

RCM SUPPORTERS AND ALUMNI PRIVACY STATEMENT

This policy was last updated on 9 February 2018.

We are committed to protecting the privacy of all our supporters and alumni. 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.

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 here:

<http://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 RCM 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.

The lawful basis for obtaining and using your data

There are three basis under which the RCM may process data of supporters and alumni:

Contract purposes

When you make a donation to the RCM you are entering into a contract with us. In order to perform this contract we need to process and store your data. For example, we are required to acknowledge your gift and we may need contact you if there are problems with your payment.

Legitimate interest of the RCM

In certain situations we collect and process your personal information for purposes that are in our legitimate organisational interests. This means we can process your personal information if:

- We have a genuine, legitimate reason
- and**

- We are not harming any of your rights and interests

With your consent

For any situations where the two bases above are not appropriate, we will ask for your explicit consent before using your personal information in that specific situation.

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 award 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 will 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 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 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. We may further obtain information about you from publicly available sources. These include Who's Who, Companies House, newspaper sites, corporate websites, and the Charity Commission.

Third parties may share your information with us when you have indicated that you wish to support the RCM. The RCM cannot be responsible for the content of 3rd party websites and it is the responsibility of the person visiting a 3rd party website to ensure they are conversant with that website's Privacy Statement.

How do we store your data?

All information regarding supporters retained by the RCM will be kept confidential. Data is stored in a secure, password-protected RCM server, accessible only to members of the DAE team and selected members of RCM staff. Access to paper records is restricted to RCM personnel.

What do we use your personal data for?

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

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)
- Wealth screening by external agencies

- 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 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 RCM team at any time by emailing updateyourdetails@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 (this includes wealth screening). These partners include mailing houses and research firms (such as Prospecting for Gold and Marts & Lundy) and may be based outside of the EU. In all instances we would require such partners 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 is legally required to 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 comments and criticisms will enable us to continuously improve our operations. The RCM will respond promptly to any complaint made by our supporters. If you have any questions about our privacy statement then please do contact rcmfoi@rcm.ac.uk and we will be happy to talk you through it.