



## Privacy Notice – Our Website and Communications

Avanti Schools Trust (AST), including all of our schools relies heavily and thoroughly appreciates the interest and support of the broader community, as well as our parents and well-wishers.

We are committed to protecting your privacy and in accordance with our obligations under data protection legislation. This privacy notice explains what information AST collects about you and how it will be used.

AST has made a commitment to respecting the personal data you share with us and to be clear with our intention regarding the use of this data and how we will process it. As well as this we aim to provide you with transparency regarding your right to object to the processing of your data and your rights to rectify and erase your data.

If you have any queries regarding this privacy notice please contact the [dataprotection@avanti.org.uk](mailto:dataprotection@avanti.org.uk).

## Where and how do we collect your information?

We collect information from our community supporters in the following ways:

### Information you give us

If you make an enquiry with us and indicate that you want to receive communications, such as newsletters from AST or register for an event, we will ask you for your personal information in order to process your request. This information is likely to include contact information, potentially payment information dependent on the necessity and other personal details.

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

The type of personal information we will collect about you will depend on the purpose of collecting the information.

### Well Wishers

If you support us by making a donation, registering for an event, requesting more information, registering your interest or procuring our services such as venue hire we will collect the following information about you:

Name, email address, postcode, contact number, your bank and credit card details (if applicable) date of birth (if applicable), details regarding your request (e.g. what you would like to hear more about, dates of venue hire).



## **Careers Enquiry**

If you contact us regarding careers, including volunteering enquiries, we will request the following information:

Name, email address, address, postcode, contact number, details of previous employment, education background, referees.

## **What is the legal basis for processing your personal data?**

We will primarily collect and process your data because we have obtained your freely given consent in accordance with Article 6 of the EU General Data Protection Regulation. In some circumstances, we will also collect and process your personal information using the legitimate interest ground for processing this data.

## **Our Website**

### **Information collected automatically through our website**

In this privacy notice, where we talk about websites, we are referring to websites owned by AST, including the Avanti.org.uk website.

### **Google Analytics**

We use Google Analytics to help us understand how visitors to our website are using and engaging with our website and apps. This allows us to make improvements to our web services and your online experience.

The Google Analytics tracking tool uses a number of cookies to collect information and report website usage statistics and does so without personally identifying individual visitors to Google or AST.

For more information about Google's privacy policy in regards to Google Analytics, please see [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html).

Cookies cannot be used by anyone else who has access to the computer to find out anything about you, other than the fact that someone using the computer has visited a certain website. Most web browsers accept cookies by default. You can set your web browser to disable cookies. Please visit <http://www.allaboutcookies.org> for information on how to do this.



## Our Newsletters

AST sends out newsletters covering news, interesting articles or events that might be taking place. If you would like to register your interest to receive our newsletter, please contact [dataprotection@avanti.org.uk](mailto:dataprotection@avanti.org.uk).

## When you provide us with your personal data we will use this for the following reasons.

Provide you with the products or services you have requested  
Process your donation  
Keep a record of your relationship and communication preferences with us to enable us to deliver more relevant content to you, through targeted communications

### Direct marketing

#### **Email/text marketing**

We will only contact you by email or text message if you freely give us your permission to do so, unless we believe there is a legitimate interest to contact you. By giving permission to receive AST emails or opting in to email communications, you grant us permission to use your email address to send you email marketing communication. At any stage you may choose to opt out of such communications. You will receive a written communication/consent form from AST which will allow you the opportunity to give us your written permission to receive marketing communications.

#### **Post/telephone marketing**

If you have provided us with your postal address or telephone number we may contact you by post or telephone about our work, unless you have told us that you don't want to receive this.

## Third parties

AST will not sell your data. We will not share your data for marketing purposes unless you have actively consented to this. However, in some circumstances we may need to share your details with a third party for processing. This could be if we run an event in partnership with another organisation and they need your details in order to fulfil your tickets or experience. For example, if you register for an event hosted on school grounds, we will have to share your information with the school for safeguarding reasons. We may also use a third party to process your personal details, for example, a third party email service may be used for email communication processes, therefore your contact details would be shared with them in order to enable us to utilise the service.

## Your choice

You always have a choice as to whether or not we contact you and how you want to receive communications about AST. If you do not want us to use your contact information please contact



[dataprotection@avanti.org.uk](mailto:dataprotection@avanti.org.uk). If you ever want to change your contact preferences, or opt out of communications, you can do this at any time by emailing us – [dataprotection@avanti.org.uk](mailto:dataprotection@avanti.org.uk).

Alternatively, you can:

- opt out of our email marketing at any time by clicking the unsubscribe link at the bottom of any email from us; and
- opt out of text marketing by replying to the text with the message 'STOP'

## Retention of information about you

We hold your information for only as long as necessary for the purpose needed. For example, if you have expressed that you only want your contact details to be used for the event you have signed up to and not any additional marketing purposes, your data will be deleted within 7 days of the event end.

## Job and volunteering applications

If you apply to work or volunteer at AST, we will use the information you supply to us to process your application and to monitor recruitment statistics.

If you are unsuccessful in your application we will keep your personal information for 6 months, at which point it will be deleted. If you request to join our talent pool to find out about future opportunities we will keep your information for this purpose only until you unsubscribe from the communications.