

## **PRIVACY POLICY FOR ALUMNI AND SUPPORTERS**

### **1. DATA CONTROLLER**

The Data Controller is Trinity Laban Conservatoire of Music and Dance (Trinity Laban or the Conservatoire). Our Registration Number in the Data Protection Public Register is Z6341141. Trinity Laban is committed to protecting your personal information and being transparent about what information we hold in accordance with the Data Protection Act and the General Data Protection Regulations. Our Data Protection Officer is the Director of Operations and Business Enterprise, who can be contacted on 0208 3054372 or at Trinity Laban Conservatoire of Music and Dance, King Charles Court, Old Royal Naval College, Greenwich, London SE10 9JF or [dataprotection@trinitylaban.ac.uk](mailto:dataprotection@trinitylaban.ac.uk).

### **2. OVERVIEW**

This Policy is in addition to the [Conservatoire's Privacy Policy](#) and applies specifically to information held about alumni and supporters of Trinity Laban.

### **3. WHY DO WE COLLECT YOUR INFORMATION?**

The Alumni Relations and Development Departments support Trinity Laban, its alumni and supporters by cultivating long-term relationships with its international network of over 20,000 former students and other stakeholders. We help former students to keep in touch with the conservatoire and with fellow alumni, as well as to provide opportunities to support the work of Trinity Laban.

The information you provide is used by Trinity Laban to communicate with you in a variety of ways, such as:

- the promotion of the relationship between the university and its alumni for mutual benefit
- university mailings, both hard-copy and electronic (e.g. alumni magazines and e-newsletters)
- promoting the benefits and services available to alumni
- sending invitations to events (e.g. Alumni Reunions) and performances organised by Trinity Laban
- eliciting non-financial support (e.g. careers support for students and assistance with student recruitment activities)
- university-related fundraising initiatives involving alumni and other supporters

### **4. LEGAL BASIS FOR PROCESSING YOUR DATA**

Trinity Laban's Mission is an international artistic and educational community that brings together performers and practitioners to train, collaborate, research and perform in inspiring creative, intellectual and physical spaces. We identify, support and develop talented and innovative performers and creators wherever they may be found and throughout their creative lives. In furtherance of this Mission, its key objective is to deliver excellence in its two primary charitable purposes, education and research.

Trinity Laban processes the information of alumni, supporters, and friends in pursuit of its legitimate interests in

- providing benefits and services to its alumni

- helping Trinity Laban to further its Mission and to achieve its charitable purposes.

Sometimes it is also necessary to process your data in order to comply with our legal obligations, like when we send Gift Aid information to HMRC.

## 5. WHAT INFORMATION DO WE HOLD AND WHERE HAS IT COME FROM?

Trinity Laban holds information relating to you from a number of sources. A significant proportion of the information we hold is that which you provide to us (for example, you may give us information by filling in forms on the university's website, or by corresponding with us by telephone, email or otherwise). If you studied at Trinity Laban, some of your personal data is transferred from your student record to the conservatoire's alumni database when you graduate. We may also consult alternative and publicly available sources in order undertake data accuracy checks, such as the Royal Mail National Change of Address database (NCOA) prior to sending out communications such as our alumni magazine. We may also from time to time review the employment information we hold for you through publicly available information such as LinkedIn, newspaper articles and publications, company websites and other company information databases such as Companies House and the Charity Commission.

### **Personal information may include:**

- Personal identifiers and biographic information consisting of your student number, name, date of birth, title, gender
- Your contact details including postal addresses, e-mail addresses and telephone numbers
- Your communication preferences
- Information about your time at Trinity Laban including membership of Trinity Laban and Students' Union clubs and societies, and halls of residence
- Relationships to other alumni, supporters, friends and current students
- Information about your time at other academic institutions
- Your business details and professional activities
- Information about your affinity to Trinity Laban and likelihood of supporting us
- Records of donations to Trinity Laban and Gift Aid status, where applicable (as required by HMRC)
- Media articles about you
- Records of communications sent to you by Trinity Laban or received from you
- Records of your volunteering with or on behalf of Trinity Laban
- Records of your attendance at Trinity Laban events
- Notes of meetings that you have had with Trinity Laban staff

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We use targeted internet searches and sources of public data, where relevant, in order to maintain the accuracy of the information listed above, to undertake due diligence, and for fundraising purposes.

## 6. HOW DO WE USE YOUR DATA?

We want to communicate with you in a way that meets your needs and requests. Depending on the preferences you have already expressed, we might communicate with you by post, telephone, e-mail or text.

We also seek new contact details (e.g. Post Office National Change of Address (NCOA) database) to reconnect with alumni with whom the Trinity Laban has lost touch.

We undertake data analysis projects to ensure that our communications are tailored and engaging. Digital tools and analysis may be used to help us improve the effectiveness of the Trinity Laban's communications with you, including tracking whether e-mails we send are opened and which links are clicked.

We provide information to government departments and agencies where we have a statutory obligation to do this (e.g. the Office for Students (OfS), the Higher Education Statistics Agency (HESA), the Home Office (in connection with UK visas and immigration), Council Tax and Electoral Registration Officers at relevant local authorities (for the purpose of assessing liability for Council Tax and for electoral registration purposes));

We follow due diligence procedures in line with the Trinity Laban's Ethical Fundraising Policy and to meet money-laundering regulations.

We are committed to protecting your data and will not disclose it to third parties other than those acting as agents for the Trinity Laban under strictly controlled contracts. Some examples include mailing houses and research agencies. Any such companies are acting as agents of the Trinity Laban and the Trinity Laban retains full responsibility for your personal data. Any transfers of data to such agents will be done securely and in compliance with the Data Protection Act.

Any transfers of your data overseas (outside the EEA), for example to an international alumni organisation, are protected either by an "adequacy decision" by the European Commission or by standard contractual clauses adopted by the European Commission.

You can amend the information we hold about you at any time by emailing [alumni@trinitylaban.ac.uk](mailto:alumni@trinitylaban.ac.uk). You can also use these contact details to update your communication preferences.

## 7. DATA RETENTION

We will hold your data indefinitely in support of your lifelong relationship with the Trinity Laban, or until you ask us to do otherwise. If you exercise your right to erasure, we will retain a core set of personal data which, for alumni, will include: name, subject(s) studied, graduation details, date of birth and unique identification number so that we do not contact you inadvertently in future, and to maintain your education details for archive purposes.

We may also need to retain some financial records about you for statutory purposes (e.g. Gift Aid, anti-fraud and accounting matters).

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We will always respect a request by you to stop contact by any or all methods of communication, or for any specific purpose.

## 8. YOUR RIGHTS AND CHANGES TO THIS POLICY

You have the right to:

- access the personal data which the Trinity Laban holds about you. This is called a Subject Access Request and must be made to the Data Protection Officer whose contact details are provided at the top of this Privacy Notice
- have your personal data rectified if it is inaccurate or incomplete
- request that we remove your personal data (other than name, subject(s) studied, graduation details, date of birth and donation information)
- restrict the processing of your personal data, for example, ask us not to contact you
- object to the processing of your data for specific purposes such as communications or direct marketing
- ask for the transfer of your data electronically to a third party (data portability)
- lodge a complaint with the Information Commissioner's Office

Trinity Laban will never sell your data. We will also never share your data with anyone to use for their own purposes unless disclosure is permitted or required by law.

Any breach of the Data Protection Act by the Alumni Relations or Development departments will be reported to the Trinity Laban's Data Protection team in accordance with [Trinity Laban's Data Protection Policy](#).

This Privacy Notice was approved by the Trinity Laban's Senior Legal Adviser and updated in April 2018. It will be reviewed annually and we will publish any changes we make to the Privacy Notice on our website. For further information on the Trinity Laban's policies in relation to Data Protection, please see <https://www.trinitylaban.ac.uk/about-us/policies-and-freedom-information>.

If you have any questions about this Privacy Notice, please do get in touch and we will be happy to help.

## 9. CONTACT

Development & Alumni Relations, Trinity Laban Conservatoire of Music and Dance, King Charles Court, Old Royal Naval College, Greenwich, London SE10 9JF. Email [alumni@trinitylaban.ac.uk](mailto:alumni@trinitylaban.ac.uk).