

ST MARGARET'S

SCHOOL

Privacy Notice for Development, Alumni and External Relations

Reviewed: August 2026

Next Review: August 2028, or earlier where there is a material change in processing activity

WHO WE ARE

We are St Margaret's School Bushey, a company registered in England and Wales (the "School"). Our company registration number is 3201182, our charity registration number is 1056228 and our registered office is at Merry Hill Road, Bushey, Hertfordshire, England WD23 1DT.

The School is the data controller for the purposes of applicable data protection law. This means that we are responsible for deciding how we hold and use personal information about you.

The School is responsible for complying with applicable data protection legislation when it processes your personal information.

WHAT THIS PRIVACY NOTICE IS FOR

This privacy notice describes how the School collects and uses personal information about former pupils (alumnae/alumni), former and current parents, supporters, donors, volunteers, friends, former and current staff, governors and other individuals connected with the School, in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

It applies to individuals who engage with the School beyond their direct educational relationship with us.

We are required under data protection legislation to provide you with the information in this privacy notice. This notice does not form part of any contract.

The UK GDPR sits alongside the Data Protection Act 2018 and governs the processing of personal data. It should be read together with any other privacy notices or policies we may provide so that you understand how and why we process your personal information, your rights under data protection law and the measures we take to protect your personal data.

RESPONSIBILITY FOR DATA PROTECTION

Mr Martin Scoble, Director of Finance and Operations, is the School's primary contact for data protection matters. He can be contacted at m.scoble@stmargarets-school.org.uk

If you have any questions about this privacy notice, how the School uses your personal data, or wish to exercise any of your data protection rights, please contact Mr Scoble in the first instance.

WHY THE SCHOOL NEEDS TO PROCESS PERSONAL DATA

We will only use your personal information when the law allows us to. Depending on the circumstances, this may include consent, contract, legal obligation, protection of vital interests, performance of a task in the public interest, or the School's legitimate interests. The School may also process personal information to prevent and detect fraud or other criminal activity and to defend itself in relation to legal proceedings or investigations. Where the School relies on legitimate interests, it will balance those interests against your rights and freedoms and will respect your right to object.

For alumni, development and external relations activity, the School's legitimate interests include:

- Maintaining lifelong relationships with former pupils, parents, former and current staff, governors, donors, supporters and the wider School community

- Managing alumni and community engagement activities
- Organising events, reunions, networking opportunities and School visits
- Supporting mentoring, careers and professional networking opportunities
- Providing School news, updates and publications
- Promoting the School, its activities and its charitable objectives
- Maintaining historical and archival records
- Administering donations, pledges, Gift Aid declarations and claims, and other philanthropic support
- Development, fundraising and philanthropic activities in support of the School's charitable objectives
- Supporting scholarship and bursary fundraising initiatives
- Identifying and engaging individuals who may wish to support the School through philanthropy, volunteering, mentoring, advocacy or other forms of involvement
- Recognising and thanking donors and supporters, where appropriate and with their agreement
- Ensuring that communications and supporter engagement remain relevant, appropriate, proportionate and respectful
- Administering and evidencing communication preferences and consent records
- Maintaining records of communications and interactions with the School

PROSPECT RESEARCH AND WEALTH SCREENING

The School may in future undertake wealth screening using information available from public sources to better understand levels of engagement, interests and potential affinity with the School's charitable objectives, and to inform proportionate communications and fundraising activity.

The School may in future undertake wealth screening or related supporter analysis, and may create profiles based on interests, engagement history and publicly available information to help keep communications relevant and proportionate. If it does so, it may also undertake due diligence in relation to significant donations or potential donations, including verifying identity, source of funds and relevant reputational considerations.

Any future prospect research, wealth screening or related due diligence will be approached proportionately and in accordance with applicable data protection legislation. The School will provide an appropriate opportunity to object if such processing is implemented.

TYPES OF PERSONAL DATA PROCESSED BY THE SCHOOL

We may collect, store and use the following categories of personal information about you, as relevant to our alumni, development and external relations activities:

- Contact information such as name, address, email address and telephone numbers
- Historical records relating to your time at the School, including academic achievements, co-curricular involvement, awards, photographs and videos
- Professional, career and employment information
- University and educational information
- Interests, hobbies, activities and affiliations
- Volunteering, mentoring and ambassadorial activity undertaken in support of the School

- Records of attendance at School, alumnae or development events
- Records of communications and interactions with the School
- Records of donations, pledges, Gift Aid declarations and other philanthropic support
- Communication preferences and consent records
- Information available through publicly accessible sources, including professional profiles, company records, publicly available social media profiles and published biographies, if the School implements prospect research, wealth screening or related supporter analysis.
- Information relating to family relationships and connections with the School
- Financial information necessary to administer donations and Gift Aid claims
- Information required to manage attendance at events, including access arrangements and dietary requirements, which may include limited health information
- CCTV footage where individuals attend the School site

HOW THE SCHOOL COLLECTS DATA

We may collect this information directly from you, through School records, event registrations, correspondence, surveys, donation forms, volunteering activities, networking initiatives and alumni engagement activities.

We may also obtain information from publicly available sources, including professional networking platforms, published biographies, company information, charity records, electoral records and other publicly available sources, where appropriate and lawful. If the School implements prospect research or wealth screening in future, any information obtained for those activities will be collected in accordance with data protection law and with safeguards in place.

We may also receive information from third-party service providers acting on behalf of the School.

Some information is provided to us voluntarily. Where we request personal information, we will indicate whether you are required to provide it or whether you have a choice.

WHO HAS ACCESS TO PERSONAL DATA AND WHO THE SCHOOL SHARES IT WITH

We may share personal information with the following organisations or categories of recipient where necessary for the purposes described above:

- Professional advisers such as lawyers, auditors and consultants
- Development and fundraising advisers acting on behalf of the School
- Event management and communications providers
- IT support and information security providers
- Financial service providers
- HMRC in relation to Gift Aid claims
- Regulatory bodies where required by law
- If the School implements prospect research or wealth screening in future, development, fundraising, prospect research, wealth screening or related advisers engaged to support those activities

Information will be provided securely and only where necessary. All third parties are required to respect the security of personal data and process it in accordance with the law.

HOW LONG WE KEEP PERSONAL DATA

Except as otherwise permitted or required by applicable law or regulation, the School retains personal data only for as long as necessary to fulfil the purposes for which it was collected, including to satisfy legal, accounting or reporting obligations or to resolve disputes.

The School may retain limited information about former pupils indefinitely for archival, historical and community purposes.

Different retention periods apply to different categories of information. Where information is retained indefinitely for historical, archival or community purposes, appropriate safeguards will be applied.

Please see the School's [Data Retention Policy](#) for further information.

KEEPING IN TOUCH AND SUPPORTING THE SCHOOL

As a charitable educational institution, St Margaret's School Bushey seeks to maintain lifelong relationships with former pupils, parents, former parents, staff and supporters.

The School believes that education has the power to transform lives and recognises the important role that philanthropy, volunteering, mentoring, advocacy and community engagement can play in supporting future generations of students.

From time to time, the School may communicate opportunities to support its charitable objectives through fundraising, scholarships, bursaries, volunteering, mentoring, networking, events and other community initiatives.

The School may communicate with former pupils, parents, former parents, alumni and supporters regarding:

- School news and developments
- Events and community activities
- Philanthropic initiatives
- Fundraising campaigns and appeals
- Bursaries and scholarships
- Opportunities to support the School's charitable objectives

The School may contact individuals by post, email, telephone or other appropriate means. Communications will be appropriate, proportionate and respectful.

Individuals may opt out of receiving fundraising or development communications at any time by contacting the School. The School will cease sending such communications and update its records accordingly.

You may update your communication preferences at any time by contacting the School.

YOUR RIGHTS

Under data protection legislation, you have rights in relation to your personal information. These rights apply in different circumstances and are subject to certain legal limitations and exemptions.

You may request access to the personal information the School holds about you. We may need to request specific information to confirm your identity and ensure that your personal information is not disclosed to anyone who has no right to receive it.

To make an access request, or to exercise any of your other rights, please contact Mr Martin Scoble, Director of Finance and Operations, at m.scoble@stmargarets-school.org.uk.

You may ask the School to correct inaccurate personal information, to erase personal information in certain circumstances, or to restrict how it is processed.

You may object to processing in certain circumstances. You have an absolute right to object to processing for direct marketing, including fundraising or development communications, and the School will cease processing for those purposes when it receives an objection.

Where applicable, you may ask to receive your personal information in a structured, commonly used and machine-readable format and to have it transferred to another organisation.

Where processing is based on your consent, you may withdraw that consent at any time. Withdrawal does not affect the lawfulness of processing carried out before consent was withdrawn, and the School may continue processing where another lawful basis applies.

DATA ACCURACY AND SECURITY

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your relationship with the School.

The School will comply with the data protection principles when gathering and using personal information, as set out in its [Data Protection Policy](#).

The School keeps personal information on computer systems and sometimes on paper. It has implemented appropriate technical and organisational measures to protect personal information against accidental loss, unauthorised access, disclosure, alteration or destruction.

THIS POLICY

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

QUERIES AND COMPLAINTS

If you would like to discuss anything in this privacy notice or have a concern about the way the School collects or uses your personal data, please contact Mr Martin Scoble, Director of Finance and Operations, in the first instance at m.scoble@stmargarets-school.org.uk

If a matter cannot be resolved through communication and discussion, and a formal complaint is made, we will acknowledge and investigate the complaint and inform you of the outcome without undue delay, and in any event within 30 days.

You have the right to complain to the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection issues, at any time, by visiting <https://ico.org.uk/concerns/>.

You can also contact the ICO by telephone on 0303 123 1113 or by post at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.