



## DAUNTSEY'S SCHOOL

### PRIVACY NOTICE (ALUMNI)

**Our alumni and supporters are incredibly important to Dauntsey's School. The Foundation Office is here to keep alumni and supporters up to date with what is going on, and to engage you with benefits, events, reunions, volunteering opportunities and our fundraising campaigns. In whatever way you choose to help, we'll always aim to respect your rights and choices.**

We will respect any personal data you share with us and keep it safe and will be clear how and when personal information is collected. This privacy notice outlines what we will, and will not do, with your personal data.

This statement includes:

- Who we are
- Personal Data
- Legal basis for processing
- How we collect information on you
- How we will use your personal information
- Who has access to your personal information
- How we keep your personal information secure
- How long will we hold your personal information for
- Your choices
- Data deletion
- Keeping your information up to date
- Your rights

If you have any questions about our privacy statement, then please do contact a member of the team who will be happy to talk you through it.

## **Who we are**

We are Dauntsey's School, a company registered in England and Wales (the "School"). Our company registration number is 5872694, our charity registration number is 1115638 and our registered office is at Dauntsey's School, High Street, West Lavington, Devizes, Wiltshire, SN10 4HE.

Our contact details are:

Foundation Office: 01360 814500

Email: [foundation@dauntseys.wilts.sch.uk](mailto:foundation@dauntseys.wilts.sch.uk)

## **Personal Data**

We are collecting and processing personal data (as defined under the GDPR), including both personal identifiers (eg date of birth, contact information) and sensitive personal data (only if applicable)

Personal data refers to any information that can be used to identify you, including, but not limited to, your name, contact details, date of birth, gender, and donation history.

## **Legal basis for processing**

We process your data as described in this statement because we have a legitimate need to do so to deliver our alumni services and fundraising ambitions.

We have assessed our legitimate interest in processing your data for alumni relations and fundraising activities, and this is not overridden by your rights and freedoms as a data subject.

To ensure we fully understand when it is appropriate to rely on consent and when it is a legitimate interest of ours to process your data we will routinely carry out impact assessments to ensure the way in which we use your data is fair and does not personally impact you.

By providing us with your details, you consent to receive marketing communications. You can withdraw this consent at any time by contacting us or using the unsubscribe option provided in each communication.

Some processing of data may be carried out to perform a contract with you or it is required by law, such as the completion of due diligence or obligations for processing Gift Aid on your donations.

## How we collect information about you

The information collected is designed to enable the best possible experience for our alumni and supporters. It enables us, where appropriate, to tell you about events or fundraising, enabling us to tailor event invitations and news that are of specific interest to you.

We receive information about you from other teams within the School but only where it is relevant for our work. Information is held in a dedicated database with information about alumni, parents, staff, former parents, former staff and other supporters.

If you are a pupil at Dauntsey's, your contact information is automatically transferred to the Foundation Office when you leave. This information may include all or some of the following:

- Name
- Title
- Gender preference
- Date of birth
- Years of study and leaving dates
- Courses studied
- Sibling or family connections
- House
- Awards, scholarships, bursary recipient
- Positions held in school e.g. Head of House

We also gather personal information from you when you enquire about our activities, register for an event, make a donation, volunteer, engage with our social media channels or otherwise provide us with your personal information.

The personal information that we may request when you engage with us might include your name, age, gender, location and/or country information, as well as other relevant information. If you choose to make a donation or pay for events, credit card or other financial information necessary to process the transaction is collected. We may also ask about your status as a UK taxpayer solely for purposes of making Gift Aid claims. For the avoidance of doubt, information about your actual tax payments is collected, solely whether you are a taxpayer.

When such information is provided, we may also capture and collect your career or business details to enhance our mentoring network and allow us to send emails and invitations that may be of interest to you. Typically, you may have expressed an interest in helping with careers mentoring by answering this section of a personal information form/questionnaire mailed out by the School or Foundation Office.

We may share your personal data with third-party service providers such as event management platforms, payment processors, and wealth profiling agencies, all of whom are required to act only on our behalf and in accordance with our instructions. We do not allow these parties to use your data for their own purposes.

This is to try and reduce the number of ‘returned mail’ items following a mailing.

As a charity, Dauntsey’s School has a fiduciary duty to be efficient about the way in which fundraising is carried out because fundraising itself is not a charitable purpose. Therefore, any expenditure on fundraising must be justified by its impact on our ability to carry out its charitable purposes and use of wealth profiling is a valuable method of improving the efficiency and effectiveness of our fundraising operation.

We may also on occasion ensure our records are as up to date as possible through running address and detail verification checks through sources that are deemed acceptable by the Information Commissioner’s Office. We may also receive information about you from other sources, which include publicly available data.

Please see the ‘**How we will use your personal information**’ section below for more details.

## **How we will use your personal information**

We may use your information for a number of purposes including but not limited to the following:

- To provide you with information about our work or our activities that you’ve requested or that you would reasonably expect to be provided with as a former pupil of Dauntsey’s. This might include sending you e-newsletters, invitations to events and volunteering opportunities.
- For administration purposes e.g. we may contact you about a donation you have made or event you have expressed an interest in or registered for
- To ask you for your permission to use the story of your experience at Dauntsey’s to promote our work
- To ask you to help us raise money or donate money to Dauntsey’s.
- To create an account for you if you register with us
- For internal record keeping, including the management of any feedback or complaints
- To analyse and improve the services offered on our sites to make it as user-friendly as possible
- Transfer to HM Revenue and Customs in respect of any Gift Aid claims
- For statutory and regulatory compliance
- To assess your personal information for the purposes of credit risk reduction or fraud prevention.

- To keep your records as up to date as possible. To help us do this we may use publicly available sources for example, the Post Office's National Change of Address database. Please see the '**Keeping your information up to date**' section below for more details on how you can let us know if your contact details change.

We will only collect the personal data necessary for the purposes outlined in this statement. Once data is no longer needed for those purposes, we will delete it or anonymize it.

## **Research**

This could include research on financial, business, philanthropic and demographic information sourced from publicly available data, such as Companies House, the Charity Commission and the media. We may also look at professional networks such as LinkedIn and employer websites, and process Special Category Data if it has been made manifestly public by you; for example, through an interview or a publicly directed social media post. In addition, we may combine the data you provide with data we obtain from other sources (e.g. to verify we have correct addresses/postcodes).

In order to comply with our legal obligations under the Charity Commission Regulations and the Fundraising Regulator's Code of Practice, we may also undertake due diligence research to assess the source of funds for donations and to ensure that we are robustly considering ethical and reputational risks to our organisations.

## **Who has access to your personal information?**

Your personal information is stored on our database which is password protected and access is limited to employees of the School which include the Foundation administration staff and some IT, careers and finance staff.

We may pass your information to our third-party service providers, agents, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process donations and send out mailings). When we use third party service providers, we only disclose information necessary to deliver that service and there will always be a contract in place to ensure your information is kept secure. We will not share or sell your data to third parties to use for their own purposes unless we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

## **How we keep your personal information secure**

We ensure that there are appropriate technical controls in place to protect your personal details; our network is protected and routinely monitored behind a Tier 1 firewall. We routinely carry out penetration tests both internally and externally to ensure our network is secure.

We take appropriate measures to ensure that the information disclosed to us is kept secure, accurate and up to date and kept only for so long as is necessary for the purposes for which it is used.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff and contractors.

## **How long will we hold your personal information for?**

Dauntsey's School considers its relationship with alumni, donors and other stakeholders to be life-long. However, if at any time you want to review or stop entirely the communications we send to you, please contact us using the information below.

We will take into consideration our legal obligations and tax and accounting rules when determining how long we should retain your sensitive personal data (for example payment details). When we no longer need to retain your information, we will ensure it is securely disposed of, in line with the School's Data Protection policy.

If you have pledged a legacy gift, it will be necessary to retain your data until your gift is received, so that we can identify the gift against the pledge.

## **Your Rights and Choices**

You have the following rights under GDPR:

- Right of access to the personal data we hold about you.
- Right to correct inaccurate or incomplete data.
- Right to erase your personal data (in certain circumstances).
- Right to object to processing, including for marketing purposes.
- Right to restrict processing (in certain circumstances).

You always have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about the vital work the Foundation Office undertakes and our events and activities, then please let us know at any time by contacting us using the information below.

We will not contact you for marketing purposes by post, email, and phone or text message if you have told us you do not want to hear from us by any of those channels.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

## **Data deletion**

If you choose to opt out of receiving our communications, your data will be retained but preferences noted to prevent you from receiving any communications.

If you want your data to be deleted from the database entirely, we will delete it. You have a right to be forgotten.

## **Keeping your information up to date**

The accuracy of your information is important to us. You can update your information with us, including your address and contact details at any time. If you would like to change your preferences or update the details we hold about you, please contact us using the information below.

## **Contact**

Foundation Office  
Dauntsey's School  
West Lavington  
Devizes  
SN10 4HE  
foundation@dauntseys.wilts.sch.uk

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Next Review: March 2026