

Cranleigh Giving - development fundraising privacy notice

Version control

Owner	Data Protection Lead
Last Updated	July 2026
Next Review	July 2027
Circulation	Website

Policy table of contents

	Page		Page
Introduction	2	Consent	5
What is personal data?	2	Necessary for a contract	6
What personal data does the School hold about you and how is this obtained?	2	Legal obligation	6
Why do we use your personal data?	3	Vital interests	6
How and why does the School share your personal data with third parties?	4	Sending your information to other countries	6
Our lawful bases for using your information	5	For how long do we keep your information?	6
Legitimate interests	5	What decisions can you make about your information?	7
Public Interest task	5		

How We Use Your Personal Data: Fundraising and Development Privacy Notice

Introduction

This notice explains how and why the Cranleigh Giving Office collects personal data about you when carrying out our fundraising and development 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 Director of Development whose contact number is 01483 542264 or pjc@cranleigh.org. If the Director of Development is not available, you can contact the OCS Coordinator on 01483 542262, by email ocs@cranleigh.org or in writing to Cranleigh Giving, Cranleigh School, Horseshoe Lane, Cranleigh, Surrey GU6 8QQ, in relation to any of the matters set out in this notice.

The Old Cranleigh Society is independent from the School. The Society has a separate privacy notice which is published on its website <https://ocsociety.cranleigh.org/privacy-policy>. The Old Cranleigh Society is responsible for your personal data, or to use data protection terminology, the Society is a "controller" or "data controller" of your personal data.

This notice describes how we share information with the Old Cranleigh Society and how the School uses your personal data for fundraising and development purposes. For more information about how the School uses your information more widely (for example, in relation to the provision of education to pupils) please ask the Data Protection Lead for a copy of the appropriate privacy notice(s). The Data Protection Lead can be contacted by email at dataprotectionlead@cranleigh.org or by post to Cranleigh School, Horseshoe Lane, Cranleigh, Surrey GU6 8QQ.

What is personal data?

Personal data is information about you from which you can be identified (either directly or indirectly). This includes your contact details, your relationship with the School and financial information.

What personal data 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 obtain information from the School Admissions Office about the dates when your child/ren attended the School and the House your child/ren belonged to. 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 our relationship with you. For example, when you sign up to receive communications from us or order tickets for events.

You may have opted-in to be contacted by us about news, fundraising appeals and events by email when you gave an online donation on the Stripe.com website.

In addition, we will obtain your information from other sources, which we use for the purposes described below. There are others who are involved in our development activities, for example, other members of your family and the School's alumni might tell us about your interests or your career.

We will hold information such as:

- your name, gender, and date of birth;
- information about your family, for example, whether you have any brothers or sisters who

- attended the School;
- any connection you may have with other members of the School community such as our alumni;
- the dates when you or your child/ren attended the School (if applicable);
- if you are a former staff member the dates when you worked at the School;
- your contact details;
- information about your achievements and interests, e.g. which sports team you were part of as a pupil or any hobbies that you have now;
- where you attended university and your occupation (if applicable);
- how you like to hear from us e.g. whether you have signed up to receive emails from us;
- your involvement with us. This includes correspondence with you, your attendance at our events, and whether you have signed up to Cranleigh Friends or to take part in our careers programme;
- records of any donations and your Gift Aid eligibility, if applicable;
- information from articles in the media;
- information about people with disabilities, to make adjustments for access or hearing needs
- any dietary requirements for catering purposes;
- financial details if you have hired a stall at the Cranleigh Foundation Christmas Fair.

Why do we use your personal data?

We use your information in the following ways:

- To keep you informed about events and activities and in relation to your attendance at those events (for example, so that we can accommodate you if you tell us about any special needs or dietary requirements);
- To facilitate interaction between members of the School community, for example, we host career-based events to encourage professional networking amongst the Cranleigh community;
- To tell you about products sold to benefit the School such as clothing and sports goods;
- To keep you informed about what is happening at the School, for example, by sending you a copy of the School magazine The Cranleighian;
- In connection with providing financial support to the School (including making donations to the School, specific campaigns, such as for a new sports centre, and requests for sponsorship);
- In connection with the other ways in which you might support the School (such as when you volunteer); and
- In connection with any research we carry out. For example, we may ask you to complete a survey, provide feedback or join one of our focus groups.

We will contact you for the above purposes by email, telephone, social media, post or by text message but we will only do this where we are allowed to do so under data protection law (for example, we may need your consent before sending you an email about a fundraising opportunity). If you tell us that you do not want to be contacted for any of these purposes, then we will of course respect that.

If you wish to make a donation, particularly a donation of a substantial value, we may need to verify your identity and/or carry out financial due diligence on you. This may involve taking and retaining copies of your identification documents and obtaining your personal data from sources such as internet search engines, 192.com, the Charity Commission, Zoopla, Business Week, related media articles and other publicly available sources. This is to comply with our legal obligations and to observe best practice in fundraising as part of our membership of the Fundraising Regulator and Chartered Institute of Fundraising.

We may take photographs or videos of you to use in our publicity or on our social media platforms and website. Should you prefer not to be photographed please make us aware.

We carry out targeted fundraising activity to ensure that we are contacting you with the most appropriate communication, which is relevant and timely and will ultimately provide an improved experience for you. This activity assists us in understanding the background of those who support us and helps us to make appropriate requests to those supporters who may have the means and the wish to give.

We will use your personal data to build up a picture of your willingness to give so that we can tailor our fundraising communications to you. As part of this we may use your personal data to help us decide who might have capacity to make a donation to the School. This research helps us to understand more about you as an individual so we can focus conversations we have with you about fundraising and volunteering in the most effective way, and ensure that we provide you with an experience as a donor or potential donor which is appropriate for you. As well as undertaking in-house research, from time to time we engage external companies to do this analysis for us.

We will use the following information for this purpose: your postal address, history of giving, occupation, business and volunteering information. This may come from publicly available sources outside of the School. These sources may include Zoopla (property information), public social media e.g. LinkedIn, Bloomberg, Companies House, the Electoral Register, Charity Commission, company websites and news stories.

We conduct this research on the basis of our legitimate interest in fundraising. You will always have the right to opt out of this processing.

We will also screen the details we have for you against third party databases (e.g. the National Change of Address file) so that we can check that we have the up-to-date postal address for you. We will only receive this information if you have indicated that you are happy for us to have it.

How and why does the School share your personal data with third parties?

- If you use a third-party platform to donate, then we will receive information about you from them.
- If you attend one of our events, then we will share your information with event booking platforms;.
- In accordance with our legal obligations and functions as a school, we will share information with government and regulators such as local authorities, the Independent Schools Inspectorate and the Department for Education, for example, where we have any safeguarding concerns.
- On occasion, we may need to share information with the police for the prevention and investigation of crime and the prosecution of offenders.
- We may also need to share information with our professional advisors. For example, we may share your personal data with our legal advisers for the purpose of obtaining legal advice.
- We will need to share information if there is an emergency, for example, if you are hurt whilst on School premises or at one of our events.
- We will share information with HMRC in connection with Gift Aid claims.
- We use contractors to help us with our work (e.g. a print and mailing company for our literature) or where we store our database in the cloud.
- We will share your names with a venue if you are attending one of our functions held outside Cranleigh School for secure registration purposes.
- In the case of the Old Cranleighans, the School shares information about you with the Old Cranleighan Society. For example, when you leave the School, you automatically become an Old Cranleighan and your contact details will be entered into the Old Cranleighan database

so they can contact you to provide all the benefits of being an Old Cranleighan.

Our lawful bases for using your information

This section contains information about the lawful basis that we are relying on when handling your information.

Legitimate interests

This means that we are using your information when this is necessary for our legitimate interests, except when your interests and fundamental rights override our legitimate interests. We rely on legitimate interests or recognised legitimate interest to use your personal data for all of the purposes described except where we have asked you for your consent (in which case consent applies as the lawful basis). Specifically, we have a legitimate interest in:

- ensuring that there is an active community of supporters which will benefit the School and members of the School community, such as current and former pupils, staff and parents;
- promoting the objects and interests of the School. This includes fundraising e.g. if we want to raise money for the Cranleigh Foundation bursary fund or for new buildings;
- using your personal data to administer our events;
- safeguarding and promoting the welfare of our current and former pupils with whom you may be in contact e.g. if you arrange work experience or mentor a pupil; and
- ensuring that we comply with our legal obligations.

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

Recognised legitimate interests

We can rely on this basis where we need to process your personal data for certain pre-approved purposes. These are:

- safeguarding children and vulnerable adults;
- detecting, investigating or preventing crime, or apprehending or prosecuting offenders;
- responding to certain types of emergencies (e.g. an extreme weather event);
- for public security; and
- sharing personal data if requested by another organisation that needs it for its tasks in the public interest or its official functions.

Public Interest task

We rely on this basis (as well as legitimate interests) where we use personal data in order to look after those we are responsible for. For example, if we needed to carry out checks on someone before allowing them to mentor our pupils.

Consent

In some cases, we are processing your personal data because you have given us your consent to do so. If we ask for your consent to use your personal data you can take back this consent at any time. Any use of your information before you withdraw your consent remains valid. To withdraw your consent please contact the OCS Coordinator on 01483 542262, or email ocs@cranleigh.org.

Necessary for a contract

We will need to use your information in order to perform our obligations under a contract with you, for example, we need your name and contact details so that we can send you tickets for a concert

that you have purchased tickets for.

Legal obligation

On some occasions we will need your information to comply with a legal obligation. For example, we may need to keep a record of who is attending an event so that we can comply with our health and safety obligations.

Vital interests

For example, to prevent someone from being seriously harmed or killed.

The School must also comply with an additional condition where it processes certain types of more sensitive personal data. This applies to the following: personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic information, biometric information, health information, information about sex life or orientation and information about criminal convictions or offences. We don't generally handle these types of personal data in relation to our fundraising and development activities but we may do so occasionally. For example, we may need to use special category data in connection with your attendance at one of our events, e.g. to make adjustments because of a disability you have or if you are hurt whilst taking part in an activity.

Sending your information to other countries

When the School sends personal data outside of the UK, we have to consider if the other country has the same level of protection for personal data as there is in the UK. Some countries are considered by the UK Government to have adequate rules, and this includes all of the European Union and some other countries, such as, New Zealand, Norway, Switzerland and Argentina.

In certain circumstances, we may send your information to countries which do not have the same level of protection for personal data as there is in the UK. For example, we may store your information on cloud computer storage based in the USA. In this circumstance, we will provide you with additional details about where we are sending your personal data, whether the country has an adequacy finding and if not 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 Data Protection Lead at dataprotectionlead@cranleigh.org.

For how long do we keep your information?

We have an ongoing relationship with you and we would like you to be involved with the School for many years to come. For this reason, the Cranleigh Giving Office keeps the majority of the personal data it holds about you indefinitely. For example, we keep your contact details so that we can continue to stay in touch with you. Similarly, we will retain information about your involvement with the School as this helps us tailor our communications to you both now and in future.

We will need to keep a record if you tell us that you do not want to hear from us anymore, so that we do not inadvertently add you to our mailing list in the future.

We also keep some information indefinitely for archiving purposes (this is known as "archiving in the public interest" under data protection law) and for historical research purposes. This includes the School's legitimate interests in research; supporting long-term accountability; enabling the discovery and availability of the School's and the wider school community's identity, memory, culture and history; enabling the establishment and maintenance of rights and obligations and of precedent decisions; educational purposes; and commercial and non-commercial re-use. For example, we keep some old photos so that we have a record of what the School was like in the past. Information held in our archive may be made publicly available, but this would only be done in compliance with data protection laws.

The School will also keep information for a long time as part of its wider legal and regulatory obligations, even if that information is no longer needed for marketing, alumni relations, development or fundraising purposes. This is especially relevant to former staff, pupils and parents. For more information on how personal data is used by the School more widely please contact the Director of Operations. He may be contacted by email at pad@cranleigh.org or by post to Cranleigh School, Horseshoe Lane, Cranleigh, Surrey GU6 8QQ.

Although the Director of Development keeps the majority of your personal data for a very long time, there are some exceptions to this. Further information can be found in our Information and Records Retention Policy [here](#).

In relation to individuals who work for businesses which have exhibited at or enquired about the Cranleigh Christmas Fair, we will retain their personal contact data on our records without a time limit so we can continue to keep in touch regarding the Christmas Fair and any other related events. We may also invite businesses who have exhibited at other events to hire a stall at the Cranleigh Christmas Fair.

For people who buy a raffle ticket at an event, we retain their personal contact details for up to 3 years after the event, after which we destroy the raffle ticket stubs.

What decisions can you make about your information?

Data protection law gives you a number of rights regarding your information. Your rights are as follows:

- **Correction:** if information held about you by the School is incorrect or incomplete you can ask us to correct it.
- **Access:** you can also ask what information we hold about you and be provided with a copy. This is commonly known as making a Subject Access Request. 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 in certain circumstances.
- **Restriction:** you can request that we restrict how we use your personal data.
- **Objection:** you may object to us using your information where:
 - we are using it for direct marketing purposes (e.g. to send you an email about an event);
 - the lawful bases on which we are relying is legitimate interests, recognised legitimate interests or public task. Please see the section "Our lawful bases for using your personal data" above; and
 - if we ever use your information for scientific or historical research purposes or statistical purposes.
- **The right to withdraw consent:** if you have given consent for us to use your personal data, e.g. to receiving Event marketing emails, then you may withdraw your consent at any time.

The Director of Development is the person responsible at our school for managing how we look after personal data and deciding how it is shared in relation to fundraising and development. The Director of Development can answer any questions which you may have.

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

If you fail to provide certain information when requested, we may not be able to provide the information or service you have requested. We may also be prevented from complying with our legal obligations.

If you have any concerns about how we have handled your personal data, please contact us and complete our complaints form so that we have an opportunity to put things right. We have published our Data Protection Complaints Policy on our website. You also have the right to complain to the [Information Commissioner's Office](#).