



**ALDERLEY EDGE
SCHOOL FOR GIRLS**

COMMERCIAL ACTIVITIES PRIVACY NOTICE

Alderley Edge School for Girls

September 2024

Commercial Activities Privacy Notice

Introduction

This notice explains how we use your personal data in relation to Alderley Edge School for Girls. Personal data is information about you from which you can be identified (either directly or indirectly).

It also explains the decisions that you can make about your personal data. This notice applies to the following services:

- the hire and use of our facilities:
 - for short term non-residential hires and for non-sports-related hires (for example, where a hirer is a company hiring our facilities for a conference);
 - for sports hires, where a hirer uses our facilities for sports or physical recreation;
- summer schools / holiday clubs. These facilities, activities and services are referred to in this notice as the "services".

The School is responsible for your personal data, or to use data protection terminology, the School is a "controller" or "data controller" of your personal data.

The purpose of this notice is to help you understand **how** and **why** your personal data is collected in relation to the services and **what** we do with that information. It also explains the decisions that you can make about your personal data.

If you are a pupil, parent, staff member or governor at the School, please see our other privacy notices applicable to you. A link to these can be found here: <https://www.aesg.co.uk/edge-life/privacy-notices>

Privacy notices apply to children as well as to their parents. If your child is aged 12 years or older, they are usually considered to have the understanding to exercise their own data protection rights, and we ask that you please show this notice to your child.

If you have any questions about this notice, please contact Mrs M Rigby whose contact details are mrigby@aesg.co.uk. If Michelle Rigby is not available, you can contact the School on 01625 583028 or email frontdesk@aesg.co.uk in relation to any of the matters set out in this notice.

How we use your personal data

Our main reason for using your personal data is to enable us to provide our services to you and others.

We collect personal data direct from you when you enquire about the services. If you are a customer of the School, then we will collect and use your name, email address, telephone number, address, payment details and information about your requirements so that we can provide the services.

If you have a contract with the us, for example, if you have booked the use of our facilities then we will use your personal data in order to:

- provide the services you have booked. We will keep a record of your booking, including the facilities you have booked, and any specific requirements. This is to help ensure that we provide the services you have booked;
- inform you about circumstances which may affect your use of the services, for example unexpected closures; and

- ensure that you comply with your obligations under the booking. For example, we will take payment details from you to make sure we get paid for the use of the services.

Using your personal data in this way is necessary for the performance of the contract between you and the School. We may also need to use your personal data in order to take steps prior to entering into a contract, for example where you ask us to clarify something before you make your booking.

We also use personal data for other purposes related to your use of the services. This applies whether or not you have a contract with us. For example, it applies to both our customers and also to anyone else who uses the services (for example, any guest that a customer has brought onto site and children whose parents have paid for them to attend a holiday activity. These other purposes are as follows:

- To enable the School to provide the services. For example, we will keep a record of your booking, and any specific requirements. If we don't have a contract with you, this is necessary for our legitimate interest in fulfilling our contractual obligations towards the person who our contract is with. If we do have a contract with you then this is necessary for the performance of the contract between you and the School as explained above.
- To improve the services for you and other users. For example, we may keep a record of your preferences and interests to enable us to deliver a better service. If you give us feedback we will use that in order to improve. This is necessary for our legitimate interest in managing what we offer and improving the services.
- To make any adjustments, for example, if you ask us to change how you access the services because of a disability you have. We also use personal data in order to help make sure that the services are used in an appropriate way and to reduce and manage the risks to you and other users. As part of this we will use information concerning your health, e.g. any disability you may have. We, and the other users of our services, have a legitimate interest in ensuring that the services are used appropriately and safely. In addition, we have a legal obligation under health and safety laws, and under equality legislation, to make sure that our services are used appropriately and that we have made any required adjustments.
- To take care of you if you are hurt or unwell. We may use health information about you for these purposes and we have a legitimate interest in making sure that you are well.
- To accommodate your dietary requirements. We have a legitimate interest in complying with your requirements and we have a legal obligation under health and safety laws to make sure that you are safe.
- To make sure that you are complying with our rules and using the services appropriately. If we stop you using any services (for example, because of your bad behaviour) we will keep a record of that and we may prevent you from using the services in future. As with the above, we, and the other users of our services, have a legitimate interest in ensuring that the services are used appropriately and safely.
- If you attend one of our holiday clubs / summer schools, we have a legitimate interest in processing information concerning your participation, including your progress and attainment.
- If there is a problem (e.g. if you or someone else has made a complaint) then we have a legitimate interest in using personal data in connection with that problem, for example, so that we can find out what happened and put things right.
- We have a legitimate interest in using CCTV to make sure the site is safe and so that we can investigate if there is a problem.
- Less commonly, we may use information relating to criminal convictions and offences, for example, where it is necessary in relation to legal claims or where it is necessary to protect our pupils. We may also use this information if it is necessary to carry out our obligations or to exercise our rights. We have a legitimate interest in using this personal data to protect the School and our pupils.

- We may also take photos of you when you take part in our activities or use our services. The photos will be used in connection with our publicity, for example, they may appear on our websites, promotional material and on social media. We have a legitimate interest in publicising our activities. We may speak to you about how we plan to use a specific photo or video (e.g. if the photo or video is more intrusive). Please speak to the Data Protection Lead, Mrs M Rigby, if you have any questions about our use of photos and videos or would like to opt-out of your image being used.

We also have a legitimate interest in using your personal data in other ways as follows:

- Regardless of the relationship we have with you, we may need to use your personal data for legal reasons such as fraud prevention and to check that you are complying with our rules or terms and conditions and to enforce our legal rights. In addition to this being in our legitimate interests, if we have a contract with you, such use is necessary for the performance of that contract.
- We may need to use your personal data in order to protect our interests, for example, if you post a comment on a review website then we may provide a response to that comment or contact you directly to discuss your feedback. This is necessary for our legitimate interest in protecting our reputation and in order to help us improve.
- We may share your personal data with our legal advisors or insurers and their representatives. This is necessary for our legitimate interest in protecting our interests and seeking legal advice.
- In limited circumstances we may use your personal data to protect your vital interests or the vital interests of someone else (for example, if you or they are seriously hurt).
- We may perform due diligence on those we contract with. This can include; credit checks on companies, including checking photographic identification and proof of address of directors and, in some cases, your shareholders, and verification of the company registration details. We do this to comply with our legal obligations, and as necessary for our legitimate interests of checking that the entities we contract with are financially viable and would not cause us reputational damage.
- We may share your personal data with debt recovery suppliers if you do not pay any fees owed to us. In addition to our legitimate interests regarding debt recovery, this is also necessary for the performance of the contract between us.

We use service providers to handle personal data on our behalf for the following purposes:

- if we use outside caterers, we may share information about dietary needs and requirements;

Where you are an employee of a customer, service provider or contractor, we process your name, job title and business contact details in connection with performing our contract with your employer. This is for our legitimate interest in providing the services to your employer.

Please note that we may process your personal data without your knowledge or consent where this is required or permitted by law.

We may share your personal data with any of the representatives or advisors of any of the third parties mentioned in this privacy notice. Anyone who we share information with may give us information about you as well.

If you have any questions about any of the above, please speak to Mrs M Rigby, whose contact details are mrigby@aesg.co.uk . If Michelle Rigby is not available, you can contact the School on 01625 583028 or email frontdesk@aesg.co.uk.

How we use information about children and family members

We have additional obligations because children use our services. This includes children who are pupils at the School.

We may share information about you with others in your family, such as a parent or step-parent. For example, where this is part of our obligation to take care of you or your child, as part of our wider legal and regulatory obligations.

We may share your personal data with the government and regulators where there is a legal obligation to do so or where this is needed in relation to the School's functions. We've set out some examples as follows:

- with local authorities, the Independent Schools Inspectorate and the Department for Education;
- with the Health and Safety Executive if there has been a health and safety incident;
- with the Charity Commission, for example, in the event of a serious incident. This is because the School is a charity; and
- with the police for the prevention and investigation of crime and the prosecution of offenders. This will only be done in specific circumstances to assist the police with their investigations.

Sometimes we will share information as described above, even if we do not have a legal obligation to do so. This is for our legitimate interest in ensuring that the services run properly and so that we can benefit from the advice and guidance from the relevant agencies. In many cases, sharing the information will also be in the public interest.

If you are an existing pupil or parent of the School, then we will use your personal data in connection with your (or your child's) education and welfare. For example, if you are a pupil, we may tell your teachers if you have done especially well at an activity during a holiday camp or if you have misbehaved when taking part in one of our activities. Further information about how we use personal data of School pupils and parents can be found here: <https://www.aesg.co.uk/edge-life/privacy-notice>

Keeping you updated

We may contact you with marketing material by email, telephone or post but we will only do this where we are allowed to do so under data protection law. Sometimes we will need your consent first. For example, we may send you information about conferences, events, and activities that you and / or your children may be interested in.

If you tell us that you do not want to be contacted for any of these purposes, then we will of course respect that. Any use of your personal data before you withdraw your consent remains valid. Please speak to the Data Protection Lead if you would like to withdraw any consent that you have given.

How long will we use your personal data for?

We only retain your personal data for as long as is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

If you have a contract with us, then we will typically keep information for six years after the contract is finished. However, there are some exceptions to this, notably if you are an existing pupil, staff member or parent of the School.

Further information on our retention periods can be found in our Records Retention and

Management Policy <https://www.aesg.co.uk/edge-life/policies>

Overseas transfers

Your personal data will not be transferred outside of the UK.

Your rights in relation to our processing of your personal data

You have the following rights:

- **Correction:** if information we hold about you is incorrect or incomplete you can ask us to correct it.
- **Access:** you can also ask what information we hold about you and be provided with a copy. This is commonly known as making a subject access request. We will also give you extra information, such as why we use this information about you, where it came from and who we have sent it to.
- **Deletion:** you can ask us to delete the information that we hold about you in certain circumstances. For example, where we no longer need the information.
- **Portability:** you can request the transfer of your personal data to you or to a third party in a format that can be read by computer. This applies where (a) the information has been provided by you; (b) the basis that we are relying on to process your personal data is consent or contract; and (c) the information is being processed by us on computer or other automated device such as a mobile phone.
- **Restriction:** you can request that we restrict how we use your personal data.
- **Object:** you may object to us using your personal data where:
 - we are using it for direct marketing purposes (for example, to send you marketing information about our services);
 - the lawful basis on which we are relying is either legitimate interests or public task; and
 - if we ever use your personal data for scientific or historical research purposes or statistical purposes.

If you fail to provide certain information when requested, we may not be able to perform our obligations under the contract we have entered into with you. We may also not be able to provide the services or be prevented from complying with our legal obligations (such as to ensure the welfare of your child and their classmates). Failing to provide information may also adversely affect the education and care we are able to provide to your child.

You have a right to lodge a complaint with the Information Commissioner's Office - ico.org.uk. If you do have any concerns about how we have handled your personal data, we would kindly ask that you contact us in the first instance before you speak to the ICO so that we have an opportunity to put things right.

If we delete your personal data or restrict our use of it, we may not be able to provide our services to you.

If you want to exercise any of your rights, please contact us, the best way to do this is by email frontdesk@aesg.co.uk. We may need to request specific information from you to help us confirm your identity.

Alderley Edge School for Girls is a company Registered in England and Wales: Company Number 02659703

Registered Office: Wilmslow Road, Alderley Edge, Cheshire, SK9 7QE

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