

## Privacy Notice for Alumni

Under data protection law, individuals have a right to be informed about how the school uses any personal data that we hold about them. We comply with this right by providing 'privacy notices' (sometimes called 'fair processing notices') to individuals where we are processing their personal data.

This privacy notice explains how we collect, store and use personal data about **alumni**.

We, Bridgnorth Endowed School are the 'data controller' for the purposes of data protection law.

Our data protection manager is Susan Underhill (see 'Contact us' below)

Our data protection officer is Susan Wright, Information Governance, Telford & Wrekin Council.

### Introduction

The processing of your data is necessary for the purposes of the legitimate interests of the Development and Alumni Relations Team. This privacy statement outlines what this means in practice and explains how Bridgnorth Endowed School Development and Alumni Relations Team collect's, stores, manages and protects your data.

As a Bridgnorth Endowed student or supporter, you automatically become a member of the Bridgnorth Endowed global network of 'alumni'. You will have opportunities to attend events and reunions, learn about volunteering and fundraising, stay connected and create new connections.

In order to provide these services, we have a database that contains personal data collected by Bridgnorth Endowed School during the course of our relationship with our students, alumni, donors and supporters.

In the first instance, this is through the transfer of data from our student record system upon leaving. The vast majority of the information we hold will have been obtained directly from you; and if you interact with other departments, faculties or Bridgnorth Endowed staff we may receive data from these areas in order to keep your details up to date.

Developing a better understanding of our alumni through their personal data allows us to make better decisions, allows us to engage in a bespoke and relevant manner and helps ensure that you are getting the best contact. It also helps us, where appropriate, to ask for your support with the things we believe you care about the most.

### **BELIEVE ENDEAVOUR SUCCEED**

Northgate Bridgnorth Shropshire WV16 4ER

Headteacher Mr B Worth : Chair of Governors Mr M Freathy

Telephone 01746 762103 : Fax 01746 768340

Email: [admin@bridgnorthendowed.co.uk](mailto:admin@bridgnorthendowed.co.uk) website: [www.bridgnorthendowed.co.uk](http://www.bridgnorthendowed.co.uk)

## **The personal data we hold**

If you are a student/graduate, most of the data we hold would have been transferred from your student record. This includes:

- Your name, title, gender and date of birth
- Your home or parental address, email address and telephone numbers
- Mode of study
- Course details, academic department and programme study
- Start and end dates
- Scholarship and other funding information

Some of the personal data we hold about you has been provided by you during interactions with Bridgnorth Endowed School, for example website activity, face to face meetings, event registrations, volunteering activity or making a donation, namely:

- Your donation history, gift amount and Gift Aid status, where applicable, as required by HMRC
- Updates to your contact details (address, email and phone)
- Records of verbal or email conversations/meetings including personal and philanthropic interests
- Your family and partner/spousal details
- Your relationships with other Bridgnorth Endowed alumni, staff, donors and friends
- Information about your engagement in Bridgnorth Endowed meetings, events, groups or networks.
- Your volunteering activity with Bridgnorth Endowed School
- A record of the communications we have sent to you and any responses to such communications
- Your contact preferences

The school may also have personal data relating to your professional activity to help us send you relevant content regarding careers, professional interest networks and volunteering activity. This data may have been provided by you, or it may have been obtained from social media (LinkedIn, Facebook) or publicly available sources (Company House and other business-related resources), namely:

- Your current job title, employer and work email address
- Previous role (s) and job title

## **Why we use this data**

Unless you have requested otherwise, the information you provide is used by Bridgnorth Endowed Schools' and Faculties and alumni associations to communicate with you for its alumni engagement and fundraising purposes. These may include:

- Providing you with the services and information you asked for
- The promotion of benefits and services available to alumni
- The promotion of Bridgnorth Endowed alumni events and reunions
- Distribution of Bridgnorth Endowed's mailings (e.g. newsletters, annual reports)
- School related fundraising initiatives involving alumni
- Eliciting non-financial support (e.g. careers advice to students, help with student recruitment)

## **Data analysis and updating your contact details**

- To assist with our fundraising, we may gather information about you as an individual and your ability to support the school. We continuously review records of alumni to ensure your data is as accurate as possible. We may therefore consult alternative publicly available sources in order to do so, e.g. Royal Mail address files, BT phone directories, reviewing job information that you have made available via LinkedIn or Facebook (as per their Privacy Policies) newspaper articles, company websites and other publicly available sources. By ensuring our data is up to date we can avoid wasteful postage costs of mailing incorrect address and ensure you can continue to enjoy the lifelong benefits that come with being alumni of Bridgnorth Endowed School. To ensure that our communications are relevant to you and your interests, we may use tools that help us track whether emails we send are opened which links are clicked within a message. We may also track website visits and use analytical tools, such as Google Analytics, to use this information to improve our website.

## **Other websites**

Our website may contain links to other websites. This privacy policy only applies to the data stored and processed by the school; when you link to other websites you should read their own policy.

## **Transferring data internationally**

Where we transfer personal data to a country or territory outside the European Economic Area, we will do so in accordance with data protection law.

## **How long is personal data stored?**

Bridgnorth Endowed and the Development & Alumni Relations team considers its relationship with alumni, donors and other stakeholders to be life-long, giving you access to selected school services and a vast support network. This means that we will maintain a stakeholder record for you until such time as you notify us that you no longer wish us to keep in touch. In this instance we will delete the majority of the personal data that we hold for you but will maintain basic personal data to ensure we do not inadvertently create a new record in the future.

## **Your right to make changes or ask us to stop using your data**

You are in control of your data and have the right to opt-out of all or specific communication types at any point.

To change your preferences, please contact our data protection manager on [sunderhill@bridngorthendowed.co.uk](mailto:sunderhill@bridngorthendowed.co.uk) or call 01746 762103. You also have the right to request copies of the data we held about you.

## **If you have a concern about how your data is being handled**

You can contact the data protection manager team at [sunderhill@bridgnorthendowed.co.uk](mailto:sunderhill@bridgnorthendowed.co.uk). In addition, you can raise any concerns directly with the Information Commissioner's Office (ICO) here: <https://ico.org.uk/concerns>

## **Changes to privacy statement**

In the interest of being transparent we may amend this Privacy Statement from time to time. Any significant changes to this Policy or to the way we treat your data will be communicated via the school's website.

## **Further information**

If you have any questions which you feel have not been answered by this Privacy Statement, please do not hesitate to contact:

S Underhill  
Bridgnorth Endowed School  
Northgate  
Bridgnorth  
Shropshire  
WV16 4ER

## **Complaints**

We take any complaints about our collection and use of personal information very seriously.

If you think that our collection or use of personal information is unfair, misleading or inappropriate, or have any other concern about our data processing, please raise this with us in the first instance.

To make a complaint, please contact our data protection controller.

Alternatively, you can make a complaint to the Information Commissioner's Office:

- Report a concern online at <https://ico.org.uk/concerns/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF