

Alumni and Supporter Data Protection Statement

Purpose of this statement

Edinburgh Steiner School values the relationships with all its alumni and supporters. We aim to build links with our global community of former Edinburgh Steiner pupils and offer a range of social and community events. Your involvement in the School can help to rekindle friendships at reunions, and provide opportunities for current pupils through our careers and development programmes.

This statement explains how the School collects, manages and uses the personal data of alumni and supporters. The statement also explains how you can change the way/s in which we use your personal data at any time.

Why we collect your information

Through better understanding of our alumni community, we can tailor our communications and events to be more relevant to you depending on your chosen communication preferences, where you live, your occupation or if you are retired. Some examples of why we process your data and may contact you are as follows:

1. To invite you to meetings, events or reunions
2. To keep you updated on School news through publications, social media, or e-newsletters
3. To ask for your help as a mentor or volunteer e.g., for reunions, events and careers programme
4. To carry out the charitable purposes and development of the School
5. To ensure we meet requirements in terms of record-keeping, e.g., Gift Aid Declarations
6. To seek your opinion via surveys

Edinburgh Steiner School is the Data Controller for the personal data you disclose via online and print forms, email, phone, and mail. When collecting and processing information about you, we must comply with the UK Data Protection Act, 2018, the European Union General Data Protection Regulation (GDPR) and other privacy laws, that apply in the countries from which our pupils come.

We process your personal data under the terms of the School's Data Protection Policy. Our general enquiries, contact details, and address can be found [here](#). Your personal data will be stored securely in the School's Alumni and Development database. Your personal data

will not be disclosed to external organisations other than those acting as agents for the School on alumni projects and fundraising activities, such as mailing houses to send School publications/mailings and checking phone numbers with the Telephone Preference Service.

How your personal data are collected

The School holds data collected during your relationship and contact with the School as a pupil, supporter, donor, event attendee and alumnus/a. Pupil data are transferred to the Alumni and Development database upon pupil leaving school. The School relies upon the legitimate purposes condition to use your personal data to register you as School alumni. The legitimate purpose is to maintain a lifelong relationship with our pupils.

From 2019, we will ask our Class 12 Leavers to complete a consent form at the point of leaving.

You provided your data to us when you:

Updated your details either in person or online

Completed and returned forms such as Update Your Details forms, Gift forms and Gift Aid Declarations

Communicated with the Marketing Executive or Fundraiser.

Registered to attend an Event or Reunion via the School Office

Updates to your personal data are made from the information you supply to us via communications, events and forms, and to other staff at the School.

The School aims to keep your personal data as up to date as possible and will ask you to update them through various projects and communications. Some of the data may have been obtained from publicly available sources online.

Publicly Available Information

We may collect information from third party sources such as newspapers, social media, company registers, public bodies and the internet.

What personal data we hold and how we use it

We maintain a record of all former pupils of the School .

The data we hold include:

- your preferences about how we contact you and for which purposes, or if you have told us that you do not wish further contact from the School

- name, title, gender, date of birth;
- contact details (addresses, email addresses, phone numbers, social media links);
- education information;
- occupation details, such as employer, as well as professional associations you hold
- information about your time at the School, including interests, extracurricular activities and charity and community involvement;
- family details and your relationships/connections 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 Alumni and Development and received from you;
- media articles and information sourced about you from 3rd parties, such as the Post Offices National Change of Address Database;
- information on your engagement in School meetings, events, volunteering, groups or networks;

The School holds your data for alumni relations and fundraising purposes, which include the following:

- School publications and news to keep alumni and supporters in touch;
- professional, social and corporate events for alumni and supporters;
- fundraising programmes which raise funds for the School;
- alumni volunteering opportunities, such as mentoring pupils, giving talks to pupils, providing case studies and quotes for marketing publications in order to inspire pupils.

As a charity we may be obliged to carry out due diligence on larger gifts made to the School. This may involve obtaining and recording your personal information from publicly available sources.

We monitor website visits and use tools such as Google Analytics to improve our website and services.

The School may contact alumni and supporters via the methods below:

- Mail
- Email
- Telephone

- **Social Media**

When you complete an online and/or printed Update Form, you give your consent to be contacted by us by certain methods and for certain purposes.

Your data may be shared with other School staff (unless you have requested otherwise) in order to send communications, invitations, and information about alumni relations and fundraising activities of potential interest to alumni, donors and supporters.

We value our relationship with you and we use your personal data to ensure we contact you in the most appropriate way, improve our services and to ensure we work efficiently and effectively. On that basis, we may also use your personal data or information from publicly available sources (see examples of online sources above) to carry out research to assess your inclination and capacity to support the School financially through fundraising activity, to send you communications or by volunteering your time. This research may include collecting data relating to you that is in the public domain (such as career history, directorships, your assets, shareholdings, charitable affiliations, and remuneration) as well as data that have been provided by you including your interests and School activity you have previously been involved in. The School is committed to ensuring that it fundraises in a transparent, ethical, responsible and honest .

How we keep your data safe

The School ensures that there are appropriate technical controls in place to protect your personal details. For example, the School's network is protected and routinely monitored. A limited number of trained staff have access to the Alumni and Development database.

The School may share your personal data with agents and partners that conduct contractual services on its behalf. These include mailing houses in order to send you direct mail and fundraising mailings; email service providers used by the University to send your emails; and companies that conduct specific tasks, such as checking phone numbers with the Telephone Preference Service so that we do not phone those who do not wish to be contacted by phone. Alumni and Development only share data for these purposes after completing a service contract and non-disclosure agreement that ensures a secure data processing arrangement and that your data are held confidentially and securely. These companies are only allowed to use your data in accordance with strict instructions and for the agreed purpose.

The School never sells your personal data to third parties or external companies.

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 are 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.

Keeping your data up to date

Where possible we use publicly available sources to keep your records up to date, for example, the Post Office's National Change of Address database. The School regularly ask alumni to update details whenever they change via communications.

Your data rights

We wish to build lasting relationships with our alumni community and will retain at least minimal information of your name, DOB, and class years. However we appreciate that some members of our community may wish to restrict data processing or prefer not to be contacted, in which case please let us know. Please note that this minimal information is always retained but is suppressed in our records to ensure that you are not contacted inadvertently.

You can withdraw your consent to any of the above communications at any point by [contacting us](#).

You have a range of rights in relation to your personal data under the General Data Protection Regulation. These rights include being able to request corrections, erasure, and access to your personal data and that the processing of your personal data stops or is restricted for certain purposes.

Further detail about these rights can be found in the School's [Data Protection Policy](#).

You can also contact the School's Data Protection Officer about the processing of your personal data, including if you have concerns about the use of your data or wish to discuss the exercise of your rights. The School's Data Protection Officer can be contacted at: dataprotection@edinburghsteinerschool.org.uk

You also have the right to lodge a complaint at any time about the processing of your personal data or the way in which a request to exercise your rights has been handled with the [Information Commissioner's Office](#).

The School hopes that the relationship it has with alumni and supporters will be lifelong and so the School will hold your details until you inform us that you no longer wish us to hold them and in accordance with the Schools's [Record Retention and Destruction Schedule](#).

Changes to this Statement

This Data Protection Statement may be updated from time to time. If we make significant changes in the way we manage your personal data, we will update this web page and/or inform you directly.

Last updated 5 November 2018

This policy will be annually reviewed by: Marketing Executive