



# Alumni Privacy Notice

We want to stay in touch with you and keep your personal data in accordance with your wishes. This privacy notice explains how we use the personal information.

We sometimes use personal information for marketing purposes, for example school prospectuses, newsletters, advertisements and marketing emails to let you know what is available within the school and the wider community. Direct marketing only applies when communications are targeted to named individuals.

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

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

Where the activity is not directly linked to the school's provision of education we will be relying on your consent. As we are relying on your consent you can withdraw consent at any time by contacting the school. [dpo@sigmatrust.org.uk](mailto:dpo@sigmatrust.org.uk)

Every effort will be made to delete the information when consent is withdrawn, but please note that where consent has been provided for publication, the school may not be able to locate and delete the information on request, although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 pupil has left the school, we will rely on legitimate interests as our legal basis when retaining digital information for archiving purposes.

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

- Social Media applications
- Other Schools in the Trust
- School website providers
- Prospective publishers

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 images to the UK.

The personal information will be retained for 5 years, unless it is retained in perpetuity for archiving purposes.

For information about your rights in relation to this use of your personal information please contact the [dpo@sigmatrust.org.uk](mailto:dpo@sigmatrust.org.uk)