

Privacy Notice for alumni, friends and supporters

Rydal Penrhos School has a long history of building strong and supportive relationships with alumni, parents and friends of the school, from the early years of Rydal School and Penrhos College, through to the present day. We are grateful for the impact that these relationships continue to have on our pupils, whether through voluntary support, monetary gifts or the sharing of knowledge and experiences. Philanthropy has been part of our history for more than 100 years, and will continue to touch the lives of many Rydal Penrhos pupils yet to come.

This Privacy Notice explains how we handle (or “process”) the personal data of our alumni, parents, donors, volunteers or participants in membership groups. This notice relates specifically to how we use your data for the purposes of fundraising, alumni relations and parental and community engagement, and applies alongside any other information the school may provide concerning the use of personal data.

We are committed to being transparent about what information we hold about you, and to protecting the personal data that we hold.

Although you may receive communications under the banners of Rydal Penrhos School, The Rydal Penrhos Society, The Friends of Rydal Penrhos School (FORPS) or The Rydal Penrhos Business Club, all data processed in association with these groups is done so by the school.

Why do we need to process personal data?

We use your data to ensure that we continue to support both you and the school in the most effective and appropriate way. This helps us to communicate in a form that is most relevant to you, to organise events and activities which are most suited to your needs, and to let you know about our fundraising priorities in accordance to what we believe may interest you the most. Being able to streamline our communications in this way is more cost-effective for us and helps us to ensure that we provide the best possible experience for you.

We are also required to conduct due diligence before seeking or accepting major donations, including reviewing publically available information relating to prospective donors.

What personal data do we hold?

Personal data held and processed by the Alumni & Development Department may include:

- Biographical information including your name, gender and date of birth.
- Contact details (which we will update when notified)
- Professional activity and employment.
- Education history
- Interests and extra-curricular activities
- Membership of clubs / interest groups.
- Your relationship with other members of the Rydal Penrhos community (family members, spouse etc)
- Attendance at relevant events.
- Volunteering and mentoring activity for the school.

- Donation history and wealth assessment information.
- Record of your communication preferences.
- Personal data provided by you for a specific purpose (e.g. disability or dietary preferences for event management purposes).

How do we collect this data?

The majority of data held by us is provided by you. We may, from time to time, make use of other sources to enhance the quality of the data we hold in terms of geographical and occupational information and measures of affluence where publically available. We do this so that we can get to know you better, and to allow us to make sure any requests for support are appropriate. This may, depending on your privacy settings and the level of interaction that you have with us on social media, include sites such as LinkedIn, Twitter, Facebook, Companies House and the Charity Commission.

Legal basis for processing your data

Rydal Penrhos School processes the information of alumni, supporters and friends in pursuit of our legitimate interests:

- Providing benefits and services to the Rydal Penrhos community.
- Helping the school to achieve its strategic and operational goals, and to fulfil its charitable aims.

Broadly speaking, this means that we can process your data if we have a genuine and legitimate reason to do so, as long as this does not harm any of your rights as an individual. We may pursue these legitimate interests by contacting you by telephone, email, post or social media. Information about how you can manage your contact preferences can be found in the “Your rights” section of this Privacy Notice.

How do we use your data?

Rydal Penrhos School uses the contact details of alumni, parents, friends and other members of the school community to:

- Keep you updated about news and events that we believe will be of interest to you, including by sending updates and newsletters by email and by post.
- Undertake internal administration (e.g. event management, processing of donations, internal record keeping),
- Promote volunteering opportunities (e.g. careers advice and sharing of expertise).
- Promote opportunities to support the school through the sending of tailored proposals, appeals or requests for donations.
- Conduct wealth analysis and research using publically available information in order to improve our understanding of our supporters, inform our fundraising strategy, and to ensure our communications are targeted effectively.

Should you wish to object to any such use, or would like further information about them, please contact the Alumni & Development Director in writing.

Who has access to your data?

Your privacy is extremely important to us, and we take our responsibility surrounding the security of your data very seriously. For the most part, personal data will remain in the school and will be

processed by appropriate individuals only. Occasionally we may need to share your information with third parties, such as relevant authorities (e.g. when we claim Gift Aid from HMRC on donations made to the school) or with a mailing house when sending bulk communications through the post. We ensure that appropriate data processing agreements are in place before sharing your data with any third party.

We often get requests from individuals for the contact details of others. We will never share your personal data in these circumstances without your permission.

We do not sell your personal data to any third parties under any circumstances.

Your rights

You have the right to:

- Ask us for copies of the data we hold on you.
- Ask us to stop processing your personal data.
- Object to communications or direct marketing
- Ask for your data to be transferred electronically to a third party.
- Ask for your personal data to be amended or erased.

Please be aware that should you ask for your data to be erased, we will retain basic information (name and years of entry and leaving school) alongside your request for your data to be erased. This is to ensure that you are not inadvertently contacted in the future. Any information required to comply with statutory requirements (such as Gift Aid declarations) will also be retained for as long as those statutory requirements specify. We may also retain your academic record for archive purposes.

We will contact you by telephone, email, social media or post. You can change your contact preferences at any time by contacting the Alumni & Development Director at SJRitchie@rydalpenrhos.com, by telephone on 01492 539736 or by post to The Alumni & Development Office, Rydal Penrhos School, Pwllcrochan Avenue, Colwyn Bay, LL29 7BT.

Data Accuracy and security

We will endeavour to ensure that all personal data held in relation to you is as up to date and accurate as possible. Should your details change, please notify the Alumni & Development Director.

We will take appropriate technical and organisational steps to ensure the security of your data, including policies around the use of technology and devices, and access to school systems. All staff and governors will be made aware of these policies and their duties under Data Protection Law.

Further information

Any comments or queries on this policy should be directed to the Bursar using the following contact details:

The Bursar, Rydal Penrhos School, Pwllcrochan Avenue, Colwyn Bay, LL29 7BT.

If you believe that we have not complied with this policy or acted otherwise than in accordance with Data Protection Law, you should utilise the school complaints procedure and should also notify The Bursar. Complaints can also be lodged with the Information Commissioner's Office

(ICO) <https://ico.org.uk/concerns> , although the ICO recommends that steps are taken to resolve the matter with the school before involving the regulator.

We may amend this Privacy Notice from time to time, however will contact you to let you know of any changes in the way we treat your data.