



Fundraising and development privacy notice - How we use your data

Introduction

This notice explains **how** and **why** the Development Office collects Personal Data about you when carrying out our development activities to include fundraising.

This notice also outlines **what we do** with your data and what **decisions** you can make about your data in relation to development and fundraising.

If you have any questions about this notice please contact the Development Office directly at development@redmaidshigh.co.uk.

Redmaids' High School's Development Office also has links to the alumnae associations of its two founding schools; namely The Red Maids' Society and The Redland High School for Girls Old Girls' Guild. Any Personal Data shared by The Red Maids' Society with the school (such as a change of address notification) is covered in their own privacy statements to their members. Personal Data for The Redland High School for Girls Old Girls' Guild is controlled by Redmaids' High School. The school does not share Personal Data of non-members with either association.

This notice just covers how the School uses your Personal Data for alumnae relations, development and fundraising purposes. For more data about how the School uses your data more widely (for example, in relation to the provision of education to pupils) please refer to our website for associated policies and privacy notices: <https://www.redmaidshigh.co.uk/about-us-school-policies>.

What is Personal Data?

Personal Data is data that identifies you as an individual and relates to you.

This includes your contact details, your relationship with the School and financial data.

What Personal Data does the School hold about you and how is this obtained?

You provide us with information about yourself during the course of our relationship with you. For example, when accessing our virtual alumnae network via our portals; RHSA Connect, Red Maids' Connect or Redland High Connect.

In addition, we will obtain your data from other sources such as LinkedIn, Facebook, Twitter and media articles or from peers.

We will hold data such as:

- the dates when you attended the School;
- details on family links to current students or other former students, e.g. parental or sibling relationships;
- if you are a former staff member the dates when you worked at the School;
- your contact details; information about your achievements and interests e.g. whether you held a position of responsibility such as House Captain, won competitions whilst representing the school or took part in performances. Data will be held in our digital archive and only accessed by logging into our secure alumnae community. Information captured and stored serves to record key moments in the School's history;
- where you attended university and your career history (if applicable);
- how you like to hear from us e.g. whether you have signed up to receive emails from us, changed your mailing preferences, or indeed unsubscribed;
- records of any communications between you and the Development Office, e.g. notes from telephone calls, emails etc;
- your involvement with us e.g. if you carry out mentoring of current pupils or have come back to deliver a careers talk or similar;
- records of any donations including any electronic donations made via the GiveTap platform;
- your Gift Aid status if applicable;
- information from articles in the media;
- any dietary requirements for catering purposes that you have provided; and
- any disability which you may have so that we may make reasonable adjustments for you.

We receive data about you from other departments within the School but only where this is relevant to our work. We hold a specific database with data about alumnae, some current students and staff, former parents, former staff and governors and other supporters.

Why do we use your Personal 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; [LI](#)
- to facilitate interaction between members of the School community; [LI](#)
- to tell you about products sold to benefit the School such as memorabilia or clothing; [LI](#)
- to contact you to share developments in our growing digital archive which both celebrates and documents the School's heritage; [LI](#)
- to keep you informed about what is happening at the School, for example, by sending you a copy of the alumnae newsletter; [LI](#)
- in connection with providing financial support to the School (including making donations to the School, specific campaigns, such as to develop our facilities, and requests for sponsorship); and [LI](#)
- in connection with the other ways in which you might support the School (such as when you volunteer to give a career talk or respond to a request for further education or careers advice from a student). [LI](#)

We will contact you for the above purposes by email, telephone or post but we will only do this where we are allowed to do so under Data Protection law (for example, we will usually need your consent before sending you an email about a fundraising opportunity). If you tell us that you do not want to be contacted for any of these purposes then we will of course respect that.

If you wish to make a donation, particularly a donation of a substantial value, we may need to verify your identity and/or carry out some financial due diligence. This may, for example, involve taking and retaining copies of your identification. This is to comply with our legal obligations.

We will take photographs or videos of you to use in our publicity or on our social media platforms and our alumnae portals; RHA Connect, Red Maids' Connect and Redland High Connect. This is covered under legitimate interest. The content on these sites is only available to members.

How and why does the School share your Personal Data with third parties?

- If you use a third party platform (e.g. CAF Bank or Stripe) to donate then we will receive data about you from them. **LI**
- If you attend one of our events, then we may share your data with third parties such as caterers. **LI**
- In accordance with our legal obligations, will share data with local authorities, the Independent Schools Inspectorate and the Department for Education, for example, where we have any safeguarding concerns. **LI, LO**
- On occasion, we may need to share information with the police for the prevention and investigation of crime and the prosecution of offenders. **LI, SPI, LO**
- We may also need to share data with our legal advisers for the purpose of obtaining legal advice. **LI, LC, LO**
- We will need to share data if there is an emergency, for example, if you are hurt whilst on School premises or at one of our events. **LI, SPI**
- We use contractors to help us with our work (e.g. a printing company for our literature) or where we store our database in the cloud. **LI**

Our legal basis for using your data

This section contains information about the legal basis that we are relying on when handling your data.

Legitimate interests (“LI”)

This means that we are using your data when this is necessary for our legitimate interests, except when your interests and fundamental rights override our legitimate interests. We rely on legitimate interests to use your data for all of the purposes described above unless any of the alternative bases in the table below apply. Specifically, we have a legitimate interest in:

- ensuring that there is an active community of supporters which will benefit the School and members of the School community, such as current and former pupils and parents;
- promoting the objects and interests of the School. This includes fundraising e.g. if we want to raise money for the bursary fund or develop our facilities;
- using your Personal Data to administer our events;
- safeguarding and promoting the welfare of our pupils with whom you may be in contact e.g. if you arrange work experience or mentor a pupil; and

- ensuring that we comply with our legal obligations.

If you object to us using your data where we are relying on our legitimate interests as explained above please speak to the Development Office.

Consent

In some cases, we are processing your Personal Data because you have given us your consent to do so.

If we ask for your consent to use your Personal Data you can take back this consent at any time. Any use of your data before you withdraw your consent remains valid. To withdraw your consent please contact the Development Office at development@redmaidshigh.co.uk

Necessary for a contract

We will need to use your data in order to perform our obligations under a contract with you, for example, we need your name and contact details so that we can send you tickets for a concert that you want to attend.

Legal obligation (“LC”)

On some occasions we will need your data to comply with a legal obligation. For example, we may need to keep a record of who is attending an event so that we can comply with our health and safety obligations.

Vital interests

For example, to prevent someone from being seriously harmed or killed.

The School must also comply with an additional condition where it processes special categories of Personal Data. These special categories can include Personal Data revealing religious or philosophical beliefs, health information.

The School's bases for processing special Personal Data will depend on the circumstances:

Vital interests

To protect the vital interests of any person where that person cannot give consent, for example, if they are seriously hurt and are unconscious.

Legal claims (“LC”)

The processing is necessary for the establishment, exercise or defence of legal claims. This allows us to share data with our legal advisors and insurers.

These two conditions may also apply if we ever need to process data about criminal convictions and offences.

Substantial public interest (“SP”)

The School is also allowed to use special categories of Personal Data where doing so is necessary in the substantial public interest. This will apply if we need to use special category data in connection with your attendance at one of our events. For example, if we need to make adjustments because of a disability you have.

Sending your data to other countries

We may send your data to countries which do not have the same level of protection for Personal Data as there is in the UK. For example, we may store your data on computer servers based overseas or communicate with you if you live overseas.

The country that we are sending your data to might not have the same level of protection for Personal Data as there is in the UK. Where appropriate we will put in place additional safeguards.

We will provide you with details about the safeguards which we have in place outside of this privacy notice. If you have any questions about the safeguards that are in place please contact the Compliance Officer.

For how long do we keep your data?

We will keep data about you for as long as we need to do so, in compliance with our data protection and other legal obligations. For example, we will need to retain contact details for you for so long as you want to be part of the school community so that we can communicate with you.

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 keep data about you for a very long time or even indefinitely if we need this for historical, research or statistical purposes. For example, to add to our growing digital archive which documents and celebrates the School’s heritage or if we consider the data might be useful if someone wanted to write a book about the School.

The School will also keep data for a long time as part of its wider legal and regulatory obligations, even if that data is no longer needed for marketing, development or fundraising purposes. This is especially relevant to

former staff, pupils and parents/guardians. For more information on how Personal Data is used by the School more widely please contact the School's Compliance Officer at privacy@redmaidshigh.co.uk.

Our Information and Records Retention Policy sets out how long we keep different types of data. A copy is available from our website: <https://www.redmaidshigh.co.uk/about-us-school-policies>

What decisions can you make about your data?

The Data Protection Act 2018 gives you a number of rights regarding your data. Your rights are as follows:

- The right to be informed: this privacy policy gives you clear information about how your data is used and what your rights are.
- The right to rectification: if data held about you by the School is incorrect you can ask us to correct it.
- The right of access: you can also ask what data we hold about you and be provided with a copy. We will also give you extra information, such as why we use this data about you, where it came from and what types of people we have sent it to.
- The right to erasure: you can ask us to delete the data that we hold about you in certain circumstances. For example, where we no longer need the data.
- The right to data portability: you can request the transfer of your data to you or to a third party in a format that can be read by computer in certain circumstances.
- The right to restrict processing: our use of data about you may be restricted to simply storing it in some cases. For example, if you tell us that the data is inaccurate we can only use it for limited purposes while we check its accuracy.
- The right to object: you may object to us using your data where:
 - we are using it for direct marketing purposes (e.g. to send you the School magazine);
 - the legal bases on which we are relying is legitimate interests. Please see the section "Our legal bases for using your data" above;
 - we are using it for historical or scientific research purposes or archiving purposes. For example, we may keep photographs of your class, school event, school performance or details of any role of responsibility you held (such as Head Girl) for historical reasons.
- Rights in relation to automated decision making and profiling: this is when machines/software make decisions based on rules about someone. This is not a process that the School undertakes but it is important to know it is still your right.

The Compliance Officer can give you more information about your data protection rights. To exercise any of your rights you can submit your request in writing to privacy@redmaidshigh.co.uk.

Further information and guidance

The Development Officer is the person responsible at our school for managing how we look after Personal Data and deciding how it is shared in relation to alumnae relations, fundraising and development.

Like other organisations we need to keep your data 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 data we get fairly.

This notice is to explain how we use your Personal Data. The Development Office can answer any questions which you may have.

Please contact the team at development@redmaidshigh.co.uk if:

- you object to us using your data for marketing purposes e.g. to send you data about fundraising events. We will stop using your data for marketing purposes if you tell us not to; or
- you would like us to update the data we hold about you.

If you consider that we have not acted properly when using your Personal Data you can contact the Information Commissioner's Office - ico.org.uk

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