

# Development Office Privacy Notice

Reviewed: DL August 2021

Next review by: September 2022



## **1. Introduction**

- 1.1. The Godolphin & Latymer School Foundation, in its capacity as trustee of the Godolphin and Latymer School (together the "School"), is a data controller for the purposes of data protection law.
- 1.2. The Godolphin and Latymer School Development Office is a department within the School. It is the link between the current school community, alumnae and former parents and staff and also coordinates fundraising for the Godolphin & Latymer bursary programme and for school projects.
- 1.3. The Development Office holds data about past pupils; present and former parents and guardians; present and former members of staff and governors; and other individuals connected with the School. This notice specifically relates to personal data processed by the Development Office. Parents and pupils should also read the notice on the school website: How We Use Your Information (privacy notice for parents and pupils).
- 1.4. We are committed at every level to making sure that our communications with you are secure, considered and welcome.

## **2. What Personal Data the Development Office holds and how it acquires it**

- 2.1. Examples of the personal data which the Development Office might hold include:

- Biographical information including your name, gender and date of birth;
- Your contact details and communication preferences;
- Your education history;
- Your clubs and societies affiliations and your other connections with the School;
- Your professional activities and employment;
- Your interests and extra-curricular activities;
- Information you have publicly shared on social media;
- Your volunteering activity for the School including alumnae volunteering;
- Your family and partner/spousal details;
- Your relationships with other G&L alumnae, donors and friends;
- Your donation history and financial assessment information;
- Records of communications and interactions we have had with you; and
- Your attendance at School events.

- 2.2. The Development Office may acquire this personal data in a number of ways. For example:

- Some personal data that you provide to the School will also be held in the Development Office. This includes the types of data listed in 2.1 above but will never include medical or health information held only by the Medical Centre or detailed financial information supplied only to the Finance Office;
- Pupils may provide personal data directly to the Development Office shortly before leaving the School (such as future contact details) or afterwards (such as updated career information or contact details);

- You may provide personal data when you enquire about Development Office activities, register for an event, make a donation, volunteer, engage with our social media channels or otherwise provide us with your personal information; and
- We do not currently use third-party companies to research or profile but we may analyse publicly available information to contact you about initiatives or events that might interest you, or to make appropriate requests.

### **3. How the Development Office uses Personal Data**

3.1. The Development Office commonly uses personal data for the protection and promotion of the School's legitimate interests and objectives including:

- The distribution of School and Development Office publications, fundraising information and requests for, and updates on, support for the School's charitable purposes;
- Notification of events and the promotion of any benefits and services that may be available;
- Communicating with the body of former pupils, including pertinent events and services and acting as an intermediary to connect alumnae with each other, with each party's agreement;
- The maintenance of an historic archive in text and picture format;
- General administration (e.g. event management, processing of donations, internal record keeping);
- The provision of educational support and ancillary services, including provision of careers and mentoring services, with a subject's agreement;
- Due diligence research in the case of donations or potential donations and gifts made to the school;
- Potential fundraising research, which may include segmentation of the database by postcode, area or past giving etc., and/or financial analysis or screening to help the Development Office gain a better understanding about the School's supporters and to tailor communications to them;
- From time to time to create a profile of your interests, preferences and level of potential donations so that we can contact you in the most appropriate way and with the most relevant information; and
- The fulfilment of the school's legal obligations.

3.2. The Development Office may also share personal data with other departments within the School (e.g. the Higher Education and Careers department), the Godolphin and Latymer School Foundation and the Godolphin and Latymer School Bursary Fund for the purposes listed above.

3.3. From time to time we may ask for your consent to us processing your personal data. For example, the Development Office may use photographs or videos of you as part of a wider group for the School's website and social media sites or prospectus to advertise the School or the work of the Development Office. But if we wish to use a photograph which might be considered more privacy intrusive, we may contact you to seek your consent. If you have any concerns about the use of photographs and videos please contact the Development Office.

3.4. The Development Office will not use personal data for any other purpose unless it has first communicated the other purposes or it considers it is reasonable and fair to do so.

#### 4. How the Development Office keeps Personal Data

- 4.1. The Development Office uses a separate database from other departments at the School. All personal data held by the Development Office is stored securely and treated with sensitivity, with access restricted to authorised personnel only.
- 4.2. Data will not be disclosed to external organisations other than those with whom we are required to share information (such as HMRC) or those acting as agents for the School/Development Office, with whom the School has data sharing agreements. The Development Office does not sell or swap any of its data to third party organisations and does not permit its agents to provide its data to third parties.
- 4.3. Please note that we do not store any credit/debit card details after processing payments
- 4.4. Data will only be held for as long as it is necessary for the above purposes and as long as we have a legitimate reason to do so. We will always try to ensure that the information we hold about you is up to date, reasonable and relevant. We retain details of former pupils indefinitely for archiving purposes and so that we can communicate with the Old Dolphin community. You may change your contact preferences at any time (see more below).

#### 5. Your rights and opting-out

- 5.1. Our communications are by phone, email and post in order to achieve our role in the most cost-effective way. You can change your communication preferences at any time by post (Development Office, The Godolphin and Latymer School, Iffley Road, London, W6 0PG, email ([development@godolphinandlatymer.com](mailto:development@godolphinandlatymer.com)) or telephone (020 8741 1936).
- 5.2. You have a right to request copies of the data that we hold about you and, in some cases, to ask for it to be erased or amended or for us to stop processing your personal data. You also have the right to withdraw consent where this has been given but please be aware that we may not be relying on consent but may have another lawful reason to process your data.
- 5.3. It is hoped that all members of the Godolphin and Latymer community will wish to hear from the School on occasion about ways to remain involved, support, attend events and receive benefits and updates. Members of the Old Dolphin community who do not opt to be contacted by email should be aware that they may no longer receive certain communications from the Development Office regarding reunions and events at the school. **Parents opting out of Development Office communications will miss out on event and project information and this is strongly advised against during the duration of their child's time at the School when they are active members of the School community.**
- 5.4. If you request that we stop processing your data, we will remove your personal data with the following exceptions:
  - your name and years of entry and leaving alongside your request to remove your data. We will retain this information to prevent you from being inadvertently contacted in the future.
  - information needed to comply with statutory requirements, but only for as long as those statutory requirements specify (e.g. Gift Aid declarations)
  - a coded reference may be attributed to you for reporting and accounting purposes concerning any events attended or donations made.

#### 6. Further Information

- 6.1. If you would like any further information about anything within this statement then please contact the Bursar via [finance@godolphinadlatymer.com](mailto:finance@godolphinadlatymer.com).

- 6.2. We may amend this Privacy Notice from time to time. Any significant changes to this Notice or to the way we treat your data will be provided to you directly as far as is reasonable practicable.
- 6.3. If you believe that the School has not complied with this privacy notice, or has acted otherwise than in accordance with Data Protection Law, you should notify the Bursar in writing. You can also use the School's Fundraising Complaints Procedure (available on the website). You are also entitled to 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.