

Privacy Notice

Direct Marketing & Fundraising

How we use Personal Data

The BRIT School is committed to protecting your privacy and being transparent about what we do with it. We are committed to using your personal information in accordance with all applicable laws concerning the protection of personal information. We will not do anything with your information you wouldn't reasonably expect. We will use the information that we collect about you in accordance with the General Data Protection Regulation (EU) 2016/679 (GDPR).

The BRIT School is the data controller for all Personal Data and Sensitive Personal Data collected, processed, and handled at the School.

The categories of personal data that we collect, hold, and share

Personal Data:

Personal information: name, address (including country of residence), telephone number(s), email address

Social media: profile name/address

Sensitive Personal Data:

Date of birth: in order to verify your age/eligibility

Sometimes we may ask you to provide sensitive information, for example when you book for certain events or participate in other activities. Sensitive data is held securely and restricted to those within the organisation who need to use it. We will ask you for this information, which you are free to decline to provide. This data is used for limited, specific purposes. It is used in a way that is adequate, relevant, and not excessive, and is only kept for as long as is necessary.

CCTV Images

The BRIT School uses closed circuit television (CCTV) images to reduce crime and monitor the school buildings in order to provide a safe and secure environment for pupils, staff, and visitors, and to prevent the loss or damage to school property.

Please refer to our CCTV Policy for further information. This can be found at www.brit.croydon.sch.uk/policies

Why we collect and use this information

We seek consent to process data for the following purposes:

Events & Performances; News & Developments; Fundraising & Campaigns; Building profiles and targeting communication

We will only process your data where you have clearly given us consent to do so, with a positive opt-in.

How we use your data

Events & Performances

With your consent, we will from time-to-time contact you about events and performances at the BRIT School, and/or our trusted partners – we will never share your data with third parties without your consent.

News & Developments

With your consent, we will from time-to-time contact you about News & Developments at the BRIT School, and/or our trusted partners – we will never share your data with third parties without your consent.

Fundraising & Campaigns

With your consent, we will from time-to-time contact you about current and future fundraising campaigns at the BRIT School, offering you the opportunity to support the important work we do in the creative and performing arts. With your consent, we may share your

Building profiles and targeting communications

Our donors tell us that tailored and relevant communication is a priority for them and we constantly review this and listen to you to make sure we are getting this right. We want to ensure our communications to our supporters are personal, relevant, and timely and we want to give you an enhanced experience.

We may analyse geographic, demographic, and publicly available information relating to you in order to understand your interests, to send you the most relevant communications and to give you an exceptional experience at our events.

We use profiling techniques to ensure communications are relevant and timely, and to provide an improved experience to our supporters. Profiling also allows us to target our resources effectively. We do this because it allows us to understand the background of the people who support us and helps us to make appropriate requests to supporters or to tailor our services to better suit them. Importantly it enables us to provide you with a service that is better suited for your needs while raising more funds, sooner, and more cost-effectively, than we otherwise would.

We will only use your data for profiling if you have given consent for us to process your data for Fundraising & Campaigns. You can update your consent preferences at any time by sending an email to development@brit.croydon.sch.uk. You may also unsubscribe from visiting www.brit.croydon.sch.uk/unsubscribe or emailing unsubscribe@brit.croydon.sch.uk (please ensure you use the email address we have recorded against your consent).

The lawful basis on which we collect and use this information

All personal and sensitive data held by The BRIT School will be processed fairly, lawfully and in a transparent manner. We will only use the data for the purposes specified above, and for explicit and legitimate purposes.

The BRIT School will collect and hold personal and sensitive personal data for the following lawful basis:

Contractual Processing

Where data is collected for the sale of Box Office tickets, merchandise, or other products including one-off donations & recurring donations, the following legal basis for processing personal data applies:

- Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract; (Article 6, Section 1.b of the General Data Protection Regulation (EU) 2016/679).

This data is used for limited, specific purposes. It is used in a way that is adequate, relevant, and not excessive, and is only kept for as long as is necessary for us to process your order and perform the sales order contract between us.

Consent (outside of Legitimate Interests)

Where a data subject has registered to receive email notifications and/or promotional information from us, or agreed to take part in a survey the basis of our processing will be subject to consent; we will ask you for, and can be withdrawn at any time.

The school collects this data for purposes of direct marketing and fundraising. In this scenario, and where no other legal basis for processing is identified, we will seek consent from the data subject before collecting, handling, and sharing personal data.

Why we seek consent

- Where the processing of data is beyond what a data subject would reasonably expect from the school, and is not covered by any identified lawful basis for processing
- If we intend to share the data with other agencies - except those we are legally obligated to do so for pupils and employees. In this case, the 'other agencies' will be specified
- For all photographic and video footage – we will give the data subject the opportunity to opt-in to each specific category of usage

Withdrawing consent

You are free to withdraw your consent at any time. To do so, please visit www.brit.croydon.sch.uk/unsubscribe or send an email to unsubscribe@brit.croydon.sch.uk (please ensure you use the email address we have recorded against your consent).

Data accuracy & Information available publicly

In the interests of ensuring data accuracy, we may from time-to-time obtain personal information about you from other sources, and may combine information you provide to us with information available from external sources in order to gain a better understanding of our audiences, visitors, and supporters to improve our fundraising and marketing methods. Such information could be for example, socio-demographic and lifestyle information and information about previous donations you have made.

The information we get from other external sources may depend on your privacy settings or the responses you give, so you should regularly check them. For example, you may have provided permission for a company or other organisation to share your data with third parties including charities.

We may also obtain information about you where it is publicly available and found in places such as Companies House, Land Registry website, your biography on your work website or Linked In, and information that is published in articles and newspapers. We will only use publicly accessible information where the source can be verified and accuracy of the data proven.

Storing Data

Your personal data will be held and processed on The BRIT School's systems or systems managed by suppliers on behalf of The BRIT School. We maintain customer relationship management (CRM) systems to hold contact details and a record of your interactions with The BRIT School such as ticket purchases, donations, complaints, and attendance at special events. Where possible we aim to keep a single record for each customer.

Your data is always held securely. Access to customer information is strictly controlled. The CRM system can only be accessed by people who need it to do their job. Certain data, for example some sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

Please note that it is technically possible for the hosted CRM systems (Salesforce, ThankQ) to be accessed by employees of the school from outside the EEA. Should this be a concern, please contact the Data Protection Officer using the details at the end of this document, or by emailing dpo-brit@brit.croydon.sch.uk.

Sharing with Third-Parties

We will only share your personal data with third parties if you have given us explicit consent to do so, and where it is necessary for us to do so. This will be for the specific reasons detailed below. We will never sell your data to a third party.

- For fundraising and related research, which in turn may include wealth screening or analysis.

Requesting access to your personal data

Under data protection legislation, you have the right to request access to information that we hold about you, which we will provide without undue delay and *free of charge. To make a request for your personal information, please complete the Subject Access Request form, which can be found on our website: #####, alternatively, you can contact the Data Protection Officer by emailing dpo-brit@brit.croydon.sch.uk

* When a request is manifestly unfounded or excessive, particularly if it is repetitive, we will charge a fee of £10. . We will charge a fee of £10 to comply with requests for further copies of the same information. This fee does not apply to subsequent access request, where the information differs from that previously provided.

Your Rights under Data Protection Law

You have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing
- object to decisions being taken by automated means
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and
- claim compensation for damages caused by a breach of the Data Protection regulations

If you have a concern about the way we are collecting or using your personal data, we request that you raise your concern with us in the first instance, by contacting the Data Protection Officer (dpo-brit@brit.croydon.sch.uk).

Alternatively, you can contact the Information Commissioner's Office at <https://ico.org.uk/concerns/>

Contact

If you would like to discuss anything in this privacy notice, please contact:

Data Protection Officer

Richard Elliott
The BRIT School
60 The Crescent
Croydon
CR0 2HN

Tel: 020 8665 8600
Email: dpo-brit@brit.croydon.sch.uk

Communications & Development

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