



# Wakefield Grammar School Foundation

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<b>Quality Assurance</b>	
<b>Consultation</b>	
<b>Approver</b>	Jenny Cocker, Director of Finance and Operations
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**VALIDITY – Policies should be accessed via Firefly to ensure the current version is being used.**

### CHANGE RECORD - REVIEW PERIOD 2 YEARLY

<b>Version</b>	<b>Date</b>	<b>Change details</b>
V1.00	May 2018	Written; C Worsley
V1.01	Sept 2019	Reviewed; C Worsley
V1.02	Sept 2021	Reviewed; C Worsley
V1.03	June 2023	Reviewed; C Worsley
V1.04	June 2024	Reviewed and updated; A Cattley

To be published on the following:

<b>Staff shared</b>	<b>X</b>	<b>School website</b>	<b>X</b>
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## **WGSF Privacy Notice - Development, Alumni, Archives and Events Office**

### **1. Introduction - who we are**

Wakefield Grammar School Foundation is a Registered Charity (Charity number 1088415) and a Company Limited by Guarantee (company number 4258359 registered in England) with its registered office at 158 Northgate, Wakefield, WF1 3UF.

Wakefield Grammar School Foundation (WGSF), referred to as 'the Foundation', is a family of single-sex independent day schools incorporating Queen Elizabeth Grammar School (QEGS), Wakefield Girls' High School (WGHS) and a co-educational Wakefield Grammar Pre-Prep School (WGPPS) delivering education to children aged 3 - 18.

Wakefield Grammar School Foundation is the data controller of the personal information you provide to us. This means the Foundation determines the purposes for which, and the manner in which, any personal data relating to alumni, their parents, Governors and staff. The Director of Finance and Operations acts as a representative for the Foundation with regard to its data controller responsibilities; they can be contacted at the registered office.

#### [Links to other policies](#)

This Privacy Notice should be read in conjunction with the following (all available on the WGSF website):

[WGSF Data Protection Policy](#)

[WGSF Data Retention and Storage Policy](#)

[WGSF Privacy Notices](#)

[WGSF Gift Acceptance Policy and Code of Ethical Fundraising Practice](#)

### **2. Purpose of this Privacy Notice**

The WGSF Development Office exists to maintain and grow a lifelong, mutually beneficial relationship between the Schools of the Foundation and its alumni, supporters and friends.

Our alumni and supporters are extremely important to us, and this Privacy Notice explains how the Development Office, on behalf of the Foundation, collects, stores, manages and protects your data. It outlines the types of data that we hold and how we use data to provide services to our alumni and supporters to enable us to keep you informed about the Schools and provide opportunities for you to continue to be involved in the life and activities of the Schools. We aim to be clear when we collect your personal information, and not do anything you would not reasonably expect.

Your data is stored securely and in accordance with the UK data protection law. We never sell your information.

This privacy notice is supplementary to the Foundation's Privacy Notices and applies specifically to information held about alumni, supporters and friends of the WGSF by the Development Office.

### **3. Our responsibilities and legal basis for processing your data**

As part of our work we process and store personal information relating to students, staff,

alumni, parents, past parents, current and potential supporters and friends of the Foundation and we therefore adhere to UK data protection Law.

The Development Office, on behalf of the Foundation, processes the information outlined in this Privacy Notice in pursuit of our legitimate interests in:

- Communicating with and providing benefits and services to alumni, staff, parents, former parents, Governors and former Governors and current and potential supporters;
- Furthering the Foundation's educational charitable mission, which includes fundraising and securing the support of volunteers.

We may pursue these legitimate interests by contacting you by telephone, email, post or social media. Information about how you can manage the ways that we contact you is outlined in the 'Your Rights' section below.

Whilst the Development Office relies on legitimate interest as the legal basis for processing where this is not overridden by your interests and rights, it recognises that this is not the only lawful ground for processing data. As such, where appropriate the Development Office will sometimes process your data on an alternative legal basis – for example, because you have given us consent to do so i.e. the e-newsletter sent out by email.

#### **4. The data we hold**

The Development Office, on behalf of the Foundation, maintains a record of all former students, their parents, staff and Governors of the Foundation. At the point of leaving, basic biographical information including names, titles, gender, date of birth, contact details (email and mailing address and phone numbers) from the School system or year book are used to create a record for you in the Alumni Database (known as [WGHSInTouch](#) for girls and [QEGSONLINE](#) for boys). We also create a record for any non-alumni donors, parents and friends who wish to receive our information.

We hold your data for an unlimited period as long as the Foundation believes that it has a relationship with you. We actively collect and maintain information in our archives which directly relates to the history of the schools, their alumni, teachers and governors.

Initially, contact information about pupils, and their parents, is transferred into the Development Office's database from the Schools' pupil management systems. During the pupils' time at the Schools, this information is maintained for accuracy, and augmented periodically by liaison with other departments of the School, where this is relevant to the work of the Development Office. Immediately prior to their departure from the School, consent is sought from all Year 13 pupils for the Development Office to sustain contact with them once they become Alumni, with their preferences then actioned accordingly.

Data about Alumni has also been collated from historic pupil records kept by the Schools, from records previously held by the Old Savilians' and Old Girls' Associations, and from information held in the Schools' Archives. The Development Office works consistently to ensure that the data it holds, particularly contact information, is accurate and up-to-date. As a result, it may also obtain information about individuals from publicly available sources such as the the Royal Mail's National Change of Address database (NCOA), LinkedIn and other social media channels, and will use this to update its records as appropriate.

Year 13 Leavers' information is published each year in Leavers' books and is therefore considered to be in the public domain. If we become aware that your name has changed we will update our records to reflect this. In subsequent instances where we provide your name (e.g. a class list) we will use your current name alongside any previous names (such as your maiden name) to ensure you can be identified correctly.

We update our records when you enquire about our services, register for events, make a donation, complete an update form or provide us with information. Our alumni and supporters will have provided the majority of information we store and process. We may also update your record with information we may obtain from other sources, which may include:

- An individual's name, title, maiden name (where applicable), gender and date of birth
- An individual's contact details including postal address, email address, phone number and links to social media accounts
- Registration booking details and attendance at events
- Dietary requirements and access requirements in respect of events you have registered to attend. This data is held to ensure that we complete our duty of care to you
- When you volunteer your services to us, such as mentoring or careers lectures
- Information about your time at the Foundation
- Information you have chosen to share via online services such as LinkedIn and Facebook and our alumni databases (WGHSInTouch or OldSavsOnline)
- Your occupation and professional activities; whether you wish to volunteer to share your professional expertise or become a mentor as part of our career development programme
- Your recreations and interests;
- Information about an individual's connections to school, including family connections and relationships with other alumni, supporters and friends
- Records of donations and Gift Aid status, where applicable (as required by HMRC);
- Records of communications sent to you by the Development Office or schools or received from you;
- Information about an individual's wealth
- Information from the internet and publicly available sources such as extracts from media stories, LinkedIn, social media, Companies House.

We aim to keep your data up to date and accurate and we welcome any updates to your details you may wish to provide.

The Foundation's alumni portals, WGHS IN Touch [Wakefield Girls High School In Touch](#) and Old Savs Online [QEGS Wakefield Online Community](#) are hosted by Potentiality who is contractually bound to provide this service to the Foundation, our alumni and supporters. Our alumni portals allow users to update their details online, access a directory of Foundation alumni and register to attend events.

Tools may be used to help us improve the effectiveness of the Foundation's communications with you, including tracking whether the emails we send are opened and which links are clicked within a message.

Although most of the information we store and process stays within the UK, some information may be transferred to countries outside the European Economic Area (EEA). This may occur if, for example, one of our trusted partners' servers are located in a country outside the EEA. Where these countries do not have similar data protection laws to the UK, we will take steps to make sure they provide an adequate level of protection in accordance with UK data protection law.

## **5. How we use your data**

### **5.1 Keeping in touch and supporting the Schools**

We use your information to keep you informed about the Schools, the alumni community, which includes former pupils, former staff and former parents, and to provide opportunities for you to continue to be involved in the life and activities of the alumni community and Schools. This includes providing you with services you have requested, for administration purposes and to further our charitable and educational aims including fundraising, volunteering, event invitations, newsletters and the alumni magazines.

We want to send you timely, relevant and appropriate messages via mail, email and telephone. To do this we may segment our communications based on demographic, geographical and educational information. For example, we may send invitations to our London events to those with postcodes within that locale.

We may text you to confirm an event booking or advise changes to events. Our communications and marketing activities may encompass the following and may be sent by mail, email, telephone, text and social media:

- Sending alumni and school publications;
- Notification of alumni and school events;
- Notification of fundraising programmes;
- Promotion of alumni and student mentoring and career services and requesting assistance from our alumni and supporters in respect of our careers initiatives

The Development Office may use analytics tools to help improve the effectiveness of its communications, for example by tracking email open and click-through rates. The Development Office also monitors usage of the QEGSONLINE & WGHS In Touch Alumni platforms, including user numbers, and analysis of those users who have offered their professional assistance to pupils and fellow Alumni.

### **5.2 Fundraising**

Fundraising is very important for the Schools. The Schools were founded with the help of philanthropic support and we continue this tradition of giving through our fundraising campaigns which provide additional resources to help teaching, and supporting the life of our students.

We want to keep you informed about our fundraising in the most appropriate and cost effective ways. To help us do this we may carry out analysis and segmentation of the information we hold and add publicly available information, such as information from Companies House, electoral register, Zoopla and reputable print and social media. This may include wealth screening. We undertake due diligence for potential donors in line with the [Foundation's Donation Acceptance, Sponsorship and Ethical Fundraising Policy](#). These processes help us to better understand your interests, preferences and the type and level of donation you may be interested in giving. This allows us to make appropriate requests to our supporters about fundraising and volunteering in the most effective ways.

Our fundraising campaigns are managed in-house by permanent Development Office staff and may include direct mail (both postal and electronic), social media, telephone and face-to-face visits. Our telephone fundraising is managed in-house by Development Office staff and employs current students to contact alumni and friends of the Schools. This provides paid employment opportunities for our students as well as valuable work

experience. All of our staff and student workers are well trained and are taught to respond sensitively and appropriately, to anyone who may appear vulnerable.

We are very grateful for the support of our donors and we like to publish their names on our donor roll to recognise their support and to encourage others to donate. If you donate to the Schools and do not wish your donation to be publicly recognised, you can choose to donate anonymously. This means we will record your donation on our systems, but will not publicly acknowledge or publish your name on donor lists or other stewardship materials both online and in written publications. We like to publish case studies online and in our magazines, and will always ask for consent from people involved in the case stories before publication.

### **5.3. Research and Wealth screening**

As a fundraising organisation, we undertake in-house research and from time to time engage specialist researchers to gather information about you from publicly available sources, for example, Companies House, the Electoral Register, company websites, 'rich lists', social networks such as LinkedIn, political and property registers and news archives.

We may also carry out wealth screening to fast track the research using our trusted third party partners. You will always have the right to opt out of this processing. We may also carry out research using publicly available information to identify individuals who may have an affinity to our cause but with whom we are not already in touch. This may include people connected to our current major supporters, trustees or other lead volunteers. We also use publicly available sources to carry out due diligence on donors in line with our Gift Acceptance Policy and Code of Ethical Fundraising Practice and to meet money laundering regulations.

This research helps us to understand more about you as an individual so we can focus conversations we have with you about fundraising and volunteering in the most effective way, and ensure that we provide you with an experience as a donor or potential donor which is appropriate for you.

If you would prefer us not to use your data in this way, please email us at [developmentoffice@wgsf.net](mailto:developmentoffice@wgsf.net) or call us on 01924 373943

The Development Office is committed to working in a transparent, ethical and responsible way. The Foundation is registered with the Fundraising Regulator and is committed to the Regulator's Code of Practice.

### **5.4 Checking your Address**

We know from the returned mail we receive that people sometimes move house and forget to tell us. Periodically, we may therefore send the names and addresses of those from whom we have had no contact in recent years, to a data screening company which uses publicly available information to check addresses. Where there appears to be a change, we will contact you to check the information. If we are unable to verify your details with you, we may decide to cease postal communications until we can make contact. Our aim is always to be in touch with those who wish to hear from us.

### **5.5 Archive**

The Foundation's archive is maintained as an historical resource and record to help inspire and equip current staff and pupils to understand and appreciate issues of identity, belonging and shared heritage; to prompt memories of school life among many generations of Old

Savillians and Old Girls and to serve as a research resource for all interested in the history of Queen Elizabeth Grammar School and Wakefield Girls' High School.

## 6. Who your data is shared with

Your data is stored securely with access restricted to designated members of staff. We will never sell your information. We will never pass information to third parties except in the following cases:

- We may use external service providers as data processors / agents on our behalf, to help provide benefits and services. These include email services to send emails and newsletters; mailing houses to print and send out postal mail and magazines, and companies to screen names and addresses to help keep addresses up to date, provide wealth screening, demographic and publicly available information and to check data against preference services.
- Volunteers who share an interest in promoting alumni or School fundraising activities, such as those who run our alumni or fundraising groups, including but not limited to:
  - The Old Savilians Club Council
  - The Friends of Wakefield Grammar School
  - PTA Organisations
- We may need to disclose your information if required to do so by law
- If we have obtained your permission to do so

We always make sure there are appropriate controls in place regarding how the above handle your data and to ensure they never use the data for non-Foundation purposes.

## 7. Your rights

The Foundation considers its relationship with its alumni and supporters to be lifelong, and we will hold your details until you tell us you no longer wish to hear from us. We will always try to ensure that the data we hold for you are up to date, reasonable and not excessive. You will always have the right to:

- Be informed as to how we use your data (via this Privacy Notice);
- Access or request a copy of the data we hold about you;
- Update, amend or rectify the data we hold about you – you can manage your own data at WGHS In Touch [WGHS In Touch Online Community](#) and Old Savs Online [QEGS Wakefield Online Community](#)
- Change your communication preferences at any time to restrict how we process your data and communicate with you. Email [developmentoffice@wgsf.net](mailto:developmentoffice@wgsf.net)
- Ask us to remove your data from our records;
- Withdraw consent, where it is used as a legal basis for processing;
- Object to or restrict the processing of your information for any of the purposes outlined above.

However, we will retain the following details of former students; staff and Governors as part of our historical archive records:-

- Name
- Date of birth
- Dates attended school

Additionally, we will retain details of all donations, legacies and gifts made to us.

If you have a concern about the way that Wakefield Grammar School Foundation is collecting or using your personal data, in the first instance, please contact us.

You can email [dataprotectionofficer@wgsf.co.uk](mailto:dataprotectionofficer@wgsf.co.uk) telephone 01924 231625

You can also write to us:-

Data Protection Officer  
Governors' House  
158 Northgate  
Wakefield  
WF1 3UF

You may also raise a concern with the [Information Commissioner's Office](#). The ICO can be contacted on 0303 123 1113 Monday- Friday 9am-5pm.

### **This Privacy Notice**

The Foundation will update this Privacy Notice from time to time. A copy will be available on our website [Policies - Wakefield Grammar School Foundation](#). Any substantial changes that affect your rights will be provided to you directly as far as is reasonably practicable.