

# ArtsEd Marketing and Development Privacy Notice



## 1 Introduction

1.1 This notice explains how and why the Marketing and Development Office collects personal information about you when carrying out our marketing and development activities.

1.2 This notice also outlines what we do with your information and what decisions you can make about your information.

1.3 If you have any questions about this notice please contact the Development Director via [supportus@artsed.co.uk](mailto:supportus@artsed.co.uk).

1.4 The Marketing and Development Office is part of the School and it is the School that is ultimately responsible for how the Marketing and Development Office use your personal information.

1.5 This notice just covers how the School uses your personal data for marketing 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 contact [dataprotection@artsed.co.uk](mailto:dataprotection@artsed.co.uk).

## 2 What is personal information?

2.1 Personal information is information that identifies you as an individual and relates to you.

2.2 This includes your contact details, your relationship with the School and financial information.

## 3 What personal information does the School hold about you and how is this obtained?

3.1 We receive information about you from other teams within the School but only where this is relevant to our work. We hold a specific database with information about alumni, parents, former staff, newsletter subscribers, donors and other individuals.

3.2 You may provide us with information about yourself during our relationship with you. For example, when you sign up to receiving communications from us, donate or request a duplicate diploma certificate.

3.3 In addition, we may obtain your information from other sources such as LinkedIn, Zoopla, Bloomberg, Facebook, Twitter and media articles.

3.4 We may hold information such as:

- contact details;
- communication preferences;
- correspondence sent to you, or received from you;
- event attendance;
- donation and payment details;
- Gift Aid status;
- any dietary requirements for catering purposes;
- family and spouse/partner details, relationships to other contacts;
- the dates when you or your child attended the School and what course you studied;
- course transcript data;
- if you are a former staff member the dates when you worked at the School;
- information about your achievements and interests e.g. which performances you were part of as a student;
- where you went after you left us, for example if you attended university and your work since;
- your involvement with us e.g. if you carry out mentoring of current students;
- information obtained from public sources such as LinkedIn, Zoopla, Bloomberg, Facebook, Twitter and media articles;

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- any disability which you may have so that we may make reasonable adjustments for you;
- information transmitted on the website (information that you upload or submit via the website);
- images of student productions or promo shoots;
- videos of student productions or social media content (interviews, rehearsals etc.)

## **4 How the ArtsEd Marketing and Development Office uses your personal information?**

4.1 We may use your information for the purposes listed below on the basis of:

- carrying out our obligations arising from any contracts entered into by you and us;
- your consent;
- legitimate interest;
- where we need to comply with legal or regulatory obligations

4.2 We may use your information for the following purposes:

- Marketing: to keep in contact with you about our news, events, products or services and fundraising opportunities that we believe may interest you, provided that we have the requisite permission to do so (either on the basis of your consent where we have requested it, or our legitimate interests to provide you with marketing communications where we may lawfully do so). We will note your marketing preferences so that we only contact you with information you have told us you would like to hear about and you may update these preferences at any time;
- To process and facilitate transactions with us: we will use your information to process transactions and donations;
- To track the effectiveness of our outreach activity: we will use your information collected if you attended an outreach workshop or regional audition (on the basis of our legitimate interest to track the effectiveness of our outreach activities);
- Fundraising recruitment: to identify individuals and organisations whose beliefs and values are aligned with the core work of our organisation for philanthropic support and for memberships (on the basis of our legitimate interests as a registered charity to seek support and promote fundraising);
- Fundraising stewardship; create invitation lists for events, credit donors in print and in the building, inform you of news about ArtsEd and upcoming events.
- Prize draws, competitions and surveys: to enable you to take part in prize draws, competitions and surveys (on the basis of performing our contract with you and our legitimate interest in studying how our website and services are used);
- Publicity: to promote our services which may include photographs or films in which you may appear. We may use such photographs or films in our printed and online publicity, social media and press releases (on the basis of our legitimate interests in promoting our services);
- Analytics: to use data analytics to improve our website, products/services, marketing, customer relationships and experiences (on the basis of our legitimate interests in defining types of customers for our website and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
- Gift Aid; to submit a gift aid claim to HMRC

## **5 How and why does the ArtsEd Marketing and Development Office share your personal information with third parties?**

5.1 We will never sell, rent or exchange your details with any other organisation outside ArtsEd.

5.2 We will ask for your consent to share personal information with third parties.

5.3 Some of our service providers may have access to your data in order to perform services on our behalf. We require all third parties to respect the security of your personal data and comply with UK data protection laws. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

5.4 We may share your data in the following ways for the purposes set out in section 4:

- Service providers who work on ArtsEd's behalf for the performance of any contract we enter with them or you, for example payment processing companies (e.g. Blackbaud), our ticketing service provider (eg. ENTA), design agencies, database services (eg. eTapestry), website hosting, or email delivery service.
- If you use a third-party platform to donate (e.g. Just Giving) then we may receive information about you from them.
- In accordance with our legal obligations, we may share information with local authorities, the Independent Schools Inspectorate, the Department for Education and the Office for Students, for example, where we have any safeguarding concerns.
- On occasion, we may need to share information with the police.
- We may 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.
- Contractors to help us with our work (e.g. a printing company for our literature).
- Professional advisers including lawyers, bankers and auditors.

## 6 Our legal grounds for using your information

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

### 6.1 Consent

6.1.1 In some cases, we are processing your personal information because you have given us your consent to do so.

6.1.2 If we ask for your consent to use your personal information 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 Development Office at [supportus@artsed.co.uk](mailto:supportus@artsed.co.uk).

### 6.2 Our legitimate interest

6.2.1 This means that the processing is necessary for legitimate interests except where the processing is unfair to you.

6.2.2 Specifically, we have a legitimate interest in:

- Ensuring that there is an active community of contacts and supporters;
- Promoting the services, 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 information to administer our events;
- Maintaining ArtsEd's reputation;
- Safeguarding and promoting the welfare of our pupils with whom you may be in contact e.g. if you arrange work experience or mentor a pupil;

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

### 6.3 Necessary for a contract

6.3.1 We may need to use your information in order to perform our obligations under a contract with you.

### 6.4 Legal obligation

6.4.1 On some occasions we may 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.

## 6.6 Public interest

6.6.1 The School considers that it is acting in the public interest when carrying out marketing, fundraising and development. This is because such activities ultimately benefit the School and the wider School community through, for example, raising funds for the School and providing support for current and former pupils.

6.6.1 The School must also comply with an additional condition where it processes special categories of personal information. The ICO's special data categories are as follows: personal information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic information, biometric information, health information, and information about sex life or orientation.

## 6.7 The School's grounds for processing special personal information will depend on the circumstances but may include the following:

### 6.7.1 Vital interests

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

### 6.7.2 Legal claims

The processing is necessary for the establishment, exercise or defence of legal claims. This allows us to share information with our legal advisors and insurers.

## 7 Sending your information to other countries

7.1 We may send your information to countries which do not have the same level of protection for personal information as there is the UK. For example, we may:

- store your information on computer servers based overseas; or
- communicate with you when you are overseas (for example, when you are on holiday or if you live in a different country).

7.2 The European Commission has produced a list of countries which have adequate data protection rules. The list can be found here:

[http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index\\_en.htm](http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index_en.htm)

7.3 If the country that we are sending your information to is not on the list, or is not a country within the EEA (which means the European Union, Liechtenstein, Norway and Iceland), then, in the absence of any other safeguards, it might not have the same level of protection for personal information as there is in the UK.

7.4 We use eTapestry by Blackbaud to as our fundraising and marketing database and Google Analytics to assess the way people use our website and open our mail. Blackbaud and Google are based in the US and your data in relation to that processing is likely to be transferred to the US. Blackbaud and Google have stated that they comply with the EU-US Privacy Shield Framework as set out by the US Department of Commerce regarding the collection, use and retention of personal information from European Union member countries. It is subject to enforcement by the Federal Trade Commission. This decision includes all their wholly owned US subsidiaries.

7.5 Where appropriate we may put in place additional safeguards, for example, if we are using a third party to process a payment then we may check that they are contracting with us using model data protection clauses provided by the European Commission. If you would like more information about the safeguards that are in place please contact the Development Director.

## 8 How we look after your information and how long we keep it for

### 8.1 Looking after your data

We use appropriate technological and operational security measures to protect your information against any unauthorised access or unlawful use, such as:

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- ensuring the physical security of our spaces;
- ensuring the physical and digital security of our equipment and devices by using appropriate password protection and encryption;
- maintaining a data protection policy for, and delivering data protection training to, our employees;
- limiting access to your personal information to employees and third parties who need to use it in the course of their work.;

## 8.2 Data retention

8.2.1 We will keep information about you for as long as we need to do so, in compliance with our data protection and other legal obligations. For example, we will need to retain contact details for you for so long as you want to be part of the school community so that we can communicate with you.

8.2.2 We may 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.

8.2.3 We may keep information about you for a very long time or even indefinitely if we need this for historical, research or statistical purposes. For example, if we consider the information might be useful if someone wanted to write a book about the School.

8.2.4 The School may 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.

8.2.5 We will not keep more information than we need.

8.2.6 For more information on how personal information is used by the School more widely please contact the Finance Director.

## 9 What decisions can you make about your information?

9.1 You have rights regarding your information. Your rights are as follows:

- if information is incorrect you can ask us to correct it;
- 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;
- 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;
- you can ask us to send you, or another organisation, certain types of information about you in a format that can be read by a computer; and
- our use of information about you may be restricted in some cases. For example, if you tell us that the information is inaccurate we can only use it for limited purposes while we check its accuracy.
- where we are relying on consent to process your personal data, you have the right to withdraw this at any time.

## 10 Further information and guidance

10.1 The Development Director is the person responsible at our school for managing how we look after personal information and deciding how it is shared in relation to marketing, fundraising and development.

10.2 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.

10.3 Please speak to the Development Director if:

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- you object to us using your information for marketing purposes e.g. to send you information about fundraising events. We will stop using your information for marketing purposes if you tell us not to; or
- you would like us to update the information we hold about you; or
- you would prefer that certain information is kept confidential.

If you consider that we have not acted properly when using your personal information, you can contact the Information Commissioner's Office - [ico.org.uk](http://ico.org.uk).