



BARNARD CASTLE SCHOOL

## **Privacy Notice for Alumni**

This Notice is published to all Barnard Castle School Alumni, including former staff members, governors, parents and visitors.

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## **Privacy Notice for Alumni, including former staff members, governors and parents and visitors**

The privacy and information security of our alumni and others in the Barnard Castle School community is important to Barnard Castle School. This Privacy Notice explains how we use your personal information.

This Privacy Notice relates to personal information processed by the School for the purposes of marketing, alumni relations, events, fundraising and charitable giving to the School.

This Privacy Notice will be provided to Alumni at the time the data is obtained if the data is obtained directly. For information obtained indirectly we will provide you with a copy of this Notice within one month.

This Notice covers the following areas.

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### **How to contact us**

Please contact us if you have any questions about this Privacy Notice or the information we hold about you.

You can contact us by email using [development@barneyschool.org.uk](mailto:development@barneyschool.org.uk) or write to Development Office, Barnard Castle School, Barnard Castle, Co. Durham DL12 8UN.

## **Who is this Notice for?**

This Notice relates to personal information processed by the School for the purposes of alumni relations, events, marketing, fundraising and charitable giving to the School. This Notice is for Barnard Castle School alumni and other members of the Barnard Castle School community.

This community includes:

- Alumni
- Parents and families of alumni
- Staff, former staff and their families
- Volunteers and former volunteers
- People in the wider community who support and interact with Barnard Castle School, for example, attending events or using our facilities.

## **Our Privacy Notices for pupils, parents, employees and visitors to our website**

Separate Privacy Notices explain how we look after the privacy of:

- Pupils and parents, including prospective pupils and parents (with respect to all school activities)
- Employees (with respect to our responsibilities as an employer)
- Visitors to our website

## **What information does this Notice cover?**

Personal information held and processed by us may include:

- Biographical information including your name, gender and date of birth
- Your contact details and communication preferences
- Your education history
- Your positions and interests whilst at School
- Your professional activities and employment
- Your interests and activities
- Information you have publicly shared on social media
- Your volunteering activity for Barnard Castle School including alumni volunteering, interest in careers/employment advice and support, and supporting and hosting events
- Your family and partner/spousal details
- Your relationships with other Barnard Castle School alumni, donors and friends
- Your donation preferences, history and potential for future support
- Records of communications and interactions we have had with you
- Your attendance at School events
- Photographs or videos of you, for example, at Barnard Castle School, at drinks receptions or at reunions.

## **How do we use your information?**

Your information is used by us to support a full range of activities for our alumni, friends and others in the Barnard Castle School community, such as newsletters, events and opportunities to support the School. We also use your information to ensure that the ways in which we communicate with you, such as sending out Barnard Castle School publications, invitations to events, or advising you about our alumni activities, volunteering opportunities and fundraising priorities, are relevant and follow your chosen communication preferences.

Philanthropy can make an enormous impact at our School. As a fundraising charity, we may gather information about you from publicly available sources – for example, Companies House, the Electoral Register and the media – to help us to understand more about you as an individual and ways in which you might be able to support the School. By doing this, 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 an alumna, friend, donor or potential donor which is appropriate for you.

Use of your information will be made in accordance with Barnard Castle School's legitimate interests as a charity, or the legitimate interests of the Old Barnardian Club, provided these are not outweighed by the impact on you, and provided it does not involve special or sensitive types of data.

Examples of our activities for which we may use your personal information under our legitimate interests are:

- General administration (event management, processing of donations, internal record keeping)
- Seeking non-financial support (for example, careers advice to pupils, sharing of expertise)
- 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. This may include using your personal data for fundraising and related research which in turn may include wealth screening or analysis if appropriate.
- To enable the Old Barnardian Club's administrative staff to discharge their duties, such as getting in touch to offer you the chance to share with other alumni an update on your activities, or to invite you to a reunion.

We may use photographs or videos of you to promote the School, for example for the School's website and social media sites, to share with newspapers and other media, or in our publications. If you have any concerns about the use of photographs and videos please contact us at [development@barneyschool.org.uk](mailto:development@barneyschool.org.uk).

Tools may be used to help us improve the effectiveness of our communications with you, including tracking whether the emails we send are opened and which links are clicked within a message. We monitor website visits and use tools such as Google Analytics to improve our website and services.

We may use additional information such as geographical and financial information, where publicly available from external sources, and from within the School and our community, alongside the information you provide to undertake analysis of who might support Barnard Castle School and to understand your preferences about events, communication and services.

We also use publicly available sources to carry out due diligence on donors and to meet money laundering regulations.

### **Is my information shared with others?**

The School works closely with the Old Barnardian Club (the “**Club**” to support the continued growth and activity of the Club and its engagement with the School, including through events, communication and activities for Old Barnardians (OBs). Some information about individual OBs has been provided to the Club by the School (for example, names, addresses, years at School), and other information (for example updated employment details) has been provided to the School by the Club. Updates to individuals’ information are regularly shared between the Club, its volunteers and the School in order that both organisations’ records can remain up to date, and this arrangement will be formalised under a GDPR-compliant agreement in due course.

For information on the Club and how it uses your information, please contact Dot Jones, the Club secretary on [dj@barneyschool.org.uk](mailto:dj@barneyschool.org.uk)

Outside of the Club, information will not be disclosed to external organisations other than those acting as agents for the School with whom the School has information sharing agreements, or if we are legally required to share information with another organisation. Information may be shared with companies and individuals contracted by us to carry out specific projects to benefit the School, for example, posting printed communications or carrying out research or analysis. Our information sharing agreements require our agents only to use your information for the purposes of the task we have contracted them to carry out. The School does not sell or swap any of its information to third party organisations and does not permit its agents to provide its information to third parties.

### **Transfer of your information outside the EU**

Information is not transferred outside the EU.

### **How do you obtain information about me?**

Most information that we hold will have been obtained directly from you, or from the Club (see **Is my information shared with others?**) with some from publicly available sources such as the Post Office’s National Change of Address database.

We may also seek new contact details for alumni, friends and others in the Barnard Castle School community with whom we are not in contact.

If you interact with us through a third party (for example, supporting us via JustGiving or a crowdfunding page) then we may obtain information about you from that third party, but only if you have given your explicit consent to that third party sharing your information. Data obtained in this way is bound by the terms of this Privacy Notice as soon as it is received.

### **How do you keep my information safe?**

The School is committed to holding your information securely and treating it with sensitivity. All personal information is held and processed in accordance with GDPR and other relevant legislation. Any personal information is stored securely, with access restricted to authorised personnel only. Your information will be held for an unlimited period or as long as the School believes it has a relationship to serve with the alumni, as outlined in our Retention of Records Policy which details retention of data and how we dispose of data.

### **Access to your information and correction**

We want to make sure that the personal information we hold about you is accurate and up to date. You may ask us to correct or remove information if you think it is inaccurate.

You have a right to request copies of the information that we hold about you.

If you would like a copy of some or all of your personal information, or would like us to update or remove information, please contact us at [development@barneyschool.org.uk](mailto:development@barneyschool.org.uk)

If you request that we stop processing your information, we will remove it with the following exceptions:

- Your name, school house membership and years of entry and leaving alongside your request to remove your information. We will retain this information to prevent you from being inadvertently contacted in the future.
- Information needed to comply with statutory requirements, but only for as long as those statutory requirements specify (e.g. Gift Aid declarations).

### **Asking us to change how we communicate with you**

Our communications are by phone, email, social media messaging and post in order to achieve our role as a charity in the most cost effective way. You can change your communication preferences at any time by contacting us at [development@barneyschool.org.uk](mailto:development@barneyschool.org.uk)

### **Changes to our Privacy Notice**

We keep this Privacy Notice 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 Notice or to the way we treat your information will be communicated by contacting you directly on a best endeavours basis.

If an individual believes that the School has not complied with this Privacy Notice or acted otherwise than in accordance with data protection law, they should utilise the School complaints procedure and should also notify Mrs Suzanne Metcalf, the School's Bursar via [smm@barneyschool.org.uk](mailto:smm@barneyschool.org.uk) or 01822 696003. You can also make a referral to or lodge a complaint with the Information Commissioner's Office (ICO), although the ICO recommends that steps are taken to resolve the matter with the School before involving the regulator.