



Privacy Notice for Alumni

Under data protection law, individuals have a right to be informed about how the academy uses any personal data that we hold about them. We comply with this right by providing 'privacy notices' (sometimes called 'fair processing notices') to individuals where we are processing their personal data. This privacy notice explains how we collect, store and use personal data about pupils / students.

We, The Challenge Academy Trust, are the 'data controller' for the purposes of data protection law.

Our data protection officer can be contacted as shown in the 'Contact us' section below.

This notice specifically relates to personal data processed by staff engaging with alumni. This notice should be read in conjunction with the TCAT GDPR-Policy.

What data do we collect and for what purpose do we use it?

"All personal data shall be processed lawfully, fairly and in a transparent manner in relation to the data subject." (Article 5 (1) (a) of the GDPR.)

We collect information you provide like your name, email address, and postal address when you sign up to our Alumni programme. We also collect information about you from your student record via a transfer from the academy's Student Records System. This happens shortly after you leave and we ask you to update the information we hold about you then.

In some circumstances we may also search for information about you from third parties to help us understand how we can provide the best experience for you as an alumnus and how to best connect with you.

This information includes your updated contact details where they are available.

We only search for information you have made publically available. You can opt out of receiving information about us at any time, and if you'd rather we didn't use third party information about you just let us know by contacting amawby@boteler.org.uk

The data the alumni team may process could include:

- Your title, name (including former name), gender and date of birth
- Photograph
- Your year of study and qualifications achieved

- Your contact information including address, telephone number, email and social media details
- Your business details including positions, organisation, professional memberships and qualifications
- Your career highlights and other lifetime achievements
- Your outside interests and membership of groups
- Information from articles in the media about you
- Family details including spouse or partner, relationships with other alumni etc
- Events you have been invited to and whether or not you responded or attended
- Your donations of time, expertise or money
- A record of interactions with you
- Information about scholarships, prizes and achievements
- Information contained within your student record
- Any other information you have provided us with

Apart from the information contained within your student record, the majority of information listed above is only available to us if you have chosen to share it with us, for example by being interviewed for an article or profile or by linking a social media account with your profile.

How we use the data we collect about you

We will use your data to help us maintain an engaged alumni community.

We use your contact information to send you information about the academy, invitations to events, invitations to mentor or support students or other alumni, careers information or courses you may be interested in.

We will only process your personal data to send you this information if we gained specific consent from you to do this.

We may also process personal data for the following purposes:

- To verify you are an alumnus
- To register you to attend an event
- To process a gift you have given us
- To process and organise any mentoring, volunteering or speaking activity you have agreed to undertake for us
- To keep a record of communications between you and us

Under the GDPR, we have to meet one of the conditions set out in Article 6 for processing your data. We use the information we collect only in compliance with this privacy notice.

In some cases, we may be obliged to process your data for statutory and contractual purposes.

Communications with you may be sent by post, telephone or electronic means (usually email), depending on the contact details we hold and the preferences expressed by you about the types of communications you wish to receive. If you provide us with contact details we will assume you have given us your consent to update your record and communicate with you using this information, unless you have told us otherwise.

Why we process your data

Processing justified by legitimate interests

We process your personal data in connection with our own internal reporting and analysis because we believe it is necessary for our legitimate organisational interest as specified in the GDPR in Article 6. By using your data in this way we are creating an alumni network that advances the aims of the academy and alumni as well as increases opportunities for alumni to develop in their careers, in subject knowledge and skills and as contributing members of society.

To opt out of this processing, please see our section on Your Rights.

We also process data in carrying out a task in the public interest and in the exercise of our official authority. We always handle your personal data securely and minimise its use and your interests are not overridden by using your personal information for these purposes. There is no statutory or contractual requirement for you to provide us with any personal data.

What happens if you do not provide data

There is no statutory or contractual requirement for you to provide us with any personal information.

Updating your data

We will update the data we hold on you from time to time. For example, if you provide us with updated details or change your details on websites managed by the academy or social media sites. We will respond to your request for your information to be updated.

We also use targeted internet searches and may search the following websites to maintain the accuracy of the data held about you:

- Companies House and other business-related resources for UK companies
- Company, Government and public service websites
- The Queen's Honours Lists
- LinkedIn
- Facebook
- Newspaper articles and publications

Further processing

When you give us your personal information in connection with attending an event, please note that we may also use this information for internal analysis to determine how successful our events have been or how to better target them in future.

We may also use your information to evaluate the success of schemes you have been involved in such as mentoring and ambassadors and to investigate employability opportunities or identify speaking or profile opportunities, amongst others. You can opt out of this processing at any time by contacting amawby@boteler.org.uk.

Who do we share your information with?

We do not share your information with other parties unless there is a legal or statutory requirement to do so. We will never sell, rent or trade your personal data. We may disclose your data to service providers who render services to us or you on our behalf, for example mailing houses (all of which are contractually obligated to act only on our instructions and in accordance with applicable laws, including GDPR). We may disclose your information if required by law or to enforce our legal rights.

Our alumni database records are held on a server within the EU/EEA.

How do we keep your information safe?

We will not sell your personal data to third parties under any circumstances and we do not permit third parties to sell data we have shared with them.

The data we hold about you is stored in secure, password protected systems, and can only be accessed by trained academy staff working on alumni tasks.

As part of our service to you, we facilitate communications between individual alumni, but by doing this we do not release personal contact details without prior permission.

How long do you keep my information?

We will retain your data indefinitely in support of your lifelong relationship with the academy, or until you request us to do otherwise. We remove or delete some information when it is replaced with updated information.

Where you exercise your right to erasure we may need to retain some financial records about you for statutory purposes if you have donated money to the academy (anti-fraud and accounting matters).

Your rights

You have the right to access and be informed what personal data the academy holds about you and what it is used for (please refer to the TCAT GDPR- Policy (section 9). You can correct or update your data at any time by contacting amawby@boteler.org.uk or info@boteler.org.uk. You can also restrict processing of your data. We may amend this privacy notice, any significant changes to this notice or to the way we treat your data will be communicated via the academy website or by contacting you directly through the most appropriate means.

Complaints

We take any complaints about our collection and use of personal information very seriously. If you think our collection or use of personal information is unfair, misleading or inappropriate, or have any other concern about our data processing, please raise this with us in the first instance. To make a complaint, please contact our data protection officer. Alternatively, you can make a complaint to the Information Commissioner's Office:

- Report a concern online at <https://ico.org.uk/concerns/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

We will publish any changes we make to this privacy notice on our website and notify you by other communication channels where appropriate.

Contact

If you would like to discuss anything in this privacy notice, please contact:
Adrienne Laing, Data Protection Officer, The Challenge Academy Trust, c/o Bridgewater High School, Broomfields Rd, Appleton, Warrington, WA4 3AE (01925 263919).