

- 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 Linkedln 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 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 3<sup>rd</sup> party websites and it is the responsibility of the person visiting a 3<sup>rd</sup> party

## 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 informat