



Marketing Activities and Events

Privacy Notice

2023 - 2024

Marketing Activities and Managing Alumni & Friends of the School

We sometimes use personal information for maintaining relationships with alumni and the wider School community, friends and donors, and for marketing purposes. These activities might include events and fundraising activities, school prospectuses, newsletters (which may include advertisements for events and products external to the school) and marketing emails to let you know what is available within the school and the wider community. We also use personal data to carry out potential donor due diligence.

The personal information likely to be used for these activities is:

- Names
- Contact Details
- School Year/Class
- Digital Images
- Financial information

We will seek the consent of the individual or their parent/guardian. Consent can be withdrawn at any time by contacting the school. Every effort will be made to delete the information when consent is withdrawn, but please note that where consent has been provided for publication, the school may not be able to locate and delete the information on request, although reasonable steps will be taken to do so.

Where consent has been provided for the use of personal information, and the individual is no longer actively involved with the school, we will rely on legitimate interests as our legal basis when retaining digital information for archiving purposes or ongoing marketing activities. If you would like a copy of the Legitimate Interest Assessment we have completed for this activity, please contact the school office.

The school is the Data Controller for this information. The information might be shared with:

- Social Media applications
- Communications platforms
- School website providers
- Prospective parents
- Prospective Donors
- Vetting agencies

No personal information is routinely available outside of the UK. However, where information is used on social media, in publications, or on our website we cannot restrict the access to such information to the UK.

The personal information will be retained for the duration of its purpose plus one year, unless it is retained in perpetuity for archiving purposes or to meet financial regulations laid out in law.

For information about your rights in relation to this use of your personal information please see section 5 of our overarching privacy notice.

School Data Protection Role Contact Details

Role	Name	Email contact
Data Protection Officer (DPO)	Ms. L. Almond	IGS@essex.gov.uk
Senior Information Risk Owner (SIRO)	Mr. S. Proctor	admin@westthurrockacademy.co.uk
Information Champion (IC)	Mrs. J. Pitcher	admin@westthurrockacademy.co.uk
Information Governance Governor	Mrs. S. Stronach	Chair@westthurrockacademy.co.uk