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How We Use Your Information

Cranleigh Giving Privacy Notice

Cranleigh School

September 2022

How we use your information: 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 Head of Cranleigh Giving whose contact number is 01483 542261. If the Head of Cranleigh Giving is not available, you can contact the Cranleigh Giving Office on 01483 273666, at mrp@cranleigh.org or in writing to 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 Society.

This notice just covers 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. The Data Protection Lead can be contacted as follows: by email at dataprotectionlead@cranleigh.org or by post at Cranleigh School, Horseshoe Lane, Cranleigh, Surrey GU6 8QQ.

What is personal data?

Personal data 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 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 you/your child/ren attended the School and the House you or your child/ren belonged to. We hold a specific database with information about alumni, parents, staff, former parents, former staff and other supporters. The personal details of other supporters, such as stallholders for the Cranleigh Foundation Christmas Fair, are held on MailChimp and secure school servers.

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.

You may have opted-in to be contacted by us about news, appeals and promotions 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 other alumni might tell us about your interests or your career.

We invite businesses who have exhibited at other events to hire a stall at the Cranleigh Christmas Fair, as well as members of the Charity Fairs Association.

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 other 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;
- 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 take part in our careers programme;
- records of any donations and your Gift Aid status if applicable;
- information from articles in the media;
- any dietary requirements for catering purposes;
- financial details if you have hired a stall at the Cranleigh Foundation Christmas Fair; and
- any disability which you may have so that we may make reasonable adjustments for you.

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 Cranleighan;
- 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);
- 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 will usually 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 a number of sources, including: internet search engines, 192.com, the Charity Commission, Zoopla, Business Week and related media articles. This is to comply with anti-money laundering and any other legal obligations.

We will take photographs or videos of you to use in our publicity or on our social media platforms and website. If we consider that the photograph or video is more privacy intrusive, then we may ask for consent first.

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. We will use the following information for this purpose: your postal address, history of giving and your occupation. We will also obtain information from sources outside of the School. These sources are as follows Zoopla (for house prices), LinkedIn, Bloomberg. We will only use your personal data as we have described in this paragraph where we have your consent to do so.

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 such as TicketSource.
- In accordance with our legal obligations, we will share information with 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 printing 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.
- The School shares information about you with the Old Cranleigh 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 to use your information 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 and parents;
- promoting the objects and interests of the School. This includes fundraising e.g. if we want to raise money for the bursary fund or 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 speak to the Head of Cranleigh Giving.

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 Head of Cranleigh Giving on 01483 542261, or the Cranleigh Giving Office at mrp@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 Economic Area and some other countries, such as, New Zealand, Argentina and Japan.

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

We will provide you with details about where we are sending your personal data, whether the country has an adequacy decision 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 (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 also 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 interest 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 photographs 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, 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 by post to Cranleigh School, Horseshoe Lane, Cranleigh, Surrey GU6 8QQ

Although the Cranleigh Giving Office 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 Data Retention Guidelines [here](#).

In relation to individuals who work for businesses which have exhibited at or enquired about the Cranleigh Christmas Fair, we retain their personal data for up to three years since their last contact with the School, after which we remove their details from our records.

For people who buy a raffle ticket at an event, we retain their personal contact details for up to a month 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 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 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. Please see the section "Our lawful bases for using your information" above;
 - if we ever use your information for scientific or historical research purposes or statistical purposes.

The Head of Cranleigh Giving can give you more information about your data protection rights. To exercise any of your rights you can submit your request in writing to the Cranleigh Giving Office at mrp@cranleigh.org or by post to Cranleigh School, Horseshoe Lane, Cranleigh, Surrey GU6 8QQ.

Further information and guidance

The Head of Cranleigh Giving 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.

Like all 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 and lawfully.

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.

You have a right to lodge a complaint with a data protection supervisory authority. The supervisory authority in the UK is the Information Commissioner's Office – www.ico.org.uk. If you do have any concerns about how we have handled your personal data we would kindly ask that you contact us in the first instance before you speak to the ICO so that we have an opportunity to put things right.