



## **The Lionheart Educational Trust**

### **Privacy notice for Alumni – how we use Alumni personal data**

#### **The personal data we hold**

The personal data that we may collect, use, store and share about Alumni includes, but is not restricted to:

- contact information such as name, address, email address, contact numbers;
- education information including the school attended, current year group and year of leaving;
- records of contributions you have made to the school since leaving, such as your time, expertise;
- future plans for example intention to attend sixth form, college, university apprenticeship etc;
- 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 other interactions;
- photographs or video recordings;
- consent preferences (where applicable);
- information required to manage your attendance at alumni events, including access arrangements and dietary requirements which may include health conditions;
- professional and educational achievements;
- job title and place of work;
- event attendance;
- CCTV footage when attending our school sites.

#### **Why we use this data**

We collect and use Alumni information, for the purpose of:

- keeping in touch periodically to find out how our Alumni are getting on;
- attaining opportunities for our current pupils using Alumni support;
- keeping up with the achievements of our Alumni;
- keeping Alumni up to date with the events and opportunities in the Trust;
- creating portfolios of Alumni for marketing and promotional materials;
- creating anonymised data for marketing and promotional materials.

## **Where does the Trust get your personal data from?**

We obtain personal data about you from the following sources:

- from you, when you complete the information form or contact the Trust.

## **Our legal basis for using this data**

We only collect and use your personal data where there is a lawful basis for doing so, for example:

- We have obtained consent to use it in a certain way.

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

- We need it to perform an official task in the public interest;
- We have a legal obligation to process this information;
- We need to protect the individual's vital interests.

## **Who might share your data with?**

The Trust will not share the personal data you have provided with third parties with the exception of anonymised data for the purposes of research and marketing.

## **Your Rights of Access, Correction and Erasure**

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your relationship with us

Under certain circumstances by law you have the right to:

- access your personal information (commonly known as a "subject access request"). This allows you to receive a copy of the personal information we hold about you and to check we are lawfully processing it;
- correction of the personal information we hold about you. This enables you to have any inaccurate information we hold about you corrected;
- erasure of your personal information;
- to object to processing in certain circumstances (for example for direct marketing purposes).

## **Last Updated**

We may need to update this privacy notice periodically, so we recommend that you revisit this information from time to time. This version was last updated in June 2025.

## **Further Information**

If you have a concern about the way we are collecting or using your personal data, or if you think any of the data that we hold on you is incorrect, misleading or inappropriate, we ask that you please contact our Data Protection Officer. Full details of your rights and how to enforce your rights are included on the Trust's main privacy webpage.

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