

PRIVACY NOTICE for the DEVELOPMENT DEPARTMENT & ALUMNI RELATIONS

PRIVACY NOTICE DETAILS:

Date of approval	04 September 2018 (published in the meantime as subject to formal approval by the Executive Group)
Approving body	Executive Group
Supersedes	n/a
Date of EIA	n/a
Date of next review	<i>See departmental schedule</i>
Authors	Director of Development & DPO.
Responsible Executive Group area	Director of Development
Related policies and documents	Data Protection Policy
Benchmarking	n/a

PRIVACY NOTICE FOR THE DEVELOPMENT DEPARTMENT AND ALUMNI RELATIONS AT THE GLASGOW SCHOOL OF ART

General Data Protection Regulation (GDPR) 2016

Background

The Glasgow School of Art is a higher education institution and a registered Charity SC012490. The Glasgow School of Art Development Trust is a subsidiary fundraising trust and also a Scottish Charity SC042230. The Glasgow School of Art communicates with supporters to share information about the GSA, generate awareness, develop relationships, and raise funds both directly through the GSA and through the GSA Development Trust. The Alumni and Event Office communicates with current and former students of the Glasgow School of Art to share information about the GSA and to co-ordinate activity and events in which students and alumni may have an interest.

Purpose

This privacy notice explains how the Development Team and the Alumni and Events Office at The Glasgow School of Art collects, manages and uses your data to support the non-core activities of both the GSA and the GSA Development Trust. It also outlines the types of data we hold and how we use and maintain the security of that data. The Glasgow School of Art is the data controller.

The legal basis for processing your data

The Development Team and Alumni and Events Office processes and retains personal information relating to current and prospective supporters, friends of the GSA, people who attend events organised by the GSA or the GSA Development Trust, and those alumni who have consented to their information being passed from Academic Registry.

With the exception of those Alumni who consented to have their data from Academic Registry shared with Alumni Relations, The Development Team and Alumni and Events Office process and retain your personal data in pursuit of our legitimate interest in:

- communicating with current and potential supporters to cultivate relationships and to provide information about projects, initiatives and developments which we believe will be of interest
- supporting the GSA's charitable objectives through soliciting support and fundraising for donations, gifts, legacy pledges and gifts in kind from supporters and prospective supporters and friends of the GSA
- recording donations and gifts made to the GSA

For those alumni who have agreed to have Academic Registry pass their contact details to the Alumni and Events Office, the legal basis for processing and holding that personal data is consent.

Contact information

The Development Team and Alumni and Events Office may contact you by post, email or by phone.

Where your personal data comes from

Most of the personal data the Development Team and Alumni and Events Office hold is obtained directly from supporters, prospective supporters or friends. For those Alumni who have agreed to have their personal data shared with the Alumni and Events Office, this comes from the personal data originally held by Academic Registry.

In addition, personal data will be recorded when you respond to invitations to events, where you update your own information including online, or via post, phone or social media. Your details will also be recorded where you make a donation or pledge support to the GSA or the GSA Development Trust. Some relevant information may also come from reliable, public sources such as LinkedIn, the Electoral Register, Companies House or from articles in the press.

The personal data we retain

We may retain the following types of personal data about supporters, prospective supporters, friends and Alumni.

- Your title, name, gender, and date of birth
- Your preferred salutation, postal address, e-mail address and 'phone number.
- A record of communications with you, including, where relevant, e-mails, letters and notes of conversations or meeting with you
- A record of communications in relations to invitations to events, attendance at events or solicitations for support we have sent to you or received from you – this might include the names of any guests and dietary preferences
- Communication preferences, including preferred address/e-mail or if you wish not to be contacted
- Details of responses to solicitation including where appropriate information about any donations, including amount, purpose and where relevant, gift aid status
- Your employment details including job title, company/employer and professional contact details
- The name of partner/spouse, or connections with others whose data we also hold
- Potentially we may also hold information about your philanthropic support for other organisations

- For Alumni, we may hold details related to your study at GSA including dates of attendance, courses studied and results obtained, and details of any other academic qualifications

How we use your personal data

We will use your personal data to manage our communication with you - to contact you by post, email or 'phone, and to record your relationship with us, including the making of donations.

Specifically, we may contact you to:

- Keep you informed about news, activity and events related to The Glasgow School of Art, including strategic developments, academic progress, alumni achievements, fundraising initiatives, events and exhibitions.
- Keep you informed about opportunities to engage with the GSA or support our strategic priorities either through making donations/pledging support or through volunteering
- Invite you to events or exhibitions
- Record and acknowledge any donations including gift aid details

Security of your personal data

We are highly conscious of the importance of managing securely the personal data that we hold, and all personal data is processed in accordance with data protection legislation – the requirements of which are regularly reviewed. Your personal data is retained safely on a securely accessed system to protect against unauthorised or unlawful processing, loss, destruction or damage of the data. Your personal data will not be “sold” or disclosed to any external organisations or third parties.

If you donate to the GSA or the GSA Development Trust through a third party (for example “The Big Give”) the personal data that is provided to us from that third party is dealt with in accordance with any preferences you expressed when originally submitting the personal data and with the terms of this privacy notice.

Your preferences

The Glasgow School of Art/GSA Development Trust considers its relationship with supporters to be lifelong, this includes those Alumni who have consented for their information to be passed to Alumni Relations from Academic Registry. We will endeavour to ensure that any personal data we retain is up-to-date, reasonable and not excessive.

You have the right to:

- be informed how we use or intend to use your data
- request a copy of any of your personal data we hold
- update your information

- manage your communications preferences
- ask us to remove your data from our records

Contact details

If you are a supporter, prospective supporter or friend of GSA/the GSA Development Trust, and you wish to do any of the above, you may contact us at any time at:

The Development Office
The Glasgow School of Art
167 Renfrew Street Glasgow
G3 6RQ
0141 566 1470
m.achardbrown@gsa.ac.uk

If you are an Alumnus of the GSA and you wish to do any of the above, you may contact us at any time at:

The Alumni and Events Office
The Glasgow School of Art
167 Renfrew Street
Glasgow
G3 6RQ 0141 566
1445
alumni@gsa.ac.uk

If you have any questions about, or wish to discuss any aspect of this privacy notice, please contact the Director of Development's Data Protection Coordinator, Margaux Achard-Brown at:

The Glasgow School of Art Development Team
167 Renfrew Street
Glasgow
G3 6RQ 0141
566 1470
m.achardbrown@gsa.ac.uk

You have the right to lodge a complaint against GSA regarding data protection issues with the Information Commissioner's Office (<https://ico.org.uk/concerns/>).

GSA's Data Protection Officer is Tom McDonnell - DataProtection@gsa.ac.uk.