



Birchwood High School

Privacy Notice - Alumni, Former Parents and Former Staff

1. Who We Are

For the purposes of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, **Birchwood High School** is the *data controller* of the personal data of alumni, former parents and former staff (“your personal data”). This means we decide how and why your personal information is used.

Contact Details

Data Protection Officer (DPO): Charles Gilbank

Email: dpo@birchwoodhigh.org.uk

Telephone: 01279 655936

Address: Parsonage Lane, Bishop’s Stortford, CM23 5BD

2. Purpose of This Privacy Notice

The purpose of this Privacy Notice is to explain how and why Birchwood High School collects, stores and uses personal information about alumni, former parents and former staff in connection with alumni relations, community engagement and fundraising activities.

It explains:

- what personal information is
- how and why we use it
- the legal basis for doing so
- your rights and the choices you can make about your information



3. What Is Personal Information?

Personal information is information that identifies you as an individual and relates to you. This includes your contact details, your relationship with Birchwood High School, and (where applicable) records of donations and Gift Aid declarations.

4. What Personal Information We Hold and How We Obtain It

We collect personal information directly from you during the course of our relationship with you, for example when:

- you sign up to receive communications
- you attend an event
- your child attended the school
- you volunteer, mentor, or make a donation

The information we may hold includes:

- dates when you or your child attended the school (if applicable)
- dates of employment (for former staff)
- contact details (postal address, email address, telephone number)
- achievements, interests and involvement with the school (for alumni)
- education and career information (e.g. university attended, occupation), where provided
- records of bursaries, scholarships or awards
- communication preferences
- records of volunteering, mentoring or other support
- donation records and Gift Aid status
- correspondence with the school
- information from publicly available sources (e.g. media articles)
- dietary requirements provided for events
- disability or health information where necessary to make reasonable adjustments

5. Why We Use Your Personal Information

We use your personal information to:

- keep you informed about school events, activities and developments



- manage attendance at events and activities
- facilitate interaction within the school community
- maintain relationships with alumni, former parents and former staff
- support fundraising and other charitable activities
- manage volunteering, mentoring and similar involvement

We may contact you by email, telephone or post. You can opt out of communications at any time.

We may also take photographs or video recordings at events for use in school publicity, including printed materials, the school website and social media platforms.

6. Sharing Your Personal Information

We may share your personal information with third parties where necessary, including:

- donation and fundraising platforms
- event booking platforms (e.g. Eventbrite)
- contractors who support our activities (e.g. printers, IT providers)
- local authorities or the Department for Education where required, including safeguarding matters
- the police or emergency services where necessary for crime prevention, investigation or safety
- legal advisers and insurers

We do not sell personal data. Information is shared only where necessary and in accordance with data protection law.

7. Lawful Bases for Processing

We process personal data under one or more of the following lawful bases:

Legitimate Interests (Article 6(1)(f))

We rely on legitimate interests where processing is necessary and not overridden by your rights, including:

- maintaining an active and supportive school community



- promoting the objects and interests of the school
- fundraising and charitable activities
- safeguarding pupils and the wider community
- complying with legal and regulatory obligations

You have the right to object to processing based on legitimate interests.

Consent (Article 6(1)(a))

Where required, we will rely on your consent. You may withdraw consent at any time by contacting the DPO.

Contract (Article 6(1)(b))

Where processing is necessary to fulfil a contract with you (e.g. event bookings).

Legal Obligation (Article 6(1)(c))

Where required to meet legal or regulatory duties.

Vital Interests (Article 6(1)(d))

Where necessary to protect someone's life.

8. Special Category Personal Data

We may process special category personal data (e.g. health or disability information) only where necessary and lawful, such as to:

- make reasonable adjustments
- protect vital interests
- establish, exercise or defend legal claims

Appropriate safeguards are always applied.



9. International Transfers

Personal data may be stored or processed outside the UK, for example where service providers use overseas servers or where you are based overseas. Where this occurs, we ensure appropriate safeguards are in place, such as adequacy regulations or approved contractual protections.

Further information is available from the DPO.

10. How Long We Keep Your Data

We retain personal data only for as long as necessary. This may include:

- contact details while you remain engaged with the school
- records of opt-outs to ensure preferences are respected
- long-term or historical records for research or archival purposes, with safeguards such as anonymisation

Further details are set out in our retention policy.

11. How We Protect Your Data

We use appropriate technical and organisational measures to protect personal data, including:

- secure storage systems
- access controls
- staff training
- safeguarding procedures aligned with statutory guidance

12. Automated Decision-Making

Birchwood High School does not use automated decision-making, including artificial intelligence, where decisions would have a legal or similarly significant effect on individuals.



13. Your Data Protection Rights

You have the right to:

- access your personal data
- request correction of inaccurate data
- request erasure or restriction of processing in certain circumstances
- object to processing, including direct marketing
- request data portability, where applicable
- object to automated decision-making
- claim compensation for damage caused by a data protection breach

Subject Access Requests

We will respond without undue delay and within one month. This may be extended by up to two additional months for complex requests.

Requests may be refused only where permitted by law. If refused, you will be informed of the reasons and your right to complain.

14. Complaints

If you are unhappy with how we handle your data, you have the right to complain to the **Information Commissioner's Office (ICO)**.

15. Contact Us

For questions or to exercise your rights, please contact:

Data Protection Officer: Charles Gilbank

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