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KING'S SCHOOL

ROCHESTER

ALUMNI, FRIENDS and SUPPORTERS

Alumni and Development Privacy Notice

Introduction

Our relationship with our parents, alumni, friends and supporters, and our respect for their privacy and data security, is of great importance to King's School Rochester. We also value the philanthropy and generous support of those who are committed to our academic mission and charitable objects.

This notice explains **how** and **why** the Development Office collects personal information about you when carrying out our fundraising and development activities.

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

King's School Rochester is a 'data controller' for the purposes of Data Protection Law*; this means that the School determines how people's personal information is processed and for what purpose.

If you have any questions about this notice please contact the Development Office (contact details are provided at the end of this privacy notice).

What is Personal Data?

Personal information 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.

What personal information does the School hold about you and how is this obtained?

We receive information about you from other teams within the School but only where this is relevant to our work. 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:

- Correspondence sent directly to the Development Office e.g. emails with updated contact information
- The School's pupil management system, iSAMS
- The School's online mentoring platform, MyKSR.org.co.uk
- School publications, such as The Roffensian and The Old Roffensian Society
- Information collected when leaving the School e.g. university destinations
- Donation forms and data collection forms (both in paper form and online) sent to the School

As a fundraising organisation, we undertake in-house research and from time to time to engage specialist agencies to gather information from publicly available sources, for example, Companies House, the Electoral Register, company websites, media 'rich lists', social networks such as LinkedIn, property registers and news archives. This research helps us to understand more about you as an individual so 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 a donor or potential donor which is appropriate for you

We will hold information such as:

- the dates when you or your child attended the School (if applicable)
- if you are a former staff member, the dates when you worked at the School
- your personal and contact details collected for the upkeep of our records
- information about your achievements and interests e.g. which sports team you were part of as a pupil;
- your professional details which help us to organise professional networking events and also helps us to identify members of our community who could potentially help our pupils in finding work experience or internships
- where you attended university and your occupation (if applicable);
- how you like to hear from us e.g. whether you have signed up to receive emails from us;
- your involvement with us e.g. if you provide careers support or carry out mentoring of current pupils;
- Records of any meaningful interactions between you and the School, e.g. emails, phone calls, face-to-face meetings;
- Donation information is stored and processed to maintain accurate financial records for the school, and to comply with guidelines of both the Charities Commission and HMRC
- your Gift Aid status if applicable
- information from articles in the media
- any dietary requirements for catering purposes that you have provided;
- any disability which you may have so that we may make reasonable adjustments for you
- photographs from the school archive and those taken at school events are stored and used in our communications to publicise our work. We use photographs or videos in our publicity and on our social media platforms and website

Why do we use your personal information?

We use your information in the following ways:

- to keep you informed about events and activities (either general events or events specific to your area of interest or profession) and in relation to your attendance at those events
- Maintaining relationships with alumni and the school community, including direct marketing or fundraising activity
- Maximising opportunities for pupils past and present to benefit from the expertise of our school community
- Enabling alumni to keep in touch with their school friends and teachers, socialise and network professionally
- Publicising and promoting the School in effective ways utilising all appropriate communications channels, using photographs, videos and images in our publicity and on our social media platforms and website
- Organising social and cultural events for alumni and the school community all over the world
- Raising funds to benefit school life, improve the school infrastructure and provide fee support via bursaries and scholarships
- Confirming the identity of prospective donors and their background and donor due

- diligence, in line with our fundraising and donations acceptance policies
- Facilitating the efficient operation of the School
 - Ensuring that all relevant legal obligations of the School are complied with

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.

How and why does the School share your personal information with third parties?

Data may be disclosed to other external organisations acting as agents for the School. For example, mailing houses for the mailing of alumni publications or approved volunteers acting on behalf of the School. We may share data with external organisations for the purposes of league table production, purposes of alumni activities, fundraising programmes or the promotion of benefits and services.

We may also share data with alumni and other individuals. For example, those supporting us with specific fundraising appeals or International Alumni contacts who have been approved as volunteers in your country/region and who support us by organising local alumni events. Such volunteers will have signed data protection agreements meeting School standards and in compliance with data protection legislation, prior to any data being shared.

Data is only shared in support of the School and is never shared with anyone to enable other charities to contact individuals.

The School does NOT sell data to third parties or allow third parties to sell on data where data is shared with them.

How do we protect your data?

Your data is held securely on the School's alumni and supporter database. The database is accessible to a limited number of School staff. All staff who access the database have completed the School's data protection training.

The School ensures that appropriate data sharing agreements are in place prior to sharing your personal data with any partners.

For how long do we keep your information?

We will keep information 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 information about you for a very long time or even indefinitely if we need this for historical, research or statistical purposes. For example, if we consider the information might be useful if someone wanted to write a book about the School.

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

Our [information and records retention policy](#) sets out how long we keep different types of information.

What decisions can you make about your information?

From May 2018 data protection legislation gives you a number of rights regarding your information. Some of these are new rights whilst others build on your existing rights. 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, where it came from and what types of people we have sent it to.
- **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 to 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 the School magazine or campaign communications);
 - the legal bases on which we are relying is legitimate interests. Please see the section "Our legal bases for using your information" above;
 - we are using it for historical or scientific research purposes or archiving purposes. For example, we may keep photographs of your class for historical reasons.

The Bursar 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 Bursar.

The School will endeavour to respond to any such written requests as soon as is reasonably practicable and in any event within statutory time limits (which is generally one month, but actually fulfilling more complex or multiple requests, e.g. those involving third party information, may take 1-2 months longer).

This Policy

The School will update this Privacy Notice from time to time. Any substantial changes that affect your rights will be provided to you directly as far as is reasonably practicable.

Queries and Complaints

Any comments or queries on this policy should be directed to the Bursar by email bursary@kings-rochester.co.uk.

If an individual believes that the School has not complied with this policy or acted otherwise than in accordance with Data Protection Law, they should utilise the School complaints or staff grievance procedure as appropriate and should also notify the Bursar. 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.

Key Terms

'Data Protection Law'

UK General Data Protection Regulation (UK GDPR) which sits alongside the UK Data Protection Act 2018 (DPA 2018).

'Data controller' means organisations, including independent Schools, that determine how people's personal data is processed and for what purpose.

'Data Subject' means any living person whose data the Data Controller processes.

'Processing' means any action in relation to that personal data, including filing and communication.

'Personal Data' includes everything from which a Data Subject can be identified.

Some categories of Personal Data are 'special category data', for example racial or ethnic origin, religious beliefs, health or biometric data. Extra protection is provided for these data.

SPECIAL CATEGORY PRIVACY NOTICES

This Privacy Notice is accompanied by supplementary privacy notices for Pupils (under 12 years and over 12 years), Parents and Staff.

CONTACT DETAILS FOR THE DEVELOPMENT OFFICE

Email: development@kings-rochester.co.uk

Tel: 01634 888500

Last Reviewed Date: February 2022