The Royal College of Music (RCM) is the top institution for Performing Arts in Europe, according to the QS World University rankings. Our More Music Campaign represents a once-in-a-generation opportunity to transform our facilities and invest in innovation, enhancing the way students and visitors experience the RCM for generations to come.

The RCM is committed to protecting the privacy of all its supporters. It is important to us that you feel confident in how your data is being looked after. Please take the time to read this policy so that you understand how we store and use your data. Please be advised that the terms of this statement may change, so please do check this page periodically. This policy was last updated on 10 April 2017.

About RCM Development and Alumni Engagement (DAE) and our commitment to your privacy

The Development and Alumni Engagement (DAE) department at the RCM develop and manage relationships with our generous supporters and alumni. We aim to raise significant funds to support the RCM and its students. Currently, the focus of the DAE is on the More Music Campaign.

Our team of dedicated fundraisers work closely with members of RCM Council, staff, students, alumni and current supporters to achieve the financial goals set for the More Music Campaign. You can read more about the Campaign at www.rcm.ac.uk/moremusic.

However you choose to support us, we will always respect your rights and choices. We have a responsibility to all our supporters, to ensure that our operations are transparent and open. This privacy policy takes into account guidance set out by the Institute of Fundraising’s Code of Fundraising Practice and the Information Commissioner’s Office. All activity of the DAE is compliant with the Data Protection Act (1998) and the Privacy and Electronic Communication Regulations (2003) to ensure that it does not obtain, process, store or exchange data unlawfully.

Volunteers and RCM employees who solicit funds on behalf of the RCM must adhere to the provisions set out in this policy.

Why does the DAE team collect your information?

The DAE team at the RCM will process your personal data only for specified purposes (listed below), such as to fulfil a request you have made, to provide you with a more personalized service, or to improve our services. We seek to ensure that all personal data is adequate and relevant to that specified purpose, as well as being accurate and up-to-date.

What information do we collect and how do we collect it?

Personal data is information that can be used to help identify an individual such as name, address, phone number or email address. This information, provided by you, enables you to show interest in or to support the activities of the RCM. All RCM graduate student data including degree type and contact details are transferred to the database from RCM Registry.

We collect data regarding your relationship with the RCM, which includes events you have attended, donations you have made, and communications you have had with a member of our staff. If you make a donation to the RCM, we record the details of this donation including how it was received (e.g. cheque, direct debit, via RCM box office), date of receipt, and whether gift aid is applicable. We may also store your contact details to enable us to properly thank and steward your donation.
To ensure that our communications are relevant to you and your interests, we may collect information regarding your personal preferences, philanthropic history, and capacity to donate. This may include information provided through publicly available sources such as LinkedIn and news feeds.

We may collect information on individuals who are neither alumni nor current RCM supporters. This information may be provided by members of RCM staff, students and RCM Council or affiliated volunteer committees. We may further obtain information about you from publicly available sources. These may include Who’s Who, Companies House, newspaper sites, corporate websites, and the Charity Commission.

This will help us to tailor any communications with you appropriately. In such cases that you have had no previous contact with the RCM DAE team, we may contact you directly to gain opt-in consent to hold your information and make further contact.

Your information may be shared with us by fundraising sites like Just Giving or Virgin Money Giving. These independent third parties will only share your information when you have indicated that you wish to support the RCM. You should check their Privacy Policy when you provide your information to understand how they will process your data.

How do we store your data?

Any information regarding supporters retained by the RCM will be kept confidential. Data is stored in a secure, password-protected CRM database, accessible only to members of the DAE team and selected members of RCM staff.

What do we use your personal data for?

Your personal data may be used to:

- Fulfil our obligations to our supporters and members in terms of acknowledgement of their gift and agreed stewardship activities
- Keep in touch with our alumni
- Administer donations or other payments (such as event tickets)
- Keep you updated with RCM activities that are relevant to you
- Offer you opportunities to engage further with our activities
- Further fundraising activities on behalf of the RCM
- For tax administration purposes (claiming of Gift Aid)
- To conduct due diligence exercises where necessary, in order to reduce fraud and credit risk to the RCM
- Where appropriate, we may also carry out analysis of the personal information we collect about you and add publicly available information to create a profile of your preferences and philanthropic interests, so that we can contact you in the most appropriate way and with the most relevant information
- Where deemed necessary, your personal data may be shared with members of RCM Council or affiliated volunteer committees prior to events/meetings that you attend
- Research and audit purposes including, but not limited to examining the demographics of our alumni base and supporters in order to gain a better understanding of them and enable us to improve our work

In accordance with Data Protection Law, you have a choice about whether you want to receive information about our progress and fundraising activities, and by which channels (e.g. phone, email, post). Every effort will be made to contact you primarily using your preferred contact method and to limit the frequency of non-personalized communications where possible. You may opt-out from receiving correspondence from the DAE team at any time by emailing dae@rcm.ac.uk.

Do we share your information?

The RCM does not and will never sell or swap the personal details of its supporters. Personal data will not be disclosed to external organizations other than those acting as contracted agents for the RCM for purposes directly related to the interests of the RCM.
We will only share your information if:

- We are required to do so by law
- We may share your information with carefully selected external partners to carry out research on our behalf. These partners may include mailing houses and research firms and may be based outside of the EU. In all instances we would require such partners to adhere to the Data Protection Act and treat your information as carefully as we do. These agents have a legal responsibility to use our information only for the purpose for which we supply it
- The RCM may request your permission to share your data with other RCM contacts to facilitate networking (for example, we will ask you before sharing your address with another alumnus who wishes to regain contact)

Your rights

You have the right to:

- Request a copy of the information we hold about you
- Update or amend any incorrect information we hold about you
- Ask us to remove your personal data from our records
- Change your communication preferences
- Raise a concern regarding how your information is being used

Your comments and criticisms will enable us to continuously improve our operations. The DAE team will respond promptly to any complaint made by our supporters. If you have any questions about our privacy statement then please do contact dae@rcm.ac.uk and we will be happy to talk you through it.