

Fundraising Privacy Notice

**Stowe School,
The Stowe School Foundation and
The Stowe House Preservation Trust**

May 2018

Fundraising Privacy Notice

Introduction

As with the great majority of independent schools, charitable fundraising plays a very important role for Stowe in enabling it to realise its future ambitions for the development of the School and the creation of new educational opportunities. It also enables us to undertake the restoration of Stowe House.

This notice explains **how** and **why** Stowe School processes personal information about you in order to carry out its fundraising activities.

This notice also outlines **what** we do with your information and **what decisions** you can make about your information in relation to fundraising and development.

If you have any questions about this notice please contact the Privacy Officer, whose contact details are as follows: privacyofficer@stowe.co.uk.

What is personal information?

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

This includes your contact details, your relationship with the School and financial information.

What personal information does the School hold about you and how is this obtained?

We receive information about you from other teams within the School but only where this is relevant to our work. We hold a specific database with information about alumni, parents, staff, former parents, former staff and other supporters.

You provide us with information about yourself during the course of our relationship with you. For example, when you sign up to receive communications from us or order tickets for events.

In addition, we may obtain your information from other sources such as the internet, LinkedIn, Facebook, social media, search engines and media articles.

In addition to the information which the School may hold about you, we may hold information for fundraising-related purposes such as:

- records of any donations;
- your Gift Aid status if applicable;
- information related to particular interests you may have that would be relevant for fundraising purposes, for example the specific projects at Stowe that you have supported in the past.

Why do we use your personal information?

Insofar as fundraising is concerned, we use your information for the following purposes:

- to keep you informed about events and activities and in relation to your attendance at those events;
- to let you know about the impact and progress of previous development and fundraising projects at the School and upcoming development and fundraising priorities; and

- to ask for your support and to explain how your engagement with our fundraising activities would make a difference.

We may contact you for the above purposes by email, telephone, post or by text message. If you tell us that you do not want to be contacted for any of the purposes above, then we will of course respect that.

We may use information from public sources so that we can tailor our fundraising communications appropriately to you.

We share information about donors with The Stowe School Foundation and The Stowe House Preservation Trust where relevant, as these are the entities that receive donations. The information we share is restricted to the identity of donors, the scale of their donations, and the specific purposes that their donations should be used for. This is to comply with legal obligations and to enable those charities to acknowledge the generosity (according to their wishes) of donors.

We occasionally use contractors to help us with our work (e.g. a printing company for our literature) or where we store our database in the cloud.

Our legal grounds for using your information

Our pre-existing relationship with members of the Stowe community establishes a legitimate interest in:

- communicating news of progress, plans and ambitions from Stowe School and Stowe House to promote interest and engagement across the Stowe community;
- ensuring that we foster an active community of supporters, from within the School community, which will benefit the School, the preservation of the House, and members of the Stowe community in the future; and
- promoting the fundraising aims of The Stowe School Foundation and The Stowe House Preservation Trust within the Stowe community. This includes contacting members of that community to establish whether or not they would like to commence or renew financial support for the School or House.

If you object to us using your information where we are relying on our legitimate interests as explained above please speak to the Director of Strategic Development and Fundraising.

What decisions can you make about your information?

From May 2018 data protection legislation gives you a number of rights regarding your information. Some of these are new rights whilst others build on your existing rights. Your rights are as follows:

- **Rectification:** if information is incorrect you can ask us to correct it.
- **Access:** you can also ask what information we hold about you and be provided with a copy. We will also give you extra information, such as why we use this information about you, where it came from and what types of people we have sent it to.
- **Deletion:** you can ask us to delete the information that we hold about you in certain circumstances, for example, where we no longer need the information.

- **Portability:** you can request the transfer of your information to you or to a third party in a format that can be read by computer. This applies where (a) the information has been provided by you; (b) the basis that we are relying on to process your information is through your consent or is contractual; and (c) the information is being processed by us on computer.
- **Restriction:** our use of information about you may be restricted in some cases. For example, if you tell us that the information is inaccurate we can only use it for limited purposes while we check its accuracy.
- **Object:** you may object to us using your information where:
 - a. we are using it for historical or scientific research purposes or archiving purposes. For example, we may keep photographs of you at a School event for historical reasons; and
 - b. we are relying on the legitimate interests legal ground to use it - please see the section Our legal grounds for using your information above.

The Privacy Officer can give you more information about your data protection rights.

Further information and guidance

The Privacy Officer is the person responsible at the School for managing how we look after personal information and deciding how it is shared in relation to fundraising.

This notice just covers how the School uses your personal data for fundraising purposes. Please note that:

- The School will continue to keep the information it holds about you from your time at the School. This includes, for example, HR records of former staff and educational records of Old Stoics. For more information on this please ask the Privacy Officer for a copy of the appropriate Privacy Notice.
- There is a separate Privacy Notice which covers how personal data of Old Stoics, former staff and former parents is used by the School and by the Old Stoic Society for non-fundraising purposes. Again, the Privacy Officer can provide a copy of this.
- Sometimes the School will use your personal data in a way not described in this Privacy Notice. Examples include taking photographs at events, where we share information with third parties (such as event organisers), transferring personal data overseas (for example, if we decided to run an event for alumni overseas). In addition, we will also provide information on a case by case basis as appropriate.
- We may send your information to countries which do not have the same level of protection for personal information as there is in the UK. For example, we may communicate with you using your email address when you are overseas (for example, when you are on holiday).
- The European Commission has produced a list of countries which have adequate data protection rules.
- If the country that we are sending your information to is not on the list or, is not a country within the EEA (which means the European Union, Liechtenstein, Norway and Iceland) then, it might not have the same level of protection for personal information as there is in the UK.

- We can provide you with details about the safeguards which we have in place outside of this privacy notice. If you have any questions about the safeguards that are in place, please contact the Privacy Officer.

Like other organisations we need to keep your information safe, up to date, only use it for what we said we would, destroy it when we no longer need it and most importantly - treat the information we get fairly.

This notice is to explain how we use your personal information. The Director of Strategic Development and Fundraising can answer any questions which you may have.

Please speak to The Director of Strategic Development and Fundraising if:

- you would like us to update the information we hold about you; or
- you would prefer that certain information is kept confidential.

If you fail to provide certain information when requested, we may not be able to perform our obligations, for example, if you booked to attend an event.

If you consider that we have not acted properly when using your personal information you can contact the Information Commissioner's Office - ico.org.uk.