

# FUNDRAISING PRIVACY POLICY

PERSON(S) RESPONSIBLE: Director of Development,  
Latymer Foundation at Hammersmith

DATE OF LAST REVIEW: June 2017  
DATE OF NEXT REVIEW: June 2018

REVIEWED & APPROVED: AUDIT & RISK COMMITTEE OF GOVERNING BODY  
DATE OF APPROVAL: [ ] 2017

## Introduction

The privacy and data security of our alumni, friends and supporters is important to us. This policy specifically relates to personal data processed by the Latymer Foundation Office in its work to build a more vibrant, engaged community. The Foundation Office is the department within Latymer Upper School that has responsibility for alumni relations, events, and charitable giving to the Latymer Foundation. The Foundation Office works in accordance with the School's Data Protection Policy, which is available on the School's website [https://docs.google.com/document/d/1GJQzWO8rI4oQ25vC9JYk2aeLrv7qsy\\_AtpDm-sJC7zc/edit](https://docs.google.com/document/d/1GJQzWO8rI4oQ25vC9JYk2aeLrv7qsy_AtpDm-sJC7zc/edit)

In addition, this policy sets out how the Foundation Office uses your data.

## **Data Protection Statement**

We are committed at every level to making sure that our communications with you are secure, considered and welcome. All personal data is held and processed in accordance with the Data Protection Act 1998, the School's Data Protection Policy and other relevant legislation. Data will only be handled by staff that have received data protection training.

Any personal data stored in our database is held on the School's secure servers, with access restricted to authorised personnel only. Most information that we hold will have been obtained directly from you.

Personal data held and processed by the Foundation Office may include:

- Biographical information including your name, gender and date of birth;
- Your contact details and communication preferences;
- Your education history;
- Your student clubs and societies affiliations and your other connections with Latymer;
- Your professional activities and employment;
- Your interests and extra-curricular activities;
- Information you have publicly shared on social media;
- Your volunteering activity for the School including alumni volunteering;
- Your family and partner/spousal details;
- Your relationships with other Latymer alumni, donors and friends;
- Your donation history;
- Records of communications and interactions we have had with you;
- Your attendance at Latymer events.

Please note that we do not collect or store any credit/debit card details in our database.

This data is used by the School to support a full range of activities for our alumni and friends and to ensure that the ways in which we communicate with you, such as sending out School publications, inviting you to events, or advising you about our alumni activities and fundraising priorities, adhere to your chosen communication preferences. Digital tools may be used to monitor the impact of the School's communications, such as using email tracking to record when an email we send to you has been opened. Data will not be disclosed to external organisations other than those acting as agents for the School. The School does not sell any of its data to third party organisations.

To ensure that our communications are relevant to you and your interests, we may use additional information such as geographical information and measures of affluence where available from external sources to assist us. This enables us to better understand you as our supporter and make appropriate requests for support. Depending on your privacy settings and interaction with us on social media sites like LinkedIn, Facebook and Twitter, we may also cross-check your data to ensure that it is robust and up to date.

The School commits to holding this data securely and treating it with sensitivity. Data will only be held for as long as it is necessary for the above purposes.

You have a right to request copies of the data that we hold about you and to ask us to stop processing your personal data at any time. Provided it is not necessary for the purpose you provided it to us, such as processing your donation or registering you for an event, we will do so. We will however need to keep a brief record of your constituent ID to ensure that your data is not used for further processing.

We may amend this Privacy Policy from time to time. Any significant changes to this Policy or to the way we treat your data will be communicated via the Latymer Upper School or Latymer Foundation website or by contacting you directly.

June 2017