



Founded 1125

READING SCHOOL

General Data Protection Regulations (“GDPR”)

Privacy Notice for Alumni, Friends and Supporters

Our alumni, friends and supporters are at the centre of all our activities and are hugely important to us.

This policy explains how the Society Office (“**Development Department**”, “**we**” and “**our**”) at Reading School handles and uses data we collect about our alumni, their parents/guardians, former staff (“**friends**”), and our past, current and future supporters (“**you**” and “**your**”).

The privacy and data security of our alumni, friends and supporters is important to Reading School. This notice specifically relates to personal data processed by the Society Office in its work to build a more vibrant, engaged community. The Society Office is a department of Reading School that has responsibility for alumni relations, communications, events, and fundraising and charitable giving to the School. The Office works in accordance with the School’s Data Protection Policy and this notice explains how it uses your data.

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 which can be found in the policies section of the School’s website and other relevant legislation.

The Society Office maintains a database holding personal data obtained by Reading School directly from pupils or their parents/guardians at the time of admission and day of departure. This data is transferred from the School’s pupil database on a regular basis.

We also gather personal information from you when you interact with us, for example when you enquire about our activities, correspond with us by email, sign up to an event, make a donation, volunteer or sign up to a campaign or for a newsletter. Information may be collected in person, over the phone, through our websites, social media or from something you have sent to us.

We collect most of the personal data we process directly from you, but sometimes we collect data from publicly available sources, including material you have shared on social media, to check our data is robust and up to date. We may use additional information such as geographical information and measures of affluence, where publicly available from external sources, to ensure that our communications are relevant to you and your interests. This also enables us to improve our knowledge of our supporters and to tailor appropriate requests for support, including financial gifts.

On occasion, someone you know - friends, family or a business associate - may give us your name and contact details as someone who might wish to support Reading School. We will contact you as soon as possible to let you know we are processing your data in the way outlined in this notice.



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Any personal data is stored securely, with access restricted to authorised personnel only. Most information that we hold will have been obtained directly from you, with some from publicly available and reputable sources (eg Companies House, the Charity Commission and other charity registers, Who's Who, the Electoral Roll, company websites and biographies on professional networking sites, social media platforms such as LinkedIn or Twitter, publications, news articles and media coverage such as the Queen's Honours List, geographic and demographic information based on your postcode, the National Change of Address database.

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

- Biographical information including your name, gender and date of birth
- Your contact details and communication preferences
- Your education history, career highlights, life achievements, personal interests and philanthropy history
- Your co-curricular activities, clubs and societies affiliations and other connections with School
- Your professional activities and employment
- Information you have publicly shared on social media
- Your volunteering activity for the School including alumni volunteering, engagement in school meetings, events, groups or networks
- Your family and partner/spousal details
- Your relationships with other Reading School alumni, donors and friends
- Your donation history
- Personal data provided by you for a specific purpose (eg accessibility needs or dietary requirements for event management)
- Records of communications and interactions we have had with you
- Your attendance at School events

The School is committed to holding this data securely and treating it with sensitivity. We do not collect or store any credit/debit card details: bank details are stored for bank reconciliation only.

Our website uses Google Analytics which tracks codes to measure performance enabling us to enhance and improve services for our audiences; as this data is anonymised we cannot identify individuals. If you do not want Google Analytics to use your data, visit the Google Analytics opt-out browser add-on: <https://www.google.com/analytics/terms/us.html>.

We do not currently gather information on how you use our website through the use of cookies (which themselves do not identify the individual user, just the computer used) but we may do so in future.

The Reading School website uses persistent cookies which expire after 12 months to track returning visitors. These enable us to compare website traffic from month to month and identify which pages are most visited and the events or activities of greatest interest so that we can improve our website and provide you with the best service. Wherever possible, the information we use for this purpose is



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aggregated or anonymised.

Your data is used by us for a number of interdependent purposes including alumni relations, communications, organising events and fundraising. For example we:

- Provide services, products and information that you have asked us for, including publications such as *Floreat Redingensis*, newsletters for alumni or impact reports to donors
- Send you updates and invitations for mentoring programmes, club activities, reunion events and sports fixtures
- Send you information about activities we believe are most relevant to you, including both financial and non-financial ways to support, such as offering careers advice for Reading School pupils and sharing your expertise through Inspire Lectures and Career events
- Let you know about forthcoming Reading School Community events
- Administer any donations you make or support your own fundraising activities for the School
- Claim Gift Aid from the HMRC on any of your eligible donations
- Ensure we know how you prefer to be contacted
- Understand how we can improve our services or information
- Create an account for you if you register with us
- Keep a record of your relationship with us
- General administration (event management, processing of donations, internal record keeping)
- Seeking voluntary support (e.g. careers advice to students, sharing of expertise);
- From time to time, create a profile of your interests, preferences and level of potential donations so that we can contact you in the most appropriate way and with the most relevant information;
- Enable alumni Year Group Ambassadors to discharge their duties as volunteer helpers under the Society Office umbrella

We ensure that appropriate technical controls are in place to protect your personal details; our online forms are always encrypted and our network is protected and routinely monitored. We use a secure server when you enter into any money transaction from our website. We also take appropriate measures to ensure that the information disclosed to us is kept secure, accurate and up to date and held only for as long as necessary for the purposes for which it is used. Personal information is stored on a secure, password-protected database, with access limited to appropriately trained staff in the Society Office.

We may share data occasionally on a considered and confidential basis, where appropriate under contractual confidentiality agreements, with:

- Selected members of school staff for specific reasons (most usually the Headmaster, the Finance Office, the School Archivist or the Head of Sixth Form or the Careers Department)
- Volunteers closely related to us (e.g. School Governors, Reading School Foundation Board members and Alumni Group Ambassadors)



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- Contractors providing services to you on our behalf or services to us (our “data processors”), including, but not limited to, CRM packages (a supplier of software and services to charities)
- Government departments, particularly HMRC.

We also facilitate communication between Reading School Alumni, but we never release your personal contact details without your permission first.

If you make a donation or bequest to Reading School or The Reading Foundation you can choose whether your name will be on donor lists and other stewardship materials. If you consent to this, we will publish your current name as a Reading School donor. We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

Data will not be disclosed to external organisations other than those acting as agents for Reading School with whom the School has data sharing agreements or with prior consent from you. We will never exchange, swap or sell your personal data to third parties under any circumstances, nor permit third parties to sell on the data we have shared with them.

We may use photographs or videos of you for the School's website and social media sites or prospectus to advertise the School. If you have any concerns about the use of photographs and videos please contact the Society Office.

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. If you request that we stop processing your data, we will remove personal data with the following exceptions:

- basic personal data (your name, house, admission and leaving dates, unique identification number and date of birth) to ensure that we do not inadvertently create a duplicate record in the future nor contact you again.
- information needed to comply with statutory requirements, but only for as long as those statutory requirements specify (e.g. Gift Aid declarations)
- a coded reference may be attributed to you for reporting and accounting purposes concerning any events attended or donations made.

Reading School considers its relationship with alumni, friends, donors and stakeholders to be lifelong, and we will keep details until you tell us you no longer wish to hear from us. In addition to the above, we will take into consideration our legal obligations, and tax and accounting rules, when determining how long we should retain your information. Data will only be held for as long as necessary for the above purposes and when we no longer need to retain your information we will ensure it is securely disposed of, at the appropriate time.

Records considered to be of historic value are retained in the School's archive indefinitely. Personal data concerning living individuals, which is not in the public domain, is unavailable to researchers, unless the subject of the information provides written consent.



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The Society Office processes the information outlined in this Privacy Statement in pursuit of our legitimate interests in:

- Communicating with members of the Reading School Society: pupils, alumni, current and former staff, current and former parents and current and potential supporters
- Providing benefits and services to members of the Reading School Society
- Furthering Reading School's educational charitable mission (which includes fundraising and securing the support of volunteers)
- Enabling the School to achieve its strategic and operational goals

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, including how to opt out from some or all contact from the Society Office, is outlined below. In certain circumstances, we may process your personal data in reliance on an alternative legal basis, for example, because you have given us consent to do so, such as in relation to some electronic communications.

If you do not wish to receive the School's publications, updates and invites to our events, or any direct marketing communications from us about the vital work we do for the School, please let us know at any time by contacting our Society Office.

We will not contact you for marketing purposes by post, email, and phone or text message if you have told us you do not want to hear from us by any of those channels. If the telephone number we hold for you is registered with the Telephone Preference Service (TPS), then we will only contact you on that phone number for administrative purposes, unless you have actively opted in to hearing from us by telephone.

If you unsubscribe from any or all of the communication channels mentioned above, we will update our records to stop further communication as quickly as we can. Due to some communications already being in progress at the point you opt out, please note that it can take several weeks for your preferences to be fully implemented. We may also need to retain some financial records about you for statutory purposes (e.g. Gift Aid, anti-fraud and accounting matters).

You have the right: to ask us for a copy of your personal data (a data subject access request); to object to processing that is causing you, or is likely to cause you, damage or distress; to object to any form of communications or direct marketing; in certain circumstances to require us to correct or erase your personal data.

You have the right to ask us to stop processing your personal data in cases where we rely on our legitimate interests, and if it is not necessary for the purpose you provided it to us for (e.g. processing your gift or registering you for an event) then we will do so. You also have the right to withdraw or change your consent.

Please note that these rights are not absolute and we may be entitled (or required) to refuse requests



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where some exceptions apply.

You can find out more about your data protection rights on the Information Commissioner's Office (ICO) website [here](#). Please do raise any issues you have about how we are processing your personal data with us: you can also raise a complaint with the ICO at any time if you are not satisfied.

We communicate by phone, email and post in order to work in the most cost-effective way. You can change your communication preferences at any time by post (Society Office, Reading School, Erleigh Road, Reading RG15LW), email development@reading-school.co.uk or telephone 0118 9015600.

Reading School continually reviews our practices to respect the privacy of our alumni, friends and supporters. We may amend this Privacy Notice from time to time. Any significant changes to this Notice or to the way we treat your data will be communicated to you directly or via the School website.

Dated: May 2018