



# Wakefield Grammar School Foundation

## PRIVACY NOTICE – Development, Alumni, Archives and Events

### 1 Introduction- Who we are

Wakefield Grammar School Foundation is a Registered Charity (Charity number 1088415) and a Company Limited by Guarantee (company number 4258359 registered in England) with its Registered Office at 158 Northgate, Wakefield, WF1 3UF.

Wakefield Grammar School Foundation (WGSF), referred to as ‘the Foundation’, is a family of single-sex independent day schools incorporating Queen Elizabeth Grammar School (QEGS), Wakefield Girls’ High School (WGHS) and Mulberry House Nursery.

### 2 Purpose of this Privacy Notice

The WGSF Development Office exists to maintain and grow a lifelong, mutually beneficial relationship between the Schools of the Foundation and its alumni, supporters and friends.

Our alumni and supporters are extremely important to us, and this Privacy Notice explains how the Development Office, on behalf of the Foundation, collects, stores, manages and protects your data. It outlines the types of data that we hold and how we use data to provide services to our alumni and supporters to enable us to keep you informed about the Schools and provide opportunities for you to continue to be involved in the life and activities of the Schools. We aim to be clear when we collect your personal information, and not do anything you would not reasonably expect.

Your data is stored securely and in accordance with the UK data protection law. We never sell your information.

This privacy notice is supplementary to the [Foundation's Privacy notice](https://wgsf.org.uk/article/about/policies) <https://wgsf.org.uk/article/about/policies> and applies specifically to information held about alumni, supporters and friends of the WGSF by the Development Office.

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### 3 Our responsibilities and legal basis for processing your data

As part of our work we process and store personal information relating to students, staff, alumni, parents, past parents, current and potential supporters and friends of the Foundation and we therefore adhere to UK data protection Law.

The Development Office, on behalf of the Foundation, processes the information outlined in this Privacy Notice in pursuit of our legitimate interests in:

- Communicating with and providing benefits and services to alumni, staff, parents, former parents, Governors and former Governors and current and potential supporters;
- Furthering the Foundation’s educational charitable mission, which includes fundraising and securing the support of volunteers;

We may pursue these legitimate interests by contacting you by telephone, email, post or social media. Information about how you can manage the ways that we contact you is outlined in the ‘Your Rights’ section below.

Whilst the Development Office relies on legitimate interest as the legal basis for processing where this is not overridden by your interests and rights, it recognises that this is not the only lawful ground for processing data. As such, where appropriate the Development Office will sometimes process your data on an alternative legal basis – for example, because you have given us consent to do so ie the e-newsletter sent out by email.

## 4 The data we hold

The Development Office, on behalf of the Foundation, maintains a record of all former students, staff and Governors of the Foundation. At the point of leaving, basic biographical information including names, titles, gender, date of birth, contact details (email and mailing address and phone numbers) from the School system or year book are used to create a record for you in the Alumni Database (known as WGHSInTouch for girls and OldSavsOnline for boys). We also create a record for any non-alumni donors and friends who wish to receive our information.

We hold your data for an unlimited period as long as the Foundation believes that it has a relationship with you. We actively collect and maintain information in our archives which directly relates to the history of the schools, their alumni, teachers and governors. We hold education records in perpetuity. Year 13 Leavers’ information is published each year in Leavers’ books and is therefore considered to be in the public domain. If we become aware that your name has changed we will update our records to reflect this. In subsequent instances where we provide your name (e.g. a class list) we will use your current name alongside any previous names (such as your maiden name) to ensure you can be identified correctly.

We update our records when you enquire about our services, register for events, make a donation, complete an update form or provide us with information. Our alumni and supporters will have provided the majority of information we store and process. We may also update your record with information we may obtain from other sources, which may include:

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- Registration booking details and attendance at events
  - Dietary requirements and access requirements in respect of events you have registered to attend. This data is held to ensure that we complete our duty of care to you.
  - When you volunteer your services to us, such as mentoring or careers lecture
  - Information about your time at the Foundation
  - Information you have chosen to share via online services such as LinkedIn and Facebook and our alumni databases ( WGHSInTouch or OldSavsOnline)
  - Your occupation and professional activities; whether you wish to volunteer to share your professional expertise or become a mentor as part of our career development programme
  - Your recreations and interests;
  - Records of donations and Gift Aid status, where applicable (as required by HMRC);
  - Records of communications sent to you by the Development Office or received from you;

- Information from the internet and publicly available sources such as extracts from media stories, social media, Companies House.

We aim to keep your data up to date and accurate and we welcome any updates to your details you may wish to provide.

The Foundation's alumni portals, WGHS IN Touch <https://wghsintouch.org.uk> and Old Savs Online <https://gegsonline.org.uk> are hosted by Potentiality who is contractually bound to provide this service to the Foundation, our alumni and supporters. Our alumni portals allows users to update their details online, access a directory of Foundation alumni and register to attend events.

Tools may be used to help us improve the effectiveness of the Foundation's communications with you, including tracking whether the emails we send are opened and which links are clicked within a message.

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 partners' 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.

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## 5 How we use your data

### 5.1 Keeping in touch and supporting the Schools

We use your information to keep you informed about the Schools, the alumni and to provide opportunities for you to continue to be involved in the life and activities of the alumni and Schools. This includes providing you with services you have requested, for administration purposes and to further our charitable and educational aims including fundraising, volunteering, event invitations, newsletters and the alumni magazines.

We want to send you timely, relevant and appropriate messages via mail, email and telephone. To do this we may segment our communications based on demographic, geographical and educational information. For example, we may send invitations to our London events to those with postcodes within that locale.

We may text you to confirm an event booking or advise changes to events.

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Our communications and marketing activities may encompass the following:

- Sending alumni and school publications
- Notification of alumni and school events;
- Notification of fundraising programmes;
- Promotion of alumni and student mentoring and career services.

and may be sent by mail, email, telephone, text and social media.

## **5.2 Fundraising**

Fundraising is very important for the Schools. The Schools were founded with the help of philanthropic support and we continue this tradition of giving through our fundraising campaigns which provide additional resources to help teaching, and supporting the life of our students.

We want to keep you informed about our fundraising in the most appropriate and cost effective ways. To help us do this we may carry out analysis and segmentation of the information we hold and add publicly available information, such as information from Companies House, electoral register and print and social media. This may include wealth screening. We undertake due diligence for potential donors in line with the Foundation Donation Acceptance Policy. These processes help us to better understand your interests, preferences and the type and level of donation you may be interested in giving. This allows us to make appropriate requests to our supporters about fundraising and volunteering in the most effective ways.

Our fundraising campaigns are managed in-house by permanent Development Office staff and may include direct mail (both postal and electronic), social media, telephone and face-to-face visits. Our telephone fundraising is managed in-house by Development Office staff and employs current students to contact alumni and friends of the Schools. This provides paid employment opportunities for our students as well as valuable work experience. All of our staff and student workers are well trained and are taught to respond sensitively and appropriately, to anyone who may appear vulnerable.

We are very grateful for the support of our donors and we like to publish their names on our donor roll to recognise their support and to encourage others to donate. If you donate to the Schools and do not wish your donation to be publicly recognised, you can choose to donate anonymously. This means we will record your donation on our systems, but will not publicly acknowledge or publish your name on donor lists or other stewardship materials both online and in written publications. We like to publish case studies online and in our magazines, and will always ask for consent from people involved in the case stories before publication.

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## **5.3 Checking your Address**

We know from the returned mail we receive that people sometimes move house and forget to tell us. Periodically, we may therefore send the names and addresses of those from whom we have had no contact in recent years, to a data screening company which uses publicly available information to check addresses. Where there appears to be a change, we will contact you to check the information. If we are unable to verify your details with you, we may decide to cease postal communications until we can make contact. Our aim is always to be in touch with those who wish to hear from us.

## **5.4 Archive**

The Foundation's archive is maintained as an historical resource and record to help inspire and equip current staff and pupils to understand and appreciate issues of identity, belonging and shared heritage; to prompt memories of school life among many generations of Old Savillians and Old Girls and to serve as a research resource for all interested in the history of Queen Elizabeth Grammar School and Wakefield Girls' High School.

## 6 Who your data is shared with

Your data is stored securely with access restricted to designated members of staff. We will never sell your information. We will never pass information to third parties except in the following cases:

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- We may use external service providers as data processors/agents on our behalf, to help provide benefits and services. These include email services to send emails and newsletters; mailing houses to print and send out postal mail and magazines, and companies to screen names and addresses to help keep addresses up to date, provide wealth screening, demographic and publicly available information and to check data against preference services.
  - Volunteers, such as those who run our alumni or fundraising groups
  - We may need to disclose your information if required to do so by law
  - If we have obtained your permission to do so
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We always make sure there are appropriate controls in place regarding how the above handle your data and to ensure they never use the data for non-Foundation purposes.

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## 7 Your rights

The Foundation considers its relationship with its alumni and supporters to be lifelong, and we will hold your details until you tell us you no longer wish to hear from us. We will always try to ensure that the data we hold for you are up to date, reasonable and not excessive. You will always have the right to:

- Be informed as to how we use your data (via this Privacy Notice);
- Access or request a copy of the data we hold about you;
  - Update, amend or rectify the data we hold about you – you can manage your own data at WGHS IN Touch <https://wghsintouch.org.uk> and Old Savs Online <https://qegsonline.org.uk>
- Change your communication preferences at any time to restrict how we process your data and communicate with you. Email [developmentoffice@wghsss.org.uk](mailto:developmentoffice@wghsss.org.uk) or [developmentoffice@qegsss.org.uk](mailto:developmentoffice@qegsss.org.uk)
- Ask us to remove your data from our records;
- Withdraw consent, where it is used as a legal basis for processing;
- Object to or restrict the processing of your information for any of the purposes outlined above.

However, we will retain the following details of former students; staff and Governors as part of our historical archive records:-

- Name
- Date of birth
- Dates attended school

Additionally, we will retain details of all donations, legacies and gifts made to us.

If you have a concern about the way that Wakefield Grammar School Foundation is collecting or using your personal data, in the first instance, please contact us.

You can email [dataprotectionofficer@wgsf.co.uk](mailto:dataprotectionofficer@wgsf.co.uk) telephone 01924 231600

You can also write to us:-

Data Protection Officer  
Governors' House  
158 Northgate  
Wakefield  
WF1 3UF

You may also raise a concern with the Information Commissioner's Office, [www.ico.org.uk](http://www.ico.org.uk) . The ICO can be contacted on 0303 123 1113 Monday- Friday 9am-5pm.

## THIS PRIVACY NOTICE

The Foundation will update this Privacy Notice from time to time. A copy will be available on our website [www.wgsf.org.uk](http://www.wgsf.org.uk). Any substantial changes that affect your rights will be provided to you directly as far as is reasonably practicable.

Policy Written	May 2018	C Worsley
Reviewed	Sept 2019	C Worsley