch. However, we wish to ensure all communications are in line with the wishes of the individual, and we therefore prefer to secure your consent, and ascertain your communication preferences, as the opportunity arises.

Donors

Where a donor does not fall into any other category, we will process your data on the basis of legitimate interest, to ensure we meet all legal requirements for donations.

Friends of the School

Friends of the School are those people who have a previous direct and personal connection with the School (for example, as a former Governor). We will process the data for these individuals on the basis of legitimate interest.

How will we use your data?

We might process your data under several different categories.

We might use it to make contact with you for:

- Sharing news about the School and its community
- Promoting events at Queen Mary's School, Baldersby Park. Registered Charity Number: 1098410
- Passing on details of goods and services that may be of interest. (For example, this might include Alumnae merchandise, or sharing details of a promotion with benefits for Old Girls.)
- Asking for your help, perhaps by providing career advice to current pupils, or hosting a Queen Mary's event in your area
- Asking you to support us by making a donation
- Asking you to check and update your contact details and communication preferences
- General communications - for example, passing on a message from an old school friend or colleague who would like to get back in touch with you.

We might process data internally to:

Carry out analysis of our community to help us ensure our activities are relevant. For example, working out which geographical areas are home to large numbers of Alumnae, so that we can arrange events in those areas, or finding out which proportion prefer to be contacted by a certain means, so that we can adapt our communications programme.

In very rare instances, we might share it with other companies or organisations contracted to carry out work on our behalf, for example a mailing company used to send out a newsletter.

We will not sell your data, or pass it to any organisation for any purpose other than for assisting us in delivering our Development and Alumnae activities. We will satisfy ourselves that their data processing is secure, and will transfer the data to them by secure means.

How will we store your data?

Your data is held on the school's cloud based server, which is securely protected.

Access is restricted only to individuals who need to see the data to carry out their duties, and to our IT Team if essential technical support is required. Although most of the information we store and process stays within the UK, some information may be transferred to countries outside the European Economic Area (EEA). This may occur if, for example, the servers used by a trusted supplier are located in a country outside the EEA. Where these countries do not have similar data protection laws to the UK, we will take steps to make sure they provide an adequate level of protection in accordance with UK data protection law. An example of this is if you fill in an online survey for us on a platform that is hosted outside the UK.

Data may also be held in hard copy format, within the Development and Alumnae Department and the School Archives. Some records are held long term (for example, photographs and admissions registers compiled prior to the introduction of computer systems) and some may be temporary or short term (for example, details of event attendees during planning for an event). These records are kept securely at all times.

How long will we keep your data?

Former pupils, parents and former staff often wish to continue a lifelong association with their School, and it is common for them to contact us many decades after leaving us. We also maintain an archive for future reference and research: for example, in the event that an Old Girl becomes famous in later life, or a relative wishes to view their records after their death.

Records for former pupils and staff will be held permanently unless the individual exercises the right to be forgotten.

Details of donors must be retained as part of our financial records for a minimum of six years - for example, in case of a Gift Aid audit by HMRC. Donors who are also a former pupil, staff member, parent or friend of the School will have details of their donations to us stored permanently on their individual record.

Details of individual donors who have no other connection with the School will be deleted after a period of ten years.

Details of Friends of the School will be retained in line with their relationship to us.

Details of any individual who has had a previous personal relationship with the School will be retained permanently.

Details of those who have a relationship with us by virtue of their position will be retained only for as long as they hold that position.

Your rights:

Your right to access and correct your data

You have the right to know what data we hold about you, to verify the lawfulness of the basis we are using to process your data, and to correct inaccuracies or omissions. You can submit a request to view the data we hold about you and we will respond within one month. Usually, this will be free of charge. If your data is especially complex, it may take us longer to supply your information, but we will let you know within one month if this is necessary.

Your right to control how we communicate with you

You have the right to choose which communications you receive from us. For example, you may wish to hear about events and fundraising, but not about goods and services. You also have the right to choose how we will communicate with you. For example, you may be happy to receive communications by email, but not by text message. You can also update your choices at any time by contacting us on 01845 575042 or development@queenmarys.org

Your right to be forgotten, or to restrict the use of your data

Any individual may exercise the right to be forgotten. In most cases, it will be necessary to retain a very brief record. A pupils' attendance at the School is a matter of historic record, and required for statistical and organisational purposes. In these cases, sufficient data will be retained to ensure these purposes can be met, but will be limited to: name, date of birth and years of attendance at the School. We are legally obliged to retain the details of those who have made donations to the School for a period of six years. If an individual exercises the right to be forgotten during this period, we will retain their name and address, the amount of their donation, and details of any Gift Aid claimed.

In other cases, the individual's personal details will be removed entirely from the Development and Alumnae records, but may be retained in other parts of the School (for example, it is necessary for the School to maintain a record of staff previously employed.) If you ask us to restrict the use of your data, we will store it but will not use it for any other purpose.

Changes to our Privacy Policy

We keep this policy under regular review and may amend it from time to time between planned reviews. Updates will be placed on the school website. Any significant changes to this Policy or to the way we treat your information will be communicated by contacting you directly.

Finding out more

This is a summary of how we will manage your data under the requirements of the General Data Protection Regulations that are most relevant to the activities of the Development and Alumnae Department. A complete guide to the Regulations can be found on the website of the Information Commissioner's Office, at: <https://ico.org.uk/your-data-matters/>. Additionally the School's full privacy policy can be viewed at www.queenmarys.org.

You can contact us at any time to find out more about the data we hold about you, or about how we process it by contacting development@queenmarys.org

Mr A Smith
Head of IT and Digital Strategy

Mrs J Hirst
Head of Marketing & Admissions

Reviewed: October 2020

Next review date: October 2021