Date: Sept 2026
Next review due: Sept 2027
Responsibility: SMT (Principal/Bursar (with input from Development Manager))

DAME ALLAN'S SCHOOLS

REGISTERED CHARITY NUMBER 1084965

DEVELOPMENT OFFICE

PRIVACY POLICY

Introduction

Dame Allan's Schools welcome suggestions and comments from alumni and donors and take seriously any complaint which they may raise. A complaint is defined as any matter relating to the impact of our fundraising activities on our donors, supporters and the wider public. If you are unhappy with anything we have done whilst fundraising you can contact us to make a complaint. We will listen to feedback and respond appropriately to any criticism we receive within a reasonable time and in a courteous and efficient way.

What type of personal information we collect

The information we have about you depends on where we collect it, but may include:

- First name and last name
- Previous surname (if applicable)
- Address
- Phone number
- Email
- Photographs
- Date of birth
- Family relationships
- Years at Dame Allan's Schools
- Higher education and work details
- Participation in our events, emails, competitions, surveys and other activities
- Donations made to Dame Allan's Schools

- Geo-location data (your geographical location based on your IP address)
- Records of communications and interactions we have had with you
- Log-ins and activity on the website
- A record of payments made via the website (but we do not store your credit/ debit card details as these are processed securely externally by a third-party payment provider) which could include event tickets, shop purchases or online donations
- Consent options and communication preferences
- Content (such as announcements, stories, photos, documents, comments, events, jobs) that you post on this website or provide to us by other means
- Information you have publically shared on the internet, social media and other publicly available channels
- Messages that you send to other community members via the direct messaging system when logged in to this website

Where we collect information from

We collect personal information when you:

- visit this website
- create or update your online profile
- post content on to this website
- take part in an event
- attend a meeting with us and provide us with information
- contact us in any way including online, email, phone social media or post
- open an email sent from this website
- send a message via the direct messaging system on this website
- when you leave school, and with your prior consent only, we collect and transfer basic details (name, address, date of birth, telephone, email) about you from the main school database (iSAMS) in to our alumni, friends and supporters database.

How we use your information

We will use your personal information in a number of ways, always with a legal basis for processing your data, to support a full range of activities for our alumni, friends and supporters and to ensure the ways that we communicate with you are relevant and adhere to your chosen communication preferences. These may include:

- providing you with the information or updates that you have asked for
- sending you communications (with your consent) that may be of interest, including newsletters, updates, invites to events and fundraising campaigns
- seeking your views on the services or activities we carry out, so that we can make improvements by for example by surveys and questionnaires
- updating our database records and ensuring we know how you prefer to be contacted
- analysing your engagement with our website and other content to help us improve our services for you

- running our events, Allanian volunteer-led events, reunions and sporting fixtures

Our legal basis for processing your information

The use of your information for the purposes set out above is lawful because one or more of the following applies:

- you have given us your consent for the information to be used
- it is necessary for us to hold and use your information to carry out our obligations under a contract entered into with you
- it is necessary for our legitimate interests to hold and use your information and we are not impacting your privacy by doing so

Updating your consent preferences

If you have an online profile on this website you can update your consent options by logging-in and clicking on “My Settings” in your profile. Scroll down to find your ‘Consent options’ where you will see a list of consents and the options “opt-in”, “opt-out” and “unspecified”.

Via ‘My Settings’ you can also choose to hide your profile from Google, limit access to your profile so that it’s only viewable to your connections and adjust some of the automatic notifications that you receive from this website. Please note that your name (but not full profile) may appear in various places around the community website, such as a ‘Recent Joiners’ box and in ‘Search’ results irrespective of the privacy settings you have selected.

If you do not have an online profile on this website, you can update your consent preferences by emailing development@dameallans.co.uk stating your preferences in your email.

If we are using consent as our legal basis for processing your data, we must have an explicit “opt-in” from you for this specific type of processing.

If we are using legitimate interests as our legal basis for processing your data, we will process your data responsibly in a way that you would reasonably expect, and you can opt-out at any stage.

If you click ‘unsubscribe’ at the bottom of one of our emails sent you will be automatically opted-out of these types of email communications in the future.

How we keep your information safe

We understand the importance of keeping your personal information secure and take appropriate steps to safeguard it.

Your data is stored on a dedicated, secure cloud server hosted by Amazon Web Services (AWS) in the EU and managed by our website provider, ToucanTech. Industry standard firewalls, anti-virus, encryption and back-up methods are in place, as well as strict data handling protocols.

We always ensure only authorised persons have access to your information, which means only our approved employees and contractors, and that everyone who has access is appropriately trained in data management.

If you have an online profile for this website you are responsible for keeping your login details (email and password) confidential and we ask that you do not share your password with anyone.

No data transmission over the internet can be guaranteed to be completely secure. So, whilst we strive to safeguard your information, we cannot guarantee the security of any information you provide online and you do this at your own risk.

Who has access to your information?

- Third parties if we run an event in conjunction with them. We will let you know how your data is used when you register for any event
- Web hosting, email hosting, analytics and search engine providers that enable us to run our community database and improve our website and its use
- Third parties in connection with restructuring or reorganisation of our operations, for example if we merge with another business. In such event, we will take steps to ensure your privacy rights will be protected by the third party

Other than this, we will not share your information with other organisations without your consent.

Keeping your information up to date

Please would you let us know if your contact details change. Online members can update your details directly by logging-in to the website and clicking on 'My Settings' under your profile. You can also update your details by contacting us at development@dameallans.co.uk

Cookies

Some information and data may be automatically collected through the use of cookies on this website. Cookies are small text files employed on the website to recognise repeat users and allow us to observe behaviour and compile aggregate data in order to improve the user-experience we provide for our website visitors.

The law states that we can store cookies on your machine if they are essential to the operation of the website, but that for all others we need your permission to do so.

The list below explains the cookies we use and why:

Cookie Description	Name	Purpose
Session Cookie	[Organisation]_Member_Code [Organisation]_PyroCMS	Used to remember you as you travel from page to page in a single session (without leaving the website) in order to provide a continuous and unified experience
Functional Cookie	[Organisation]_Identify	Used to remember your login details when you return to the website after previously logging out, by storing them in your browser. This cookie is turned off by default and is only activated when you select the 'Remember Me' check box during login.

Opting out of cookies

If you do not wish to receive cookies from us or any other website, you should be able to turn cookies off on your web browser: please follow your browser provider's instruction in order to do so. Unfortunately, we cannot accept liability for any malfunctioning of your computer or its installed web browser as a result of any attempt to turn off cookies.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org or www.allaboutcookies.org.

Use of aggregated data

Where data can be aggregated and anonymised, our website provider (ToucanTech) might use this for research purposes without restriction. For example, they may monitor traffic patterns, site usage, response rates and data trends to help make improvement to the website software. They are entitled to do this because the resulting data will not personal identify you and will therefore no longer constitute personal data for the purposes of data protection laws.

How long we keep your information for

We will hold your personal information for as long as it is necessary for the relevant activity.

Where we rely on your consent to contact you for direct email marketing/ fundraising purposes, we will treat your consent as lasting only for as long as it is reasonable to do so. This will usually be for five years. We may periodically ask you to renew your consent.

If you ask us to stop contacting you, we will keep a record of your contact details and limited information needed to ensure we comply with your request. If you ask us to remove your personal data from our database we will delete all the information we hold out apart from your name and the dates that you attended Dame Allan's Schools and archive your record in our database.

Your rights

You have the right to request details of how we use your personal information through making a subject access request. Such requests have to be made in writing by contacting the Data Protection Coordinator Mrs J.Taylor at the below address

You also have the following rights:

- to request rectification of information that is inaccurate or out of date;
- to erasure of your information (the "*right to be forgotten*");
- to restrict the way in which we are dealing with and using your information;
- to request that your information be provided to you in a format that is secure and suitable for re-use (the "*right to portability*");
- in relation to automated decision making and profiling.

All of these rights are subject to certain safeguards and limits or exemptions. To exercise any of these rights, you should contact the Data Protection Coordinator Mrs V. McDonald at:

Email: va.mcdonald@dameallans.co.uk

Telephone: 0191 274 5910

Address: Dame Allan's Schools, Fowberry Crescent, Fenham, Newcastle upon Tyne, NE4 9YJ

You can also complain to the ICO if you are unhappy with how we have used your data. The ICO's address is:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF

Helpline number: 0303 123 1113

Further details about how to complain can be found here.