

# Rose Bruford College of Theatre and Performance

## Privacy notice

Rose Bruford College is committed to protecting any personal information provided to us and to meet our duties under data protection legislation.

### About this document

This privacy notice explains how Rose Bruford College ("we", "our", "us") collects, uses and shares your personal data, and your rights in relation to the personal data we hold. This privacy notice concerns our processing of personal data of users of Rose Bruford College services ("you", "your").

Rose Bruford College is the data controller of your personal data and is subject to the Data Protection Act 1998 ("DPA") (and, once in force, to the General Data Protection Regulation (the "GDPR")).

This notice explains how the College, will collect and use your personal data for marketing and development activities.

Your personal data is collected from the following sources:

- You – you provide data when you enquire about courses, attend events and productions, make a donation, or register for news and updates. You may have provided your information to us centrally, or to a member of our staff.
- Third parties – the College obtains data from the public domain and from organisations to aid the pursuit of its purposes. This enables us to contact you in the event that you change your address or phone number, or didn't provide it to us. The information we get from other organisations may depend on your privacy settings or the responses you give them, so you should regularly check them.

### The personal data that is processed

The data processed may include:

- Your name, title, gender and date of birth;
- Contact details (address, email addresses, phone numbers and social media presence);
- Employment details, professional activities, career biographies;
- Partner/spouse and family details;
- History of any donations to Rose Bruford College, or philanthropic interests elsewhere;
- Information about your potential philanthropic capacity;
- Responses to the College's fundraising appeals and proposals;
- Gift Aid status, where applicable (as required by HMRC);
- Information from publically available sources and extracts from media stories;
- Records of communications from, and interactions with, Rose Bruford College;
- Attendance at events and meetings with Rose Bruford College staff;
- Volunteering activities at or on behalf of the College;
- Communication preferences;

- Photographs, video or any other digital image either supplied by you or taken during a graduation ceremony or event or other College events.

Some of the above may contain “sensitive personal data. This is data about your racial or ethnic origin, religious beliefs or other beliefs, physical or mental health. The College will only process such data where you have given your consent for the College to have and use it or where the data has, to the best of the College’s knowledge and belief, been placed in the public domain by you.

### **The purpose of processing your personal data**

The College will process personal data in order to maintain and promote a vibrant and engaged community, to further the College’s objectives and in pursuit of its Strategic Plan.

Personal data may also be processed for the following purposes:

- Keeping you informed of opportunities for you to continue to be involved in the life and activities of the College. This may include using publicly available third-party sources to keep your record up to date (e.g. the UK Post Office’s National Change of Address database);
- Administration and provision of events and productions;
- Fundraising in support of the College’s objectives;
- Volunteering in support of the College’s objectives;
- Due diligence exercises in accordance with the College’s Gift Acceptance Policy;
- Anonymised data may be used to gather market intelligence to track and target our activities.

### **Fundraising research**

Fundraising helps support the work of Rose Bruford College. The College tries to undertake activities that are effective and appropriate. Research enables the College to identify those individuals who are likely, able and willing to make major gifts and to make sure that fundraising communications are relevant and of interest.

Research is carried out by analysing the personal data we hold about you. It may also include using additional information from publicly available sources (e.g. social media, Companies House and other business-related resources) and the use of demographic information based on your postcode. This analysis will normally be done by the Head of Development and Alumni Relations. Occasionally a third party organisation may sometimes be used. Where a third party is asked to undertake analysis, they will do so strictly in accordance with instructions given by the College, scheduled within a data sharing agreement.

If you prefer that the College does not conduct the above activity in relation to your personal data, please email [andrew.scanlan@bruford.ac.uk](mailto:andrew.scanlan@bruford.ac.uk) or call 0208 308 2605.

### **Securing your personal data**

Your personal data is held on the central College Database. Arrangements are in place to ensure that your data remains secure. Access to the data is strictly controlled. Staff

processing the data receive relevant training on data protection and information security.

From time to time, the College may commission agents of a third party to enhance the systems storing your personal data. Where this occurs they will act strictly in accordance with the instructions given by the College, scheduled within a data sharing agreement, so that your personal data remains secure.

### **Sharing your information with others**

The College does not share data with third party organisations other than those acting on its behalf and with whom it has data sharing agreements. Arrangements will be in place to ensure that your data is exchanged in a secure manner and that it is not used for any purposes other than those agreed by the College. Appropriate safeguards will be put in place where your data is to be transferred outside the European Union.

If the College intends to share your personal information with anyone else, you will be notified and informed of the reason why when it is collected.

### **How long will we retain your personal data?**

The College will look to retain your personal data for as long as there is lawful reason to do so unless you request that it be removed from the records. Whenever you are written to you will be reminded of your right to request us to delete your personal data. You may ask at any time for us to delete your personal data by contacting [marketing@bruford.ac.uk](mailto:marketing@bruford.ac.uk). Where this happens, a record of the request and basic details will be retained in order to ensure that your data is not added to the database in future.

### **The legal basis for processing your data**

The College relies on several different legal bases depending on the processing being performed:

- Consent – processing will sometimes be carried out in accordance with your consent;
- Legal obligation – providing data to statutory and regulatory agencies;
- Public interest – furthering the charitable objectives of the College delivers a public and societal benefit;
- Legitimate interests – a vibrant and engaged community supports and enhances the teaching and research of the College, having taken account of your privacy rights and freedoms.

### **Securing your personal data**

Your personal data is held securely within the College. Access to the data is controlled. Staff processing the data receive relevant training on data protection and information security.

From time to time, the College may commission agents of a third party to enhance the systems storing your personal data. Where this occurs they will act strictly in accordance with the instructions given by the College, scheduled within a data sharing agreement, so that your personal data remains secure.

## **Your rights**

Under the DPA you have the following rights:

- To obtain access to, and copies of, the personal data that we hold about you;
- To require that we cease processing your personal data if the processing is causing you damage or distress;
- To require us not to send you marketing communications.

Under the GDPR which came into force in May 2018, you also have the following additional rights:

- To require us to correct the personal data we hold about you if it is incorrect;
- To require us to erase your personal data;
- To require us to restrict our data processing activities (and, where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal);
- To receive from us the personal data we hold about you which you have provided to us, in a reasonable format specified by you, including for the purpose of you transmitting that personal data to another data controller;
- To object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on your rights.

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

If you have given your consent and you wish to withdraw it, please contact the Secretary & Registrar using the contact details set out below. Please note that where our processing of your personal data relies on your consent and where you then withdraw that consent, we may not be able to provide all or some aspects of our services to you and/or it may affect the provision of those services.

## **Contact us**

If you have any queries about this privacy notice or how we process your personal data or to request access to the personal data that we hold about you, you can contact our Data Protection Officer by email: [ruth.bourne@bruford.ac.uk](mailto:ruth.bourne@bruford.ac.uk); by telephone: 0208 308 2612; or by post: Secretary & Registrar, Rose Bruford College, Lamorbey Park, Burnt Oak Lane, Kent DA15 9DF.

If you are not satisfied with how we are processing your personal data, you can make a complaint to the Information Commissioner.

You can find out more about your rights under data protection legislation from the Information Commissioner's Office website available at: [www.ico.org.uk](http://www.ico.org.uk).