



## PRIVACY NOTICE FOR ALUMNI

Author:	Bursar
Reviewed:	August 2024
Next Review Due:	August 2025
Scope:	All Schools

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This notice is to help you understand **?** and **?** we collect personal information about you and **?** we do with that information. It also explains the decisions that you can make about your own information.

Throughout this Notice, "School" "we", "our" and "us" refers to Bromsgrove School.

If you have any questions about this Notice please contact the Bursar, whose contact details are set out at the end of this notice.

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Personal information is information that identifies you as an individual and relates to you.

This includes your contact information and school details.

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A member of the School alumni community is someone who:

- was a pupil for more than a year at the School or
- is a current member of staff who has given five years or more service to the School or
- is a former member of staff of the School or
- is a former Governor or Foundation Trustee of the School.

We also process the personal data of parents of those who were pupils for more than a year at the School.

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We obtain personal data regarding you from the following sources:

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- via automatic transfer from the School database (iSAMS) to the alumni database upon leaving (usually in the Upper Sixth for both pupils and parents).
- The School's Maroon Book.
- from the personnel department if you are a current or former member of staff, Governor or Foundation Trustee of the School
- in addition, we have historical personal information from numerous paper-based sources in the Archive (some of which are now included on the digital heritage website) including registers, House lists, minutes, named photographs, mark books, pupil record cards and other school-related material.

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- contacted us by telephone
- registered to attend an alumni-related event
- posted or responded to a social media post

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We will collect and process personal data about you.

The data we may process includes:

- your title, first name, surname (including preferred name, former name or alias), gender, marital status, date of birth, nationality, honours
- your education record (i.e. start and end years, House, interests, prizes) but we do not retain results information. Results may be held elsewhere in the School (e.g. the careers department and records in the archive department)
- your interests whilst at School (i.e. clubs, activities, sport)
- your contact information (address, telephone, email, social media, website)
- your higher education information including university, degree subject, graduating year and result
- your occupation details including position, organisation, professional memberships and any former occupation/s
- your career highlights and other lifetime achievements
- your outside interests and membership of groups, societies, clubs
- information from articles in the media about you
- your family associations, including siblings, spouse or partner, and relationships with other alumni
- events you have been invited to and whether or not you have responded or attended
- your donations of time, expertise or money
- details you have provided regarding leaving a legacy to the School
- a record of interactions with you (i.e. conversations, phone calls, letters, emails, social media posts) in a communications log for future reference and to help tailor further communications with you. As part of this, some emails sent by the School may record whether the email has been opened and whether any links have been clicked on
- generally information that you have decided to share with us.

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We will use your data to help us maintain and engage with our alumni community. We may also process your personal data for the following purposes:

#### **D E N K F E**

- to keep in touch with you and share your news in the School News Review, Alumni magazine, Governors' report, School website, Foundation report and on social media
- to verify an account and provide a personalised experience for you when you register with the InTouch Bromsgrovians Connected website
- to process a gift you have given (and any Gift Aid claims)
- event registration and attendance
- to process and organise any volunteering activity you have agreed to undertake
- to process information you provide for use on our websites or in our literature, for example the Donor Roll of Honour and the Donor Tree
- to keep a record of communications between you and us.

## **FLE KFE FE KFE**

Our Foundation has been running since 2007. Whilst we do not actively fundraise, we are most grateful to those Alumni who wish to donate funds for life-changing bursaries to enable pupils who would not otherwise be able to attend the School.

We do not currently intend to use our alumni database to ask for money for capital projects or bursary funding. In addition, it is our policy to not advertise other charities or initiatives, including Bromsgrovians who are raising money for projects of a charitable nature. We shall never send your personal information out to wealth data companies and we shall not use your information for telephone campaigns or appeals unless we have sought your specific permission in advance. Direct asks will never be made at our events unless we tell you about the objective in advance.

## **FCEK I E**

We are most grateful to our alumni for donating their time and expertise to help current and former pupils.

Volunteering supports:

- mentoring
- internships/work experience
- careers advice for students and recent leavers
- presentations to current students and parents
- interview practice

## **? I E D DFI**

We sometimes share School leaving years or House lists which detail the first name, surname, House and years at School for other individuals who left Bromsgrove in the same year, or who were in the same House. These lists are used to remind alumni about reunions and other events, enabling them to reminisce and invite others who might not have responded to invitations.

The information can also help the School to make contact with alumni we have lost touch with. Individuals with whom the lists are shared are asked if they are in touch with anyone on the list and, if appropriate, asked to approach these individuals to establish if they would like to receive communications from the School. We will never pass on contact details without asking individuals first.

We may also share recordings, old photographs and news stories from our Archive in social media posts and for displays at our Alumni/School events.

We record, on film and/or via audio, oral histories from current pupils, current staff, former pupils (Bromsgrovians), former staff and others associated with the School for the purposes of preservation of information and to help future generations of the School recognise the importance of our history. All interviewees complete a consent form before their interview is conducted, which is then kept on file by the Archivist. The oral histories are stored securely on the School's digital image server.

We will take photographs or videos of you to use in our publicity or on our social media platforms and website. If we consider that the photograph or video is more privacy intrusive then we may ask for consent first.

## **) LEFE**

In addition to hosting our own official Bromsgrovian reunions in School and other locations around the world, on occasion members of the alumni community host their own reunions and gatherings. So that the organiser can establish who to invite, the School may provide some information.

The School may provide organisers with details of alumni from a selected year group and/or House, as requested by the organiser. Details provided include first name and surname (as it appears on the alumni database), years at School and House. No contact details are given out, as the School will always facilitate the initial contact between alumni.

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To mitigate the impact on the data subject (pupil or staff member), personal records will be closed to public access for 100 years. If you wish to access your own record, a system of screening will be in place so that you only view your personal data.

We facilitate communications between individual alumni, but in doing so we do not release personal contact details without gaining permission first.

We will not sell or share your data with third parties for their commercial purposes. We never use our alumni database to ask for money for bursaries or capital projects. It is our policy to not advertise other charities or initiatives, including Bromsgrovians who are raising money for projects of a charitable nature. We shall never send your personal information out to wealth data companies and we shall not use your information telephone campaigns or appeals unless we have sought your specific permission in advance. Direct asks will never be made at our events unless we tell you about the objective in advance.

We will communicate with you by email, post, SMS, social media and telephone to pursue the



We must also comply with an additional condition where we process special categories of personal information. These special categories are as follows: personal information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic information, biometric information, health information, and information about sex life or orientation.

Our bases for processing special personal information will depend on the circumstances:

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As a member of the School and part of the alumni community, we value the lifelong relationship that this nurtures. Generally speaking, the School will look to retain alumni personal data until the

This privacy notice does not, and is not intended to, give you any rights which you did not already have.

Please speak to the Bursar if:

- you object to us using your information for any of the outlined purposes within this Alumni Privacy Notice. We will stop using your information if you tell us not to
- you would like us to update the information we hold about you
- you would prefer that certain information is kept confidential.