



# Privacy Notice for Alumni and Supporters

## 1. Introduction

The London Orphan Asylum (Reed's School) is a registered educational charity based in Cobham, charity number 312008. For the purposes of Data Protection Law, Reed's School (the School) is a data controller.

This privacy notice applies to personal data held and used ("processed") by the Development Office at Reed's School about our alumni and supporters (be they past parents, former staff, donors, trusts or charities).

We are committed to protecting your personal information and being transparent about the information we hold and how we will use it. This privacy notice sets out how the Development Office specifically uses your personal data for alumni and donor relations, marketing, outreach and fundraising services for the School and the Foundation.

This privacy notice applies alongside any other information the School may provide about a particular use of personal data, for example when collecting data via an online or paper form or on donation forms.

For some individuals, this privacy notice may also be read in conjunction with:

- the School's Privacy Notice for Pupils and Parents; or
- the School's Privacy Notice for Governors, Joint Presidents and Vice Presidents.

## 2. The types of personal data we hold

We may hold information relating to you from a number of sources. Most of the information we hold on alumni and supporters is that which you provide the School whilst being a pupil or parent of a pupil or some other relationship with the School (such as a member of staff, governor, joint president or vice president). We also collect your information when you communicate with us directly, attend one of our events or donate. On occasions, we may augment the data we hold from publicly available sources, using targeted internet searches to maintain the accuracy of our data.

The types of data that we hold, by way of example, include:

- your full name, date of birth and gender;
- your current address and former address, email and other contact information;
- your links to other alumni and supporters;
- details about your family if you provide it to us;
- your year of leaving the School and your House;
- education undertaken post-Reed's School;
- details of events attended;
- photographs taken at events with your verbal consent;
- information, including photographs, as published in previous School, Alumni, Development Office or Foundation publications, and included on the password protected Reed's School Heritage archive site;
- personal data provided by you for specific purposes (e.g. disability and dietary needs for event management purposes);

- any areas of interest and other information declared by you within your profile on our alumni website, NetworkReeds;
- your communication preferences as provided to us either directly or through NetworkReeds;
- donations or other non-financial support given;
- limited financial information, in the case of donations – we never store the actual card details, just the authorisation code of the transaction and type of card;
- gift aid status; and
- copies of correspondence that we have with you.

### **3. How the data is used and the lawful bases for processing**

We process your data in pursuit of our legitimate interests to support of our alumni relations, marketing and fundraising activities. Processing such data helps us to develop and maintain engaging relationships and activities for the wider Reed's community so that they may enjoy the benefits of their association with the School, and to fundraise effectively to ultimately help future Foundation pupils.

We may use your data in the following ways:

- sending you publications that relate to the activities of the School, the Foundation or the alumni association (such as The Reedonian, The Reeder, Foundation Newsletters, Foundation Appeal Annual Reports, etc);
- sending you event invitations;
- using photographs taken with your verbal consent in Alumni, Development Office or Foundation publications, on the NetworkReeds website or on our social media channels;
- conducting surveys to enable us to improve our interactions with you;
- sending information about Reed's School development projects or the Foundation which may, on occasion, include requests for donations;
- carrying out necessary due diligence checks on major donations; and
- administrative purposes of the Development Office.

Communications may be sent by post, telephone or email, depending on the contact details we hold and the preferences expressed by you about the types of communication you wish to receive.

### **4. Sharing your information with others**

We occasionally may share your personal data with a limited number of third parties, with whom we have Data Protection arrangements in place, for the purposes referred to in this privacy notice. No third party is permitted to keep our data once the processing has finished and any transfers are always encrypted.

Personal data is NEVER sold to third parties.

We facilitate communication between individual alumni, but we do not release your personal details without your express permission.

### **5. How we store and protect your data**

Your data is stored securely on the Potentiality database. Their comprehensive Privacy and Cookies policy, together with Terms and Conditions, can be found on the NetworkReed's website.

We take appropriate technical and organisational steps to protect the personal data about individuals, including policies around the use of technology and devices, and limited access to

systems. All staff of the Development Office are aware of this policy and their duties under Data Protection Law and receive relevant training.

## 6. How long your personal data is kept by the Development Office

The Development Office considers its relationship with alumni and supporters to be life-long. This means that we will retain your details until such time that you tell us that you no longer wish us to keep in touch. In this instance your data will in most part be deleted, though, we are nonetheless likely to retain some of your details (not least to ensure that no more communications are sent to that particular address, email or telephone number). Gift aid records and donation information will be kept for as long as they are required for accounting and regulatory purposes.

If are not an alumnus or donor and do not engage with us, we will remove the majority of your details, but retain a small amount to know you have not engaged and thus not pursue the relationship.

## 7. Your rights

Individuals have various rights under Data Protection Law to access and understand personal data held about them, to ask for it to be erased, amended or have it transferred to others, or to ask us to stop processing it.

You have a right to object at any time to the Development Office processing your personal data for any or all of the purposes described in this privacy notice. If there are specific publications or types of communication that you do not wish to receive please let us know and your wishes will be recorded and respected.

To update information that we hold or to update your preferences on the types and methods of communication that you receive from us, please either contact the Development Office at [development@reeds.surrey.sch.uk](mailto:development@reeds.surrey.sch.uk) or update your profile and preferences on the NetworkReeds website.

To exercise any of your other rights, the right of access or to have data erased, please contact the Development Office by email at: [development@reeds.surrey.sch.uk](mailto:development@reeds.surrey.sch.uk) or by post to:

Reed's School, Sandy Lane, Cobham, Surrey, KT11 2ES.

## 8. This policy

The Development Office 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. Minor changes will be made as needed, with the latest version always being available on the NetworkReeds website. ([www.networkreeds.org](http://www.networkreeds.org))

## 9. Contact and complaints

If you have any queries about this privacy notice or how we process your personal data, please contact the Development Office at [development@reeds.surrey.sch.uk](mailto:development@reeds.surrey.sch.uk).

Reed's School has also appointed a Privacy Officer who will use their reasonable endeavours to ensure that all personal data is processed in compliance with this policy and Data Protection Law. If you are not satisfied with how we are processing your personal data, please notify the Privacy Officer, at [privacyofficer@reeds.surrey.sch.uk](mailto:privacyofficer@reeds.surrey.sch.uk). You can also make a referral to or lodge a complaint with the Information Commissioner's Office (ICO) at <https://ico.org.uk/concerns/>, although the ICO recommends that steps are taken to resolve the matter with the School before involving them.

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