

GSAL Privacy Notice – alumni

Foreword

Our alumni and supporters are extremely important to The Grammar School at Leeds; we have a tremendous history and by working together we can ensure that the school continues to thrive for the benefit of its students and the wider world.

We are investing in our alumni relations by providing publications, events and activities, to build a truly amazing alumni community of which we can all be proud. Therefore, as part of this growing community we want to ensure that you receive the right balance of information from us, and which most importantly suits you. The General Data Protection Regulations (GDPR) came into force in May 2018 and our privacy statement explains how we collect, store, manage and protect your data. It also outlines the types of data that we hold and how we use it to provide services to our alumni and supporters. We want to ensure that we are using your data sensibly and appropriately so that all of our activities, whether it's an event or a fundraising campaign, are done as effectively as possible with your best interests at heart, and this privacy statement outlines our commitment to you.

I am determined to make The Grammar School at Leeds one of the leading independent schools in the country, and having a vibrant and supportive alumni community is essential in delivering this vision which needs to be underpinned by complying with the GDPR. By working together we can ensure that the school continues to deliver an outstanding education for many years to come.

Thank you for your on-going support and commitment to the school, it's greatly appreciated.



Sue Woodroffe, Principal

Who we are and what we do

The Grammar School at Leeds (“GSAL”, “the school”) is a data controller with registered address at Alwoodley Gates, Harrogate Road, Leeds, LS17 8GS and is committed to ensuring that the personal data is handled in accordance with the principles set out in the General Data Protection Regulation (Regulation 2016/679 EU) (GDPR).

The alumni and development team supports GSAL through contact with alumni, students, and supporters of the school. We offer a range of academic, social and networking events, publications and we provide access to the school’s facilities and resources for recent leavers. We also fundraise to support students and capital projects. In order to do this, we have a database that contains personal data collected by the school during the course of our relationship with our students, alumni, donors and supporters.

As part of our work we process and store personal information relating to our students, staff, alumni, current and potential supporters and friends of the school in accordance with the Data Protection Act 1998. We take our responsibilities under this act and GDPR 2018 seriously and ensure the personal information we obtain is held, used, transferred and processed in accordingly.

The processing of your personal data by GSAL is based on legitimate interest. The vast majority of the information we hold is obtained directly from you; and if you interact with any other departments within the school we may receive data from these areas. We always aim to keep your details up to date, and we may conduct projects to check that the contact details which we have for you are correct and update them accordingly. As a result, some of the data may have been obtained from publicly available sources. We may also use information from publicly available sources to carry out research to assess your inclination and capacity to support the school financially or by volunteering your time. We value our relationship with you and we use your personal data to ensure we contact you in the most appropriate way, to improve our services and to ensure we work efficiently and effectively.

The data we hold

We maintain a record of all former students of Leeds Grammar School, Leeds Girls’ High School and The Grammar School at Leeds, and we hold education records in perpetuity. The data we store and process **may** include:

- name, title, gender and date of birth;
- contact details – postal address, email address, phone number and links to social media accounts;
- information about your time at the school and other academic institutions;
- your occupation and professional activities;
- your recreations and interests;
- family and spouse/partner details and your relationships to other alumni, supporters and friends;
- records of donations and Gift Aid status, where applicable (as required by HMRC);
- records of communications sent to you by us or received from you;
- volunteering by you on behalf of the school;
- information about your wealth;
- media articles about you;
- information on your engagement in school meetings, events, groups or networks;

We do not store any credit/debit card details and we are fully PCI-DSS compliant. Bank details used for processing Direct Debits are stored by a trusted third-party, under the Direct Debit Guarantee scheme.

How we use your data

Unless you have requested otherwise, we will use your data to support relevant and appropriate alumni engagement and fundraising activities. These include the following communications and marketing activities, which may be sent by mail, email, telephone and social media:

- Sending school publications;
- Notification of alumni events;
- Fundraising programmes;
- Promotion of discounts and services for alumni;
- Promotion of alumni and student mentoring services.

The school may use third-party partners to support the activities described above. If you interact with the school through a third party (for example, supporting the school via GoCardless) then we may obtain information from them, but only if you have given them your explicit consent. The receipt of data by the school in this manner is subject to the third party's own privacy policy and the data obtained is bound by the terms of this privacy statement as soon as it is received by us.

Tools may be used to help us improve the effectiveness of the school's communications with you, including tracking whether the emails we send are opened and which links are clicked within a message. We monitor website visits and use tools such as Google Analytics to improve our website and services.

Research, data analysis and updating your contact details

We are a charity, founded with the help of philanthropy, and philanthropy continues to make an enormous impact at our school. As we are a fundraising institution, we may gather information about you to help us to understand more about you as an individual and your ability to support the school and to understand your preferences about events, communications and services. Such information is compiled using publicly available data about you – for example, Companies House, the Electoral Register and the media – or information that you have already provided to us. By doing this, 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 which is appropriate for you.

On average we will conduct this type of research on less than 2% of our alumni community. We do not undertake third party wealth screening of individuals and we will never use automated systems to determine wealth.

We also use publicly available sources to carry out due diligence on donors in line with the school's gift acceptance policy and to meet our obligations under money laundering regulations.

We may seek new contact details for alumni with whom we are not in contact, to ensure the school can remain in touch with as many of its alumni as possible. Many of our alumni choose to manage and update their own details, which you can do online at: www.gsal.org.uk/alumni/update-my-details

Fundraising is a key part of the school'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 committed to the Regulator's [Code of Practice](#).

Protecting your data

We are committed to holding your data securely and treating it with sensitivity. All data is held securely and in accordance with the Data Protection Act 1998. Your data is held on a database hosted on a secure server. This database is protected by multi-level authentication and access is restricted to individuals who need to see the data to carry out their duties at the school. This is limited to: members of staff in the external relations team; assigned IT support; and colleagues from

other areas within the school who work closely with external relations on the provision of services to alumni.

We will not disclose your data to individuals, organisations or other entities outside the school other than those which are acting as agents for the school (for example, the company which prints and sends our alumni magazine).

From time to time we may exchange your personal information with other organisations for the purposes of fraud and credit risk reduction. We may also share information with our financial and legal advisers for the purposes of obtaining advice and protecting our legal rights.

All external entities with whom data is being shared must sign a contract or confidentiality and non-disclosure agreement before any data transfer takes place.

We do not sell to or trade your data with any other organisations.

Although most of the information we store and process stays within the UK, some information may be transferred to countries outside the European Economic Area (EEA). This may occur if, for example, one of our trusted partner's servers is located in a country outside the EEA. Where these countries do not have similar data protection laws to the UK, we will take steps to make sure they provide an adequate level of protection in accordance with UK data protection law.

Your rights

We consider our relationship with alumni and supporters to be life-long, and we will use your details until you tell us you no longer wish to hear from us. We will always try to ensure that the data we hold for you are up to date, reasonable and not excessive. You will always have the right to:

- request a copy of the information we hold about you;
- update or amend the information we hold about you – you can manage your own data at www.gsal.org.uk/alumni/update-my-details ;
- change your communication preferences at any time;
- ask us to remove your personal information from our records (excluding information the school is legally obliged to retain);
- object to the processing of your information for any of the purposes outlined above, including opting out of all communication from us.

From time to time, we may use your information for new purposes not currently described in this statement. If our information practices change at some time in the future, we will always post the policy changes on our website. For full details of how data and privacy are managed by the school, please visit: www.gsal.org.uk/about/school-policies

If you would like to exercise any of these rights, please contact us at alumni@gsal.org.uk or via the school's Data Protection Officer at dpo@gsal.org.uk. If you have any general questions or comments about this policy or our alumni activity please contact us at alumni@gsal.org.uk

More information about your data protection rights can be found on the Information Commissioner's Office (ICO) website. You also have a right to lodge a complaint about any aspect of how we are handling your data with the ICO and can do so at the following address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF
0303 123 1113 | www.ico.org.uk