



# STRATFORD GIRLS' GRAMMAR SCHOOL

STRATFORD-UPON-AVON

## Privacy Notice for Alumnae

### How we use your information

Disclosable under Freedom of Information Act 2000	Yes
To be published on website	Yes
Policy ownership	
Governor committee:	Education Committee
Department responsible:	Marketing and Communications
Post-holder: (title and name)	Jo Caldwell, Social Media and Communications Manager
Responsible person	Jacqui Cornell
Implementation date	March 2023
Planned review interval	Every three years
Planned next review date:	March 2026

### **Who are we?**

Stratford Girls' Grammar School is the 'data controller'. This means we are responsible for how your personal information is processed and for what purposes.

Stratford Girls' Grammar School is registered as the Data Controller with the Information Commissioner's Office (ICO); Registration Number: Z3198676

You can contact the Academy Trust as the Data Controller in writing at:  
Stratford Girls' Grammar School, Shottery Manor, Stratford upon Avon, CV37 9HA

### **What is a Privacy Notice?**

A Privacy Notice sets out to individuals how we use any personal information that we hold about them. We are required to publish this information by data protection legislation. This Privacy Notice explains how we process (collect, store, use and share) personal information about our alumnae.

### **What is Personal Information?**

Personal information relates to a living individual who can be identified from that information. Identification can be by the information alone or in conjunction with any other information in the data controller's possession or likely to come into such possession.

'Special category' personal information relates to personal information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

### **What personal information do we process about alumnae?**

The alumnae information that we collect, hold and share includes:

- Name
- Date of Birth
- Address
- Telephone Number
- Email address
- Dates you started and left the school
- Educational information including post-16 learning and University/Higher learning or professional pathway
- Details of your current role
- Details of your current employer

### **Why do we use personal information?**

We use this data to:

- Help us build a community around the school
- Offer enrichment and career development opportunities to current pupils
- Support student learning
- Raise extra money so that we can continue to improve the experience pupils get from the school
- Notify you of alumnae events, projects or activities you may be interested in
- Keep you up to date with school news
- Help us promote the school
- Keep you safe and comfortable while attending alumnae events
- Tailor the communications we send to you, to ensure they are appropriate and relevant

### **Use of your personal information for marketing purposes**

Where you have given us consent to do so, we may send you marketing information by email promoting school events, campaigns, charitable causes or services that may be of interest to you. You can withdraw consent at any time by contacting the school.

### **What are the legal reasons for us to process your personal information?**

We are required to process personal information in accordance with data protection legislation and only do so when the law allows us to. Most commonly we will process it where we have obtained explicit consent to use it in a certain way, and where we have legitimate interests in processing the data.

Where we have obtained consent, this consent can be withdrawn at any time. We will make this clear when we ask for consent, and explain how to withdraw it.

Where we have legitimate interests in processing your data, we will carry out a 'balancing test' to make sure our processing does not infringe your interests, rights and freedoms. We will only use the data in ways that you would reasonably expect.

The legitimate interests we have are:

- Asking you for financial contributions towards the school, and facilitating this efficiently
- Analysing the composition of our alumnae group to help us decide what events or activities to run.
- Providing you with marketing communications based on what we think you'll be interested in.

In addition, we may process your personal data in order to comply with our legal obligations, such as our accounting and reporting requirements in relation to any donations received, and complying with our duties under equality legislation.

### **Who might we share your information with?**

We do not share information about our alumnae unless the law and our policies allow us to do so.

### **What do we do with your information?**

All personal information is held in a manner which is compliant with data protection legislation. Personal information is only processed for the purpose it was collected. The Academy Trust monitors the personal information it processes and will only share personal information with a third party if it has a legal basis to do so (as set out above).

### **How long do we keep your information for?**

We will not keep your information any longer than needed. The information we collect, use and store for Alumnae Projects and Activities is retained either until it is updated/superseded or until you let us know you no longer wish to be contacted. Information will always be securely disposed of.

### **Transferring data internationally**

Where we transfer personal data to a country or territory outside the European Economic Area, we will do so in accordance with data protection law.

### **What are your rights with respect of your personal information?**

Under data protection law, data subjects have the right to request access to information about them that we hold. To make a request for your personal information, contact the School Data Protection Officer at Warwickshire Legal Services via email at [schooldpo@warwickshire.gov.uk](mailto:schooldpo@warwickshire.gov.uk) or alternatively;

School Data Protection Officer  
Warwickshire Legal Services  
Warwickshire County Council

Shire Hall  
Market Square  
Warwick  
CV34 4RL

**Please ensure you specify which school your request relates to.**

You also have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress;
- prevent processing for the purpose of direct marketing;
- object to decisions being taken by automated means;
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and
- claim compensation for damages caused by a breach of the Data Protection regulations

If you have a concern about the way we are collecting or using your personal data, you should raise your concern with us in the first instance or directly to the Information Commissioner's Office at <https://ico.org.uk/concerns/>