



## How we use your information - Privacy Notice for our Advancement and Alumni Activity

### Introduction

This notice is to tell you how we use the personal information or data and how you can change the way that your data is being used.

Our relationship with our parents, alumni, friends and supporters, and our respect for their privacy and data security, is of great importance to Felsted School as a Registered Charity No. 310870. Also important to Felsted School is philanthropy and the generous support of those people who are committed to help us deliver our charitable objectives and build Felsted's global reputation.

This information specifically relates to personal data processed by the School in its work to build a more vibrant, engaged community. The Development and Alumni Relations Office is the department of the School that has responsibility for alumni relations, events, fundraising and charitable giving to the School. We consider that the School has a strong and legitimate interest in keeping up its relationship with parents, alumni, friends and supporters for the benefit of its fundraising and alumni activity and to help safeguard the School's future. We also believe that it is important to communicate this positive message to those we engage with, while respecting personal privacy choices and considering the School's interests together with your own reasonable expectations.

To this end, the Development and Alumni Relations Office works in accordance with the School's [Data Protection Policy](#).

### Who we are

For the purposes of Data Protection legislation, the School is the Data Controller. This means it is in charge of personal data about you.

The postal address of the School is:

Felsted School  
Felsted  
Essex CM6 3LL

In this Privacy Notice, 'we' and 'us' means the School.

Felsted School is a Registered Charity No. 310870 of which Felsted School Trustee Ltd., a company registered in England and Wales Registration No. 3548755, is the sole Trustee.

If you want to contact us about your personal information you can contact our Data Protection Lead who is:

Rachel Earle  
Compliance Manager  
Felsted School  
Felsted  
Essex  
CM6 3LL

Email: [compliance@felsted.org](mailto:compliance@felsted.org)

## **How do we gather information**

We collect information directly from you through various points of contact including via the pupil entry form, our internal Management Information System (MIS), leavers form, online registration, events, when making donations, alumni update forms, verbally via telephone or personal meetings, from contact within the community, general correspondence, social media closed groups such as LinkedIn, Felsted Network Graduway, Facebook and the like.

In some cases we may supplement the information you have given us with data from elsewhere, including publicly available sources.

We are committed at every level to making sure that our communications with you are secure and considered. All personal data is held and processed in accordance with the General Data Protection Regulation, the Data Protection Act, our Data Protection Policy and other relevant legislation. Data will only be handled by staff who have received data protection training and is held securely within our Customer Relationship Management system.

## **What information we collect and hold**

Personal information is any information we hold that identifies you, including:

*Contact and communications information, such as:*

- Your contact details
- Your communication preferences
- Records of communications and interactions we have had with you

*Biographical information, such as:*

- Your name, gender and date of birth
- Your family and partner/spousal details
- Your professional activities and employment, including work contact details
- Information you have publicly shared on social media
- Your interests and extra-curricular activities

*Financial information, such as*

- Your donation history, including gift amount, purpose, date, method of payment or other payment references
- Tax status and Gift Aid declaration information
- Details of financial transactions e.g. event tickets purchased
- Our assessment of your ability and willingness to make donations, including considerations of income and wealth

*Relevant educational background and interaction with the School, such as:*

- Your education history at Felsted School and other schools/universities
- Your attendance at events
- Records of meetings, conversations and correspondence
- Website activity and interaction with emails we send
- Your relationships with other Felsted School alumni, donors and friends
- Your volunteering activity for the School including alumni volunteering
- Your clubs or societies affiliations and other connections with the School

If we lose touch with you we may, unless you have advised us you do not wish to be contacted, use your alumni or family contacts to ensure that our contact details for you are up to date, allowing us to continue to communicate with you about the range of events and activities in which you may be interested. If you do not wish the School to do so, please contact [development@felsted.org](mailto:development@felsted.org)

## How we use your information

We collect and use your information to develop a full range of activities for and in relation to our pupils, parents, alumni, friends and supporters with the aim of fostering support for, and pride in, all that the School seeks to achieve. These include:

- Providing you with information about relevant news, events and activities. This might include sending you publications, e-newsletters, invitations to events and details of volunteering opportunities.
- Providing services, including access to School facilities, email hosting for alumni and online accounts.
- Supporting an international network that provide opportunities for alumni and parents to network.
- Conducting surveys, focus groups and other research.
- Internal record keeping.
- Administrative purposes, including the recording of donations you have made or events you have attended.
- Furthering our charitable objectives, including to help us raise money or by asking you to donate money to Felsted.
- Transfer to HM Revenue and Customs in respect of any Gift Aid claims.
- Wealth screening, profiling and research. We do this so that our communications and fundraising approaches are informed by research carried out using publicly available data. We tailor our approaches to ensure that our fundraising strategy is appropriate and tailored to individuals and as far as it is possible, so that it will not cause offence. This approach will use a combination of publicly available information where available, such as geographical data and measures of affluence, information drawn from company resources and news media, with what you have provided to us, such as past donations and career information. This enables us to better understand you as our supporter and ensure that our communications are relevant to you, your interests and to assess your likely ability and willingness to make donations to the School. A list of publicly available sources of information used by the School for the purposes detailed is available on request. If you do not wish the School to undertake this activity, please email [development@felsted.org](mailto:development@felsted.org)

We will ensure that the ways in which we communicate with you, such as sending out school and alumni publications, inviting you to events, advising you about our alumni benefits, fundraising priorities and voluntary giving, do not conflict with your chosen communication preferences.

We will use post, email and telephone to keep the Felsted School community in touch.

Where we wish to keep you updated via email with our fundraising plans for Felsted's Future, including how you can support Felsted School through voluntary giving, we will seek your consent to do so.

Digital tools may be used to monitor the impact of the School's communications, such as using email tracking to record when an email we send to you has been opened.

If you interact with the School through a third party (for example, making a donation via MyDonate 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.

Before seeking or accepting major donations we are required to conduct a minimum level of due diligence, including reviewing publicly available personal data relating to criminal convictions and offences.

### **The lawful basis on which we use this information**

The School's primary condition for use of personal data is made in accordance with the School's legitimate interests, or the legitimate interests of another, provided that these are not outweighed by the impact on individuals. Our legitimate interests include promoting the charitable objects and interest of the School and its associated clubs, societies and associations.

If at any time it appears to us that we would like to use your personal data in a way which means that we would need your consent then we will explain to you what we want to do and ask you for consent.

### **Protecting your data**

The School [Record Keeping Policy](#) provides lots of information on the records we store and how long for. We will keep your data for as long as it is needed to complete the task for which it was collected. Relationships between the School and its constituents are often long term and so we expect to keep your data for as long as that relationship exists.

Any personal data stored in our database is held on the School's secure servers or within secure third party secure servers with access restricted to authorised personnel only.

### **Who we may need to share your information with**

For the most part, your personal information collected by the School will remain within the School, and will be accessed for relevant use only.

The Development and Alumni Relations Office will share personal data about parents and/or alumni, as appropriate, with the Old Felstedian Society and associated clubs, societies and associations, that are setup to help establish and maintain relationships with the School community.

Some of our activity is carried out on our behalf by third parties, such as IT software systems, web developers, cloud storage providers and mailing services. We may also use the services of external screening/profiling companies to help ensure that we make appropriate requests for support. We will always make sure we have in place agreements with any third parties that your personal information will be kept securely and only in accordance with our instructions.

The School does not sell any of its data to third party organisations.

### **Fundraising Regulator**

At all times we act in accordance with the Fundraising Regulator's Code of Fundraising Practice. For further information please visit <https://www.fundraisingregulator.org.uk/>.

### **Requesting access to your personal data**

Under data protection legislation, you have the right to request access to information that we hold about you.

To make a request for your personal information you will need to request this in writing to:  
Compliance Manager  
Felsted School  
Felsted  
Essex  
CM6 3LL  
Email: [compliance@felsted.org](mailto:compliance@felsted.org)

## **Your rights**

You have these rights:

You can ask us for a copy of the information we have about you

- You can ask us to correct any information we have about you if you think it is wrong
- You can ask us to erase information about you (although we may have good reasons why we cannot do this)
- You can ask us to limit what we are doing with your information
- You can object to what we are doing with your information
- You can ask us to transfer your information to another organisation in a format that makes it easy for them to use.

There is more information in our [Data Protection Policy](#).

If you have a concern about the way we are collecting or using your personal data, we ask that you raise your concern with us in the first instance. Alternatively, you can contact the Information Commissioner's Office at <https://ico.org.uk/concerns/> or the address below:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number.

## **Contact**

If you would like to discuss anything in this Privacy Notice, please contact:

Compliance Manager  
Felsted School  
Felsted  
Essex  
CM6 3LL  
Email: [compliance@felsted.org](mailto:compliance@felsted.org)