

Privacy Policy for Alumnae, Friends and the QM Family

The privacy and information security of our alumnae, friends and others in the QM Family is important to Queen Margaret's. This Privacy Policy explains how we use your personal information.

This Policy relates to personal information processed by the School, and any of its subsidiaries including the QM Foundation, for the purposes of marketing, alumnae relations, events, fundraising and charitable giving to the School.

This Policy covers the following areas. Click on the links below for details.

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By email: marketing@queenmargarets.com

Or write to External Relations Office, Queen Margaret's, Escrick Park, York YO19 6EU

Who is this Policy for?

This Policy relates to personal information processed by the School, and any of its subsidiaries including the QM Foundation, for the purposes of alumnae relations, events, marketing, fundraising and charitable giving to the School.

This Policy is for QM alumnae, friends and other members of the QM Family.

The QM Family includes:

- Alumnae
- Parents and families of pupils
- Parents and families of alumnae
- Members of the Friends of Queen Margaret's
- Staff, former staff and their families
- Volunteers and former volunteers
- People in the wider community who support and interact with QM, for

example, attending events or using our facilities.

Our Privacy Policies for Pupils, Parents, Employees and Visitors to our Website Separate Privacy Policies explain how we look after the privacy of:

- Pupils and parents, including prospective pupils and parents (with respect to all school activities)
- Employees (with respect to our responsibilities as an employer)
- Visitors to our website

What Information Does This Policy Cover?

Personal information held and processed by us may include:

- Biographical information including your name, gender and date of birth
 - Your contact details and communication preferences
 - Your education history
 - Your positions and interests whilst at QM
 - Your professional activities and employment
 - Your interests and activities
 - Information you have publicly shared on social media
 - Your volunteering activity for QM including alumnae volunteering, interest in careers/employment advice and support, and supporting and hosting events
 - Your family and partner/spousal details
 - Your relationships with other QM alumnae, donors and friends
 - Your donation preferences, history and potential for future support
 - Records of communications and interactions we have had with you
 - Your attendance at QM events
 - Photographs or videos of you, for example, at QM, at drinks receptions or at reunions.
- Please note that we do not collect or store any credit/debit card details.

How Do We Use Your information?

Your information is used by us to support a full range of activities for our alumnae, friends and others in the QM community, such as newsletters, events and opportunities to support the School. We also use your information to ensure that the ways in which we communicate with you, such as sending out QM publications, invitations to events, or advising you about our alumnae activities, volunteering opportunities and fundraising priorities, are relevant and follow your chosen communication preferences.

Queen Margaret's was founded through philanthropy, and philanthropy continues to make an enormous impact at our School. As a fundraising charity, we may gather information about you from publicly available sources – for example, Companies House, the Electoral Register and the media – to help us to understand more about you as an individual and ways in which you might be able to support the School. By doing this, 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 an alumna, friend, donor or potential donor which is appropriate for you.

Use of your information will be made in accordance with QM's legitimate interests as a charity, or the legitimate interests of the Old Margaretian Association, provided these are not outweighed by the impact on you, and provided it does not involve special or sensitive types of data.

Examples of our activities for which we may use your personal information under our legitimate interests are:

- General administration (event management, processing of donations, internal record keeping)
- Seeking non-financial support (for example, careers advice to pupils, sharing of expertise)
- From time to time to create a profile of your interests, preferences and level of potential donations so that we can contact you in the most appropriate way and with the most relevant information
- To enable Old Margaretian Association (OMA) volunteers, including Area Secretaries and year group representatives, to discharge their duties, such as getting in touch to offer you the chance to share with other alumnae an update on your activities, or to invite you to a reunion.

We may use photographs or videos of you to promote QM, for example for the School's website and social media sites, to share with newspapers and other media, or in our publications. If you have any concerns about the use of photographs and videos please contact us at marketing@queenmargarets.com.

Tools may be used to help us improve the effectiveness of our communications with you, including tracking whether the emails we send are opened and which links are clicked within a message. We monitor website visits and use tools such as Google Analytics to improve our website and services.

We may use additional information such as geographical and financial information, where publicly available from external sources, and from within the School and our community, alongside the information you provide to undertake analysis of who might support QM and to understand your preferences about events, communication and services.

We also use publicly available sources to carry out due diligence on donors and to meet money laundering regulations.

Is My Information Shared With Others?

The School works closely with the Old Margaretian Association (OMA) to support the continued growth and activity of the Association and its engagement with the School, including through events, communication and activities for Old Margaretians (OMs). The information of individual OMA members has been provided to us by the OMA (for example, names, addresses, years at School). Updates to individuals' information are regularly shared between the OMA, its volunteers and the School in order that both organisations' records can remain up to date. For information on the OMA and how it uses your information, contact Mrs Melanie Gooder, Honorary Secretary, OMA, Beck House, Scagglethorpe, Malton, YO17 7HD or email melanie.gooder@gmail.com.

Outside of the OMA, information will not be disclosed to external organisations other than those acting as agents for the School with whom the School has information sharing agreements, or if we are legally required to share information with another organisation. Information may be shared with companies and individuals contracted by us to carry out specific projects to benefit the School, for example, checking the accuracy of our information and providing up to date contact details, posting printed communications, running telephone fundraising campaigns, or carrying out research or

analysis. Our information sharing agreements require our agents only to use your information for the purposes of the task we have contracted them to carry out. The School does not sell or swap any of its information to third party organisations and does not permit its agents to provide its information to third parties.

Transfer Of Your Information Outside The EU

Occasionally information you share with the School may be transferred outside the European Union. When this happens we will ensure the organisation receiving your information demonstrates appropriate certification and compliance with EU data protection regulations. An example of this is if you fill in an online survey for us on a platform that is hosted outside the UK.

How Do You Obtain Information About Me?

Most information that we hold will have been obtained directly from you, or from the Old Margaretian Association (see **Is my information shared with others?**), with some from publicly available sources such as the Post Office's National Change of Address database.

We may also seek new contact details for alumnae, friends and others in the QM Family with whom we are not in contact.

If you interact with us through a third party (for example, supporting us via JustGiving or a crowdfunding page) then we may obtain information about you from that third party, but only if you have given your explicit consent to that third party sharing your information. Data obtained in this way is bound by the terms of this Privacy Policy as soon as it is received by the School.

How Do You Keep My Information Safe?

The School is committed to holding your information securely and treating it with sensitivity. All personal information is held and processed in accordance with the GDPR, the School's Data Protection Policy, and other relevant legislation.

Any personal information is stored securely, with access restricted to authorised personnel only.

Your information will only be held for as long as it is necessary for the above purposes as outlined in our Data Protection Policy, which details records retention and how we dispose of data.

Access To Your Information And Correction

We want to make sure that the personal information we hold about you is accurate and up to date. You may ask us to correct or remove information if you think it is inaccurate. You have a right to request copies of the information that we hold about you.

If you would like a copy of some or all of your personal information, or would like us to update or remove information, please contact us at marketing@queenmargarets.com.

If you request that we stop processing your information, we will remove it with the following exceptions:

- Your name and years of entry and leaving QM, alongside your request to remove your information. We will retain this information to prevent you from being inadvertently contacted in the future.

- Information needed to comply with statutory requirements, but only for as long as those statutory requirements specify (eg Gift Aid declarations).

A coded reference may be attributed to you for reporting and accounting purposes concerning any events attended or donations made.

Asking Us To Change How We Communicate With You

Our communications are by phone, email, text, social media messaging and post in order to achieve our role as a charity in the most cost-effective way. You can change your communication preferences at any time by contacting us at marketing@queenmargarets.com.

Changes To Our Privacy Policy

We keep this policy under regular review and may amend it from time to time between planned reviews. Updates will be placed on the School website. Any significant changes to this Policy or to the way we treat your information will be communicated by contacting you directly.

How To Contact Us

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Date of Policy: January 2024

Next planned review: January 2026