



The Beacon

Alumni, Development and Fundraising Privacy Notice

Alumni, Development and Fundraising Privacy Notice

Date created/ significantly revised:	Autumn 2021
Review cycle:	Autumn Term, 2 yearly
Staff responsible:	Head of Development
Last Governor Approval:	Autumn 2021
Next Governor Approval:	Autumn 2023

Introduction

This Privacy Notice explains how and why The Beacon School (the School) collects personal data about you when carrying out our alumni relations, development and fundraising. It applies to former pupils, current and past parents, current and past staff and other supporters.

This Privacy Notice also outlines what we do with your personal data and what decisions you can make about the data we hold on you in relation to alumni relations, development and fundraising.

If you have any questions about this Privacy Notice please contact the Head of Development on 01494 736167 or at development@beaconschool.co.uk. If the Head of Development is not available, you can contact the School Office on 01494 433654 or by writing to us at The Beacon, 15 Amersham Road, Chesham Bois, Amersham, HP6 5PF in relation to any of the matters set out in this Privacy Notice.

This Privacy Notice also applies in addition to the School's Privacy Notice for Parents and Privacy Notice for Pupils and Data Protection Policy, copies of which are publicly available on our website at www.beaconschool.co.uk/about-us/school-policies.

What is Personal Data

Personal data 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.

Personal Data We Hold

The Beacon's Development Office receives information about you from other teams within the School but only where this is relevant to our work. We obtain information about the dates when you attended the School, your contact details, school house, form, destination school, university destination and course, positions of responsibility in the Upper School and if you were a bursary recipient. We also obtain parent contact information, occupation and marital status from the School Office.

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.

In addition, we will obtain your information from public sources. These include but are not limited to Companies House, LinkedIn, the Electoral Register, the Internet, Zoopla, Rightmove, Bloomberg, Facebook, Twitter and media articles.

Many of our alumni choose to manage and update their own details, which you can do online at: www.beaconschool.co.uk/support-us/alumni/

The data we collect is used for the purposes described in the sections below.

We will hold data such as:

- your name, gender, and date of birth;
- information about your family, for example, whether you have any brothers who attended the School;
- any connection you may have with other members of the School community, such as other alumni;
- the dates when you or your child attended the School (if applicable);
- if you are a former staff member, the dates you worked at the School;
- your contact details;
- information about your achievements and interests e.g. which sports team you were part of as a pupil;
- where you attended senior/secondary school, university and your occupation (if applicable);
- how you like to hear from us e.g. electronically or by post;
- your involvement with us. This includes correspondence with you, your attendance at our events, and whether you have volunteered to assist with careers support or give talks to current pupils;
- records of any donations and your Gift Aid status if applicable;
- information from articles in the media;
- any dietary requirements for catering purposes; and
- any disability or medical condition which you may have so that we may make reasonable adjustments for you.

How We Use Your Data

We use your data 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 for example, we host private groups on online social platforms such as Facebook and LinkedIn to allow alumni to communicate;
- to tell you about products sold to benefit the School such as clothing, sports goods and other merchandise;
- to keep you informed about what is happening at the School, for example, by sending you copies of our alumni e-bulletin or School magazine;
- in connection with providing financial support to the School (including making donations to the School, specific campaigns, such as for our bursary programme, and requests for sponsorship). We have set out further information on this in the section below. Please see "Use of Data for Fundraising";
- in connection with the other ways in which you might support the School, such as when you volunteer. If you volunteer, this may include helping with our careers programme – speaking to our pupils, attending a careers event, acting as a mentor or offering work experience/ placements; and
- in connection with any research we carry out. For example, we may ask you to complete a survey, provide feedback or join one of our focus groups.

We will contact you for the above purposes by email, telephone, social media, post or by text message, but we will only do this where we are allowed to do so under data protection law. We will always respect a request to stop contacting you by any or all methods of communication or for any specific purpose listed above. You can request this by emailing development@beaconschool.co.uk at any time. Alternatively, you can unsubscribe from our emails through the "unsubscribe" option provided at the bottom of our outgoing emails. We will record this to ensure you are no longer contacted by the mean(s) specified by you.

We will use the information we collect about you to tailor our communications to you. For example, we may invite you to talk at one of our careers' events based on your occupation and we may invite you to particular events based on your interests and hobbies.

We will take photographs or videos of you to use in our publicity or on our social media platforms and website. If we consider that the photograph or video is more privacy intrusive then we will ask for consent first.

Use of Data for Fundraising

Philanthropy has long made an enormous impact on our School and the boys who have been educated here. As we are a fundraising institution, we may use the information about you to help us to understand more about you as an individual and your ability to support the School, including financially. This is known as prospect research. We may use information you provide to us as well as information gathered from public sources (see above for some examples), other School departments and members of the School community, and information we collect through your interaction with us (such as your history of giving). We use this information to undertake analysis of who might support the School. By doing this, we can focus conversations we have with you about fundraising in the most effective way. You can always opt out of this research.

Fundraising is a key part of the Development Office's work, and we are committed to working in a transparent, ethical, responsible and honest way. To reflect this commitment, we are a member of the Fundraising Regulator and are committed to the Regulator's Code of Fundraising Practice.

There is an obligation for the School to undertake a degree of due diligence when approaching potential donors or accepting donations, particularly for gifts in excess of £10,000. We use publicly available sources to carry out this due diligence on donors in line with the Fundraising Regulator's Code of Fundraising Practice and to meet money laundering regulations.

Our Legal Bases for Using This Data

We will only use your personal data where the law allows us to do so. Most commonly we rely on the following legal bases for processing your personal data:

- Where we have a **legitimate interest** to do so for purposes listed within this Privacy Notice. Where we use legitimate interest as the basis for our processing we have carefully considered each of the ways we process your data to ensure that we carry out our activities with a focus on the interests of our alumni, donors and supporters, and in the most efficient and effective way.
- Where we need to **perform the contract** we have entered into with you. Information processed for this purpose includes, but is not limited to, the information you provide when you register for an event, or to enable us to process a donation.
- Where we are required to **comply with our legal obligations**, such as for: reclamation of Gift Aid on your donations; responses to the Charity Commission or ICO in relation to audits or official investigations; responses to FOI Requests, under the Freedom of Information Act 2000.
- Where your **consent** is required, for example where sensitive personal data is recorded. You can withdraw your consent at any time and we will stop any processing of your personal data requiring your consent.

Processing This Data

We will only process your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another related reason and that reason is compatible with the original purpose. If we need to use your data for an unrelated purpose, we will seek your consent to use it for that new purpose. Please note that we may process your data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

Sharing Personal Data

- If you attend one of our events, then we will share your information with event booking platforms such as Eventbrite.
- If you use a third-party platform to donate, then we will receive information about you from them.
- In accordance with our legal obligations, will share information with local authorities, the Independent Schools Inspectorate / Ofsted and the Department for Education, for example, where we have any safeguarding concerns.
- On occasion, we may need to share information with the police for the prevention and investigation of crime and the prosecution of offenders.
- 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 will share information with HMRC in connection with Gift Aid claims.
- We use contractors to help us with our work (e.g. a printing company for our literature), our auditor or where we may store our database in the cloud.
- We may use trusted third-party partners to automate some of our work, this includes in respect of prospect research.

We will only transfer personal data to a country or territory outside the European Economic Area if we are satisfied the third party(s) involved will only process the data in accordance with data protection law.

The Development Office database is hosted by our partner In Touch and all data stored on UK based servers.

For How Long Do We Keep Your Data

We have an ongoing relationship with you and we would like you to be involved with the School for many years to come. For this reason, the Development Office keeps all the personal information it holds about you indefinitely. For example, we keep your contact details so that we can continue to stay in touch with you. Similarly, we will retain information about your involvement with the School as this helps us tailor our communications to you both now and in the future.

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 also keep information about you indefinitely if we are retaining it for archiving purposes (this is known as "archiving in the public interest" under data protection law). For example, we keep old photographs so that we have a record of what the School was like in the past.

The School will also keep information indefinitely as part of its wider legal and regulatory obligations, even if that information is no longer needed for marketing, alumni relations, development or fundraising purposes. Our Information and Records Retention Policy sets out how long we keep information about individuals. A copy is available on request from the Director of Finance & Operations – dfo@beaconschool.co.uk.

Your Rights Regarding Personal Data

Data protection law gives you a number of rights regarding your information. Your rights are as follows:

- **Rectification:** if information held about you by the School 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. We will also give you extra information, such as why we use this information about you.
- **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 a third party in a format that can be read by computer in certain circumstances.
- **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 an email about a fundraising opportunity);
 - The legal bases on which we are relying is legitimate interests. Please see the section "Our Legal Bases for Using This Data" above;
 - If we ever use your information for historical or scientific research purposes or statistical purposes.

The Head of Development can give you more information about your data protection rights. To exercise any of your rights you can submit your request in writing to the Head of Development at development@beaconschool.co.uk or postal address The Beacon School, 15 Amersham Road, Chesham Bois, Amersham, HP6 5PF.

Further Information and Guidance

The Head of Development is the person responsible at our School for managing how we look after personal information and deciding how it is shared in relation to alumni relations, development and fundraising.

Like other organisations 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.

This Privacy Notice is to explain how we use your personal data. The Head of Development can answer any questions which you may have.

You have a right to lodge a complaint with a data protection supervisory authority. The supervisory authority in the UK is the Information Commissioner's Office – ico.org.uk. If you do have any concerns about how we have handled your personal data we would kindly ask that you contact us in the first instance before you speak to the ICO so that we have an opportunity to put things right.

The Beacon Educational Trust Ltd.
Registered in England No: 01067862
The Beacon School, Chesham Bois, Amersham,
Buckinghamshire, HP6 5PF
Registered Charity No: 309911

Updated Autumn 2021
www.beaconschool.co.uk

