



**Yehudi  
Menuhin  
School**

## **PRIVACY NOTICE FOR SUPPORTERS**

Written By:	Bursar	Summer 2018
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Governor Review By:	n/a	

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## ABBREVIATIONS, ACRONYMS AND DEFINITIONS

Abbreviation / Acronym	Definition
Alumni	Former staff or pupils of The Yehudi Menuhin School
CCTV	Closed Circuit Television
C-SPA	Surrey Children's Single Point of Access
Data Controller	Organisations, including independent schools, that determine how people's personal data is processed and for what purpose.
Data Protection	The relevant English Law relating to Data Protection, including the GDPR and The Data Protection Act 2018.
Data Subjects	Any living individual whose data the Data Controller processes.
DPO	Data Protection Officer
DSAR	Data Subject Access Request
GDPR	General Data Protection Regulation
HMRC	Her Majesty's Revenue & Customs
LADO	Local Authority Designated Officer
PCIDSS	Payment Card Industry Data Security Standard
Personal Data	Everything from which a Data Subject can be identified. It ranges from simple contact details in order to book tickets to one of our concerts, to dates of birth for alumni.
Process/ Processing	Any handling of personal data such as collection, storage, alteration, use, transfer, restriction or destruction, whether or not by automated means.
Special Category Data	Some categories of Personal Data are special category data under GDPR. These comprise data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership; data concerning health or data concerning a natural person's sexual orientation.
Supporters	Includes Donors, Members of the Friends of The Yehudi Menuhin School, Customers of The Menuhin Hall, Alumni and Volunteers.

## WHO WE ARE

The Yehudi Menuhin School Ltd (the “School”) is a company registered in England and Wales (the “School”). Our company registration number is 00818389 and our charity registration number is 312010. Our registered office is at Millfield, Cobham Road, Stoke D’Abernon, Cobham, KT11 3QQ.

The School also has a linked charity, The Friends of the Yehudi Menuhin School (charity registration number 312010-1) and wholly owned trading subsidiary, YMS Enterprises Ltd, company registration number 06775727.

The School nurtures exceptional musical talent through a world class education, realising students’ potential and shaping UK and international music culture.

Supporters who believe in our mission and share our vision for the future play a critical role in its fulfilment. Their involvement supports our pursuit of excellence and ensures the School’s continued impact in the world through music education.

Developing a better understanding of our supporters through their personal data allows us to make better decisions, fundraise more efficiently and, ultimately, helps us to reach our goal of nurturing life-long mutually beneficial relationships between the School and its supporters.

The School and Menuhin Hall promises to respect any personal data you share with us or that we get from other organisations, and keep it safe. We aim to be clear when we collect your data and not do anything you would not reasonably expect. We never sell or exchange information with other organisations.

## WHAT THIS PRIVACY NOTICE IS FOR

This Privacy Notice applies to personal data held and used (“processed”) by the School, its charity and subsidiary about alumni, donors, members of The Friends of The Yehudi Menuhin School (referred to as “Friends”), customers of The Menuhin Hall, (referred to as “Customers”) and Volunteers. These groups may also be collectively referred to as our “Supporters” throughout this document.

This Privacy Notice sets out how the Development and Marketing and Communications Departments specifically uses your personal data for alumni and donor relations and marketing and fundraising services for the School.

This makes the School a data controller of your personal information and this information is provided because data protection law gives individuals rights to understand how their data is processed and this Privacy Notice sets out how we will use that information and what your rights are in respect of the data we hold about you.

For some individuals, this privacy notice may also be read in conjunction with:

- The School’s privacy notice for employees and other staff
- The School’s privacy notice for parents and pupils

This Privacy Notice applies alongside any other information the School may provide about a particular use of personal data, for example when collecting data via an online or paper form.

## WHY THE SCHOOL NEEDS TO PROCESS PERSONAL DATA

In order to carry out its activities, the School and/or Menuhin Hall needs to process a wide range of personal data about individuals who are Supporters of the School. Some of this activity the School will need to carry out in order to fulfil its legal rights, duties or obligations.

We process your data in pursuit of our legitimate interest to support our alumni relations, marketing and fundraising activities. Processing such data helps us to develop and maintain engaging relationships and activities for the wider School community so that they may enjoy the benefits of their association with the School, and to fundraise effectively to ultimately help current and future pupils.

We may use your data in the following ways:

- For the purposes of maintaining relationships with Supporters including direct marketing or fundraising activity;
- To target our resources effectively such as using education history to invite alumni to events;
- For the purposes of Donor due diligence, and to confirm the identity of prospective Donors, and their background and relevant interests;
- To provide information on relevant School and/or Menuhin Hall events based on previous interest in similar events;
- To provide refunds in the event of cancelled events at The Menuhin Hall;
- To reclaim monies in accordance with Gift Aid declarations;
- To record preferences for receiving information such as whether email, post or telephone communication is preferred;
- Researching the interests, behaviours, demographics (for example, age, sex, income), and trends of the people who are using our information, and range of services, both support and non-support related. We may ask if you wish to take part in more research, such as surveys or focus groups, but this will be voluntary (your choice)
- Creating a profile of what we think might interest you, so that we can offer you relevant communications. We may use your previous activities or interactions with us to try and predict how you may respond to different activities
- Getting more information about you from third parties, such as your age, telephone number, email address, or new address if you move. This helps us keep our records up to date, ensuring we continue to send you the most relevant communications – if you have chosen to receive them

In addition, the School will on occasion need to process special category personal data concerning health or allergies in order to provide suitable access or appropriate catering at Donor events, or ensure that Volunteer stewards in the Menuhin Hall are able to fulfil their duties, or from time to time by explicit consent where required.

Communications may be sent by post, telephone or email depending on the contact details we hold and the preference expressed by you about the types of communication you wish to receive.

## TYPES OF PERSONAL DATA PROCESSED BY THE SCHOOL

The types of data that we hold, by way of an example, include:

- Your full name, date of birth and gender
- Your current address, former address, email and other contact information
- Your links to other alumni and donors
- Current interests and activities, which may include extracts from related media stories
- Family and spouse/partner details
- For alumni, your year of leaving School, education and career history
- Details of events attended
- Donor status (i.e. current, lapsed, new), record of donations made, research and fundraising reports/briefings, indicators of your interest in giving, ethical and reputational risk analysis (commonly known as due diligence)
- For Friends, membership Level (i.e. UK Friend, International Friend, Best Friend, Joint), renewal dates
- Photographs taken at events with your consent
- Special category data such as dietary requirements, access/mobility/hearing needs (where these have been provided by the Supporter)
- Limited financial information, in the case of donations, we never store the actual card details (e.g. bank details to facilitate membership payments by Direct Debit)
- Gift aid status
- Copies of correspondence that we have with you
- Images of donors (and other individuals) attending events such as concerts, and images captured by the School's CCTV system and/or The Menuhin Hall CCTV system

## VOLUNTEERS

When an individual volunteers to support the Menuhin Hall as a Steward, or to support the School in some other way, it may be necessary for us to carry out various checks in order to comply with Safeguarding and/or Health and Safety legislation or recommended practice depending on the role taken. In order to do this we may need to collect, process and retain some personal data, including some sensitive personal data, about our volunteers in order to comply with regulations, legislations or recommended practice. In addition to the list above, this may include:

- Details of volunteer duties undertaken including dates
- Records of any involvement in safeguarding issues

## HOW THE SCHOOL COLLECTS DATA

We may hold information relating to you from a number of sources.

Generally, the School receives personal data from the individual directly, including, in the case of alumni, from their parents as part of their admission to the School. This may be via a form, by booking tickets to an event, by making a donation, or simply in the ordinary course of interaction or communication (such as an email).

In some cases, personal data will be checked and/or collected from publicly available resources such as the Charity Commission, the Disclosure and Barring Service or Companies House. On occasions, we may augment the data we hold from publicly available sources on the internet or published in articles/newspapers.

Depending on privacy settings and the privacy policies for social media and messaging services, you might give us permission to access information from those accounts or services. For example you may post a review of a concert you attended at the school which we may share on our website or other social media channels.

## WHO HAS ACCESS TO PERSONAL DATA AND WHO THE SCHOOL SHARES IT WITH

Your data is stored securely on the Spektrix database. We take appropriate technical and organisational measures to protect the personal data about individuals including policies around the use of technology and devices and limited access to systems. All relevant staff are aware of this policy and their duties under Data Protection Law and receive relevant training.

Processing by third parties. For the most part, personal data collected by the School will remain within the School and will be processed by appropriate individuals only in accordance with access protocols (i.e. on a 'need to know' basis). However, some functions are outsourced including e.g. mailing. In accordance with data protection law, this type of external data processing is always subject to contractual assurances that personal data will be kept securely and used only in accordance with the school's specific directions.

Data sharing. Occasionally, the School will need to share personal information relating to its supporters with third parties:

- Government authorities (e.g. HMRC for Gift Aid purposes)
- Professional advisers (e.g. accountants);
- Mailing Houses (to distribute brochures, newsletters etc – limited information such as name and address and mailing preferences)

The School may also share images of supporters at events such as concerts and festivals. These may be made available to third parties. For example to the media (either printed or electronic) to promote an event or as part of post event publicity etc. Permission for the sharing of these images has been provided by attending these events.

Particularly strict rules apply in the context of:

- Medical records and
- Pastoral or safeguarding records

Supporters are reminded that the School is under duties imposed by law and statutory guidance (including Keeping Children Safe in Education) to record or report incidents and concerns that arise or are reported to it, in some cases regardless of whether they are proven, if they meet a certain threshold of seriousness in their nature or regularity. This is likely to include file notes on volunteers or safeguarding files, and in some cases referrals to relevant authorities such as the C-SPA or the Police. For further information about this, please view the School's Safeguarding and Child Protection Policy.

## **HOW LONG WE KEEP PERSONAL DATA**

We will only use and keep your information for as long as it is required for the legitimate and lawful purposes it was collected for. It is important for us to keep historical records of all donations made should queries arise.

## **YOUR RIGHTS**

Individuals have various rights under data protection law to access and understand their own personal data held and processed by the School, and in some cases ask for it to be erased or amended, or to have it transferred elsewhere, or for the School to stop processing it – but subject to certain exemptions and limitations.

The School will endeavour to respond to any such written requests as soon as is reasonably practicable and in any event within statutory time-limits.

## **KEEPING IN TOUCH AND SUPPORTING YMS AND THE MENUHIN HALL**

The School will use the contact details of Supporters of the School community to keep them updated about the activities of the School or relevant events of interest, including by sending updates and newsletters, by email and/or by post.

If you wish to limit or object to any such use or would like further information about them, please contact The Development Office on 01932 864739, or write to



The Development Office  
The Yehudi Menuhin School  
Cobham Road, Stoke D'Abernon  
Cobham, KT11 3QQ

or

E-MAIL us on [development@menuhinschool.co.uk](mailto:development@menuhinschool.co.uk)

You will always have the right to withdraw consent, where given, or otherwise object to direct marketing or fundraising. However, the School is nonetheless likely to retain some of your details (not least to ensure that no more communications are sent to that particular address, email or telephone number). This is called a suppression record.

## **DATA ACCURACY AND SECURITY**

The School and/or The Menuhin Hall will endeavour to ensure that all personal data held in relation to an individual is as up to date and accurate as possible. Individuals are requested to provide notification of changes in contact details wherever possible.

An individual has the right to request that any out-of-date, irrelevant or inaccurate information about them is erased or corrected (subject to certain exemptions and limitations under Data Protection Law).

## **THIS POLICY**

The School will update this Privacy Notice from time to time. Any substantial changes that affect your rights will be provided to you directly as far as is reasonably practicable.

## **QUERIES AND COMPLAINTS**

Any comments or queries about this Privacy Notice should be directed to the Bursar using the following contact details [bursar@menuhinschool.co.uk](mailto:bursar@menuhinschool.co.uk).

If you believe that the School has not complied with this Privacy Notice or acted otherwise than in accordance with data protection law, you should utilise the School complaints procedure and should also notify the Bursar. You can also make a referral to or lodge a complaint with the Information Commissioner's Office ("ICO"), although the ICO recommends that steps are taken to resolve the matter with the School before involving the regulator.