Alumni Privacy Notice

This privacy notice has been written to inform alumni about how and why we process your personal data when maintaining our relationship with your post-studies.

Who are we?

Park School Bournemouth Ltd (Park School, Little Crickets at Park School, Little Crickets Forest School) is a data controller as defined by the UK GDPR. This means that we determine the purposes for which your personal data is processed and how it is processed. We will only collect and use your personal data in ways that are compliant with data protection legislation.

We have appointed Veritau Ltd as our Data Protection Officer (DPO). The role of the DPO is to monitor our compliance with the UK GDPR and the Data Protection Act 2018 and advise on data protection issues. If you would like to discuss this privacy notice or our use of your data, please contact Veritau or a.whitbread@parkschool.co.uk.

Veritau's contact details are:

Schools DPO Service
Veritau
West Offices
Station Rise
York
North Yorkshire
YO1 6GA
schoolsdpo@veritau.co.uk // 01904 554025

What personal information do we collect?

The personal data we collect about you includes:

- Personal and contact information such as name, postal address, email address, phone number, date of birth, relationship to other alumni, social media account name, etc.
- Education information such as academic achievement and attainment records, involvement with any sports teams, societies or extracurricular activities, etc.
- Career information such as your university course or destination when you left us, testimonials or case studies, etc.
- Alumni engagement such as registration, contact preferences, attendance at alumni events, etc.
- Photographs and videos of you from your time with us or at alumni events, including CCTV footage.

- Financial information, including your donor status and any donations that you make to us.

Why do we collect your personal information?

We process your information for the purposes outlined below:

- To facilitate alumni events we organise.
- To communicate and maintain a relationship with our alumni community.
- To collect testimonials or case studies to help with our promotion and marketing.
- To provide references about you, at your request.
- To raise funding through donations.

What is our lawful basis for processing your information?

Under the UK GDPR, it is essential to have a lawful basis when processing personal information. We normally rely on the following lawful bases:

- Article 6(1)(a) – consent

Where we are processing your personal data with your consent, you have the right to withdraw that consent at any time. If you change your mind about our use of your personal data, please let us know by contacting the school office.

There may be occasions where our processing is not covered by one of the legal bases above. In that case, we may rely on Article 6(1)(f) - legitimate interests. We only rely on legitimate interests when we are using your data in ways you would reasonably expect.

Who do we obtain your information from?

We normally receive this information directly from you.

Who do we share your personal data with?

We may share your information with the following organisations**:**

- Local Authority
- Department for Education (DfE)
- Charity Commission
- HMRC
- Companies or organisations acting on our behalf
- Our suppliers and IT applications, where necessary.

We may also share information with other third parties where there is a lawful basis to do so. For example, we sometimes share information with the police for crime detection or prevention.

How long do we keep your personal data for?

We will retain your information in accordance with our Records Management Policy and Retention Schedule. Statutory obligations determine the retention period for most of the information we process about you. Any personal information which we are not required by law to retain will only be kept for as long as is reasonably necessary to fulfil its purpose.

We may also retain some information for historical and archiving purposes, where it is in the public interest.

Artificial intelligence (AI)

We may use some systems and platforms that incorporate an AI function. Where we do this, we ensure that the data is held securely and is not used for training the AI model. AI does not make any automated decisions about individuals, and outputs are always subject to human oversight.

International transfers of data

Although we are based in the UK, some of the digital information we hold may be stored on computer servers located outside the UK. Some of the IT applications we use may also transfer data outside the UK.

Usually, your information will not be transferred outside the European Economic Area, which is deemed to have adequate data protection standards by the UK government. If your information is transferred outside the EEA, we will take reasonable steps to ensure your data is protected and appropriate safeguards are in place.

What rights do you have over your data?

Under the UK GDPR, you have the following rights in relation to the processing of your data:

- to be informed about how we process your personal data. This notice fulfils this obligation.
- to request a copy of the personal data we hold about you.
- to request that your personal data be amended if it is inaccurate or incomplete.
- to request that your personal data be erased where there is no compelling reason for its continued processing.
- to request that the processing of your personal data be restricted.
- to object to your personal data being processed.

If you have any concerns about the way we have handled your personal data, you can submit a data protection complaint to us. Please contact us on the details above outlining your concerns.

If we cannot resolve your concerns, then you may also complain to the Information Commission, which is the UK's data protection regulator. Its contact details are below:

The telephone helpline (0303 123 1113) is open Monday to Friday between 9 a.m. and 5 p.m. (excluding bank holidays). Alternative methods to report, enquire, register, and raise complaints are available on the ICO's website here.

Changes to this notice

We reserve the right to change this privacy notice at any time. We will typically notify you of changes that affect you. However, please check regularly to ensure you have the latest version.

This privacy notice was last reviewed 22nd October 2026