



Manchester High School for Girls

Privacy Notice

Admissions, Development & Marketing Team

The Aims of this Privacy Notice

Our alumnae, supporters and friends of the School are extremely important to us and this Privacy Statement explains how the Admissions, Development & Marketing Team collects, stores, manages and protects your personal information.

It outlines the types of personal information that we hold and how we use this to provide services to our alumnae, supporters and friends of the School.

The Admissions, Development & Marketing Office is part of the School which means that the School is ultimately responsible for how the Admissions, Development & Marketing Office use your information.

Who we are and what we do

The Admissions, Development & Marketing Team supports Manchester High School for Girls through the creation of meaningful relationships with alumnae, pupils, parents (both current and former) and supporters of the School. We do this by offering a range of educational, social and networking events, publications and careers advice for current and recent pupils. We also fundraise to support the School's bursary fund and capital projects.

We will keep your details up to date and will conduct checks to make sure the details we have for you are current and, where appropriate, update them. As a result, we may obtain information about you from publicly available sources such as the BT telephone directory, Royal Mail (when something is sent back to us because it was not delivered) and LinkedIn.

We are very proud of the relationships we have with our alumnae, supporters and friends of the School and we use your personal information to ensure we contact you in the most appropriate way, improve our offering and to ensure we work efficiently and effectively.

The Admissions, Development & Marketing Team is one part of Manchester High School for Girls. For full details on how the School use the information of pupils and parents more widely and the School's privacy notices, please contact Ms Rebecca Fairgrieve, the Director of Finance & Operations either by phone (0161 224 0447) or email (administration@mhsg.manchester.sch.uk).

The personal information we hold about you and from where this is obtained

The Admissions, Development & Marketing Team has a separate database from the other departments at the School. Our database contains personal information collected by the School during the course of our relationship with pupils, alumnae, parents, supporters and friends. Initially, information about pupils is transferred into our database from the pupil record system. We can only access information about you held by the other School departments where this is relevant to our work.

The vast majority of information that we hold is obtained directly from you, for example information we obtain through your participation in the School community, events and activities.

However, where this information might be obtained from another source we have indicated this in the table below.

Personal Information	Where we get this information from if not from you
Name, title, gender and date of birth	If you were a pupil at the School your parents may have provided this information.
Contact details including postal address, email address, phone number and links to social media accounts	N/A
Information about your time at the School and other academic institutions	From other departments at the School. Occasionally from other members of the alumnae and supporters community. Occasionally from professional social media networks, such as LinkedIn.
Information on your occupation and professional interests	Occasionally from other members of the alumnae and supporters community. Occasionally from professional social media networks, such as LinkedIn.
Information on your recreations and interests	Occasionally from other members of the alumnae and supporters community. Occasionally from social media networks, such as LinkedIn and Facebook.
Family and spouse/partner details and your relationship to other members of the alumnae and supporters community	From other members of the alumnae and supporters community. Occasionally from social media networks such as LinkedIn and Facebook.
Records of donations and Gift Aid status, where applicable (required by HMRC)	N/A
Bank details for the purposes of processing donations or payments to the School	N/A
Your communication preferences	N/A
Volunteering you have undertaken on behalf of the School	From other departments at the School.

Media articles relating to you	From media sources such as Google alerts (set to Manchester High School for Girls), newspaper and magazine articles, television and radio reports.
Information on your engagement in School events, groups or networks and photographs taken on such occasions	Through your participation at these events.
Personal information provided for a specific purpose (for example, disability access requirements, catering preferences or lifestyle status for event management)	N/A

How we use your personal information

Your personal information is used by the Admissions, Development & Marketing Team for a number of interdependent purposes, including alumnae relations, communications and fundraising.

These include the following communication and marketing activities which may be sent by mail, email, telephone and social media, depending on the communication preferences you have expressed to us:

- publications, including, but not limited to, the School magazine, High Flyer
- MHSG news updates
- notification of events for alumnae, supporters and friends of the School, including, but not limited to, reunions, supper clubs and talks from distinguished speakers
- fundraising programmes; appeals and requests for donations
- requests for assistance with pupil mentoring schemes and the School's 'Futures' programme
- promotion of discounts and other services available to alumnae, supporters and friends of the School
- we may ask you for some feedback in order that we can continue to improve our relationship building work

We may use tools to help us improve the effectiveness of our communications with you, such as tracking the emails we send to see if they have been opened and which links within a message are clicked. We monitor website visits and use tools such as Google Analytics to improve our website and services.

We may have to carry out due diligence regarding any generous donations which you make to the School. This may involve obtaining your personal information from sources such as 192.com, the Charity Commission, Zoopla, Business Week and related media articles. This is to comply with our legal obligations.

Sharing your personal information with third parties

From time to time, we do facilitate communication between individual members of the alumnae community but we never release personal contact details without your prior permission.

The School may use third-party partners to support our activities which described above. For example:

- If you interact with the School through a third party (for example, supporting the School via the CAF Donate giving platform) then we may obtain information about you from that third party, for example, for Gift Aid purposes
- Third parties that the Admissions, Development & Marketing Team work with include, but are not limited to, event booking platforms such as Eventbrite and Fatsoma, and SurveyMonkey. We may also use third parties to process payments or to host our database.
- Personal information obtained in this way is treated no differently to any other information once held by the Admissions, Development & Marketing Team.

We will never sell your personal details to a third party.

Sending information to other countries

We may communicate with you when you are overseas (for example, if you live in a different country).

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/internationaltransfers/adequacy/index_en.htm

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, there might not be the same level of protection for your personal information as there is in the UK. We will abide by UK GDPR regulations in this regard.

Our legal grounds for using your information

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

Consent

In many cases, we are processing your personal information because you have given your consent to this.

Legitimate interests

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

Specifically, we have a legitimate interest in:

- using your information to administer our events;
- safeguarding and promoting the welfare of our pupils with whom you may be in contact
- e.g. if you are providing work experience or mentoring;
- 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;
- facilitating the efficient operation of the Admissions, Development & Marketing Team;
- ensuring that we comply with our legal obligations. In addition, your personal information may be shared for the legitimate interests of others. For example, an event host may need your contact details.
- If you object to us using your information where we are relying on our legitimate interests as explained above please speak to the Admissions, Development & Marketing Team using the contact details below.

Legal obligation

Occasionally, the Admissions, Development & Marketing Team may need to use your information in order to comply with a legal obligation. For example, we may need to keep a record of who will be attending an event so that we can comply with our health and safety obligations.

Vital interests

This ground would apply if we need to use your information to prevent you or someone else from being seriously harmed or killed.

For how long do we keep your information?

The Admissions, Development & Marketing Team 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. The Admissions, Development & Marketing Team 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 future.

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.

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 by the Admissions, Development & Marketing Team. This is especially relevant to former staff, pupils and parents. For more information on how personal information is used by the School outside of the Admissions, Development & Marketing Team please contact the Director of Finance & Operations either by phone (0161 224 0447) or email (administration@mhsg.manchester.sch.uk).

Your rights and decisions which you can make about your information

The Admissions, Development & Marketing Team considers its relationships with alumnae, supporters and friends of the School to be lifelong but at any point you can of course contact us to update your communication preferences or say you no longer wish to hear from us.

We will always try to ensure that the information we hold on you is up to date, reasonable and not excessive. You can change your communication preferences at any time.

If you choose to opt out of all future communications, or exercise your right to be forgotten, we will continue to maintain a core set of personal information (name, attended to and from dates and date of birth) to ensure we do not contact you inadvertently in the future, while still maintaining a record of your academic achievements.

We may also need to retain some financial records about you for statutory purposes (for example, Gift Aid, anti-fraud and accounting matters).

From May 2018 data protection legislation gives you a number of rights regarding your information. Some of these are new rights whilst others build on your existing rights. 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 computer
- 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

The School's Director of Finance & Operations can give you more information about your data protection rights. Our Privacy and Compliancy Officer (PCO) is Ms Rebecca Fairgrieve and is contactable via administration@mhsg.manchester.sch.uk

Questions

If you have any questions about this privacy statement, please contact us:

Admissions, Development & Marketing Team
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Grangethorpe Road
Manchester
M14 6HS

development@mhsg.manchester.sch.uk
0161 224 0447

You can complain at any time about how the School has handled your data, the Information Commissioner is available as follows:
ICO helpline is 0303 123 1113.