



Privacy Notice for Alumni

Policy Owner:	Data Protection Officer
Approved by:	Trust Board
Last reviewed:	December 2024
Next review due by:	December 2025

Due to the evolving nature of The CAM Academy Trust, procedures behind this Policy will be reviewed and amended accordingly to reflect changes.

At the heart of our work lie the six core principles of The CAM Academy Trust. These drive everything that we do.



The Cam Academy Trust, which your school is part of, is classed as a 'Data Controller' under the UK General Data Protection Regulation (UKGDPR). The Trust is registered with the Information Commissioner's Office and follows the principles of the UKGDPR. This privacy notice covers all schools within the Trust.

We take the privacy of our pupils seriously and this notice outlines what sort of personal data we collect, why we do this, how long we store it and who we share it with. Access to personal data is only available to those who need it for a specific purpose.

1.Keep us up to date

It's important that you let us know if there are any changes to your situation or personal details. This is so that we can carry out our duty of care, manage your data and communicate with you safely and quickly.

Please let us know straight away if any of the below changes:

- Your name
- Address
- Phone number (including mobile)
- Email address

We will contact you using the most recent address, email or phone number you have given us. If you do not tell us promptly about a change in your details, you may not receive information that could be important – or it could fall into the wrong hands. Where you have provided an e-mail address, we will use this for important messages that relate to you.

2.The categories of pupil information that we collect, hold and share include but is not limited to:

Personal data that we may collect, use, store and share (when appropriate) about you includes, but is not restricted to:

- Personal identifiers and contacts such as your name, address, unique pupil number, contact details, date of birth, identification documents.
- Details about your time at the school, including records of your achievements and interests
- Photographs of your time at the school
- Details of your experience, career and employers since you left the school
- Records of contributions you have made to the school since leaving, such as your time, expertise or money
- Records of how you have engaged with our alumni network, including emails you have opened, events attended, mailing lists you have signed up to and any other interactions
- Information required to manage your attendance at alumni events, including access arrangements and dietary requirements (which could amount to 'special category' personal data, which is more sensitive)
- Bank details and other financial information, if you make any payments to the school
- Records associated with Gift Aid claims on donations

3. Why we collect and use this information

We use this data to:

- Help us build a community around the school
- Offer enrichment and career development opportunities to current pupils
- Raise extra money so that we can continue to improve the experience pupils get from the school
- Notify you of alumni events you may be interested in
- Keep you up to date with school news
- Help us promote the school
- Keep you safe and comfortable while attending alumni events
- Tailor the communications we send to you, to ensure they are appropriate and relevant
- To support 'Track & Trace Services in the event of a national or local pandemic

4. The lawful basis on which we use this information

We only collect and use your personal data when the law allows us to. Most commonly, we process it where we have obtained explicit consent to use it in a certain way, and where we have legitimate interests in processing the data.

Where we have obtained consent, this consent can be withdrawn at any time. We will make this clear when we ask for consent, and explain how to withdraw it.

Where we have legitimate interests in processing your data, we will carry out a 'balancing test' to make sure our processing does not infringe your interests, rights and freedoms. We will only use the data in ways that you would reasonably expect.

The legitimate interests we have are:

- Asking you for financial contributions towards the school, and facilitating this efficiently
- Analysing the composition of our alumni group to help us decide what events or activities to run
- Providing you with marketing communications based on what we think you'll be interested in

If we require a membership fee or to sign a contract for you to join your alumni network, we will also use your data to fulfil the terms of our contract with you.

In addition, we may process your personal data in order to comply with our legal obligations, such as our accounting and reporting requirements in relation to any donations received and complying with our duties under equality legislation.

Less commonly, we may process alumni personal data in situations where:

- We need it to perform an official task in the public interest
- We need to protect someone's vital interests (save your life, or someone else's)

Some of the reasons listed above for collecting and using personal information about you overlap, and there may be several grounds which justify our use of your data.

5. Collecting Pupil Information

Some of the information we collect from you is mandatory, and in some cases, you can choose whether or not to provide the information to us.

Whenever we seek to collect information from you, we make it clear whether you must provide this information (and if so, what the possible consequences are of not complying), or whether you have a choice.

We will only collect the data that we need in order to fulfil our purposes, which are set out above.

6. Storing pupil data

We will keep your personal data while you remain involved in our alumni network. We may also keep it beyond this, if necessary, to comply with our legal obligations.

Our record retention policy sets out how long we keep information about alumni.

The Trust record retention policy is located on the Trust website. <https://www.catrust.co.uk/>

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used, or accessed in an unauthorised way, altered or disclosed.

We will dispose of your personal data securely when we no longer need it.

7. Who we share pupil information with

We do not share information about alumni with any third party without consent unless the law and our policies allow us to do so.

Where it is legally required, or necessary (and it complies with data protection law) we may share personal information about alumni with:

- Our local authority – to meet our legal obligations to share certain information with it, such as where the alumni information is relevant to a safeguarding concern
- The Department for Education
- Educators and examining bodies
- Our regulator [specify as appropriate, e.g. Ofsted, Independent Schools Inspectorate]
- Suppliers and service providers – to enable them to provide the service we have contracted them for
- Central and local government & Agencies, e.g. HMRC – to meet our accounting and reporting obligations relating to donations received, Data for 'Track & Trace' Services
- Our auditors
- Survey and research organisations
- Health authorities – To include data for 'Track & Trace' Services
- Security organisations
- Health and social welfare organisations
- Professional advisers and consultants
- Charities and voluntary organisations

- Police forces, courts, tribunals
- Professional bodies
- Public Health England

8. Artificial Intelligence (AI)

Artificial Intelligence (AI) technologies may be employed to enhance the educational experience and support the academic development of pupils / students at schools within the Cam Academy Trust. (AI) is defined in the school's policy (please see the school's AI policy for further information) as the development of computer systems that can perform tasks that typically require human intelligence, including but not limited to problem-solving, learning, and decision-making in the classroom.

We will ensure that any AI applications or tools used for collection and sharing of personal and sensitive data within the Trust comply with existing data protection laws and regulations.

9. Use of your personal information for marketing purposes

Where you have given us consent to do so, The Trust or schools within the trust may send you marketing information by email or text promoting school events, campaigns, charitable causes or services that may be of interest to you. You can withdraw consent or 'opt out' of receiving these texts and/or emails at any time by clicking on the "Unsubscribe" link at the bottom of any such communication, or by contacting the school office or our data protection officer.

10. Requesting access to your personal data

Individuals have a right to make a 'subject access request' to gain access to personal information that the school holds about them.

If you make a subject access request, and if we do hold information about you, we will:

- Give you a description of it
- Tell you why we are holding and processing it, and how long we will keep it for
- Explain where we got it from, if not from you
- Tell you who it has been, or will be, shared with
- Let you know whether any automated decision-making is being applied to the data, and any consequences of this
- Give you a copy of the information in an intelligible form

You may also have a right for your personal information to be transmitted electronically to another organisation in certain circumstances.

If you would like to make a request, please contact our data protection officer.

Your other rights regarding your data

Under data protection law, individuals have certain rights regarding how their personal data is used and kept safe. You have the right to:

- Object to the use of your personal data if it would cause, or is causing, damage or distress
- Prevent your data being used to send direct marketing.

- Object to the use of your personal data for decisions being taken by automated means (by a computer or machine, rather than a person)
- In certain circumstances, have inaccurate personal data corrected, deleted or destroyed, or restrict its processing.
- Claim compensation for damages caused by a breach of the data protection regulations

To exercise any of these rights, please contact the Head teacher/Principal of the school or our data protection officer.

11.Contact us:

If you have any questions or would like to discuss anything in this privacy notice, please contact the Trust Data Protection Officer Carolyn Duckett at cducket@catrust.co.uk

If you have a concern or a complaint about how we collect and use your personal data, you should raise your concern with the school in the first instance. You can do this by contacting the data protection lead at the school or you can email the Trust data protection officer cducket@catrust.co.uk or write to Data Protection Officer, The Cam Academy Trust, Cambourne Village College, Sheepfold Lane, Cambourne, CB23 6FR.

There is more information in our Data Protection Policy which can be downloaded from our website: <https://www.catrust.co.uk/key-information/policies>

You can also complain to the Information Commissioner's Office in one of the following ways:

- Report a concern online at <https://ico.org.uk/concerns/>
- Call 0303 123 1113