

Privacy Notice for Former Parents, Pupils and Staff - 'Alumni'

Introduction

Highfield respects the privacy of personal information, and is committed to safeguarding any personal data you share with us. In addition to the School's privacy policy, this "alumni" notice applies specifically to information held about former parents, pupils and staff for Highfield School (Liphook) Ltd. The purpose of this notice is to help you understand how and why we collect personal data about you. It also explains the decisions that you can make about your information.

What is personal data?

Personal data is information that identifies you as an individual. This includes your contact details and information about your time at the school or that we have obtained since you left. We may also hold information such as your religion or ethnic group. CCTV, photos and video recordings of you are also personal data.

How and why does the school collect personal data?

We obtain information about you from school records, reply forms, and information is also received directly from you. We store this data on our school alumni database to pursue our legitimate interest of continuing our relationship with you after you have left the school. This may include:

- Sending you alumni magazines and newsletters.
- Inviting you to attend alumni events and reunions.
- Message forwarding without disclosure of data.
- The promotion of benefits and services available to alumni.
- Eliciting non-financial support (e.g. careers advice to students, help with student recruitment).
- We may also use photographs or videos of you in our magazine, newsletter, website and social media sites, or in other promotional literature.

If you prefer to not receive this information, or would prefer photos or videos of you not to be used, please let us know by email: alumni@highfieldschool.org.uk

We would also like to send you information about school-related fundraising initiatives involving alumni; especially information relating to the Highfield School Centenary Bursaries Fund, but will only do this with your consent. If you would like to receive this information, please email: alumni@highfieldschool.org.uk You may withdraw consent at any time.

We continuously review records of alumni to ensure your data is as accurate as possible. We may therefore consult alternative sources in order to do so, e.g. Royal Mail address files, BT phone directories, reviewing job information that you

have made available via LinkedIn or Facebook (as per their Privacy Policies), newspaper articles, company websites and other publicly available sources.

Sharing personal data with third parties

- Information about alumni is handled with respect and confidentiality.
- We do not exchange, lend, rent or sell personal data to third party organisations.
- The personal information you provide will not be disclosed to any unauthorised third parties.
- In accordance with our legal obligations, we may share information with other organisations.
- We do not share your information with other alumni, apart from any details that you choose to share or that you send to us specifically to be published in our alumni communications.

What do we do with your personal data?

The Bursar is the person responsible at our school for managing how we look after personal data and deciding how it is shared.

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.

We only retain your information for as long as we need to. The retention period depends on the type of information. In exceptional circumstances we may keep your information for a longer time than usual or share it more widely than we would normally.

What decisions can you make about your information?

- If information is incorrect, out of date, or incomplete you can ask us to correct it. You can also ask us to tell you what information we hold about you.
- You can ask us to stop communications to you at any time and we will do so.
- You may withdraw consent for specific processing of your data, such as photos for example, or ask for certain data to be erased.

Further information and guidance

If you have any questions please contact the Alumni Office at our address below or email: alumni@highfieldschool.org.uk

Alternatively, you can also email our School Bursar: bursar@highfieldschool.org.uk