

Advancement Data Retention Policy

The Guildhall School of Music & Drama considers our relationship with our alumni, supporters, and events audiences to be a lifelong relationship. However, you can choose at any time to cease contact from us entirely, or choose what you want to receive and how you wish to hear from us.

Should you choose to cease contact from us entirely and ask to be removed from our database, we will take into consideration our legal obligations and reporting needs to decide how long we retain your data. For example, if you are a tax paying donor, we need to retain your information for a minimum of 6 years for tax claims with HMRC. In most cases, we will retain basic personal data to ensure you are not added back on to our records in future; this information will only be available to a restricted number of staff.

Sensitive/personal data

Personal data: Personal data is any information that can be used to identify you. We hold personal data on our database in order to ensure we are delivering the best possible service to our supporters. Personal data held could include all or some of the data listed below:

- Name
- Address
- Email address
- Phone number(s)

If you ask to be removed from our database, we will remove all personal data within 1 month of receiving the request. Exceptions can be found below under Data deletion.

Sensitive data: Sensitive data consists of data including, but not limited to, race, ethnicity, religion and dietary, physical or other health conditions. We will normally only hold information on dietary, physical and other health conditions for our event attendees, which may impact attendance at the event. This will be information that you provide to us.

Retaining this information will allow us to cater to your needs at all future events. You can ask for this information to be removed and we will honour your request within 5 working days. Please note, this will mean you will need to provide this information to us again when required, for example when booking onto an event.

Data deletion

If you wish to be removed from our database, we will be happy to honour your request once we have fulfilled our legal and reporting obligations. When a request for removal is

received, we will remove personal data within 1 month of receiving the request. Sensitive data will be removed within 5 working days. Exceptions are listed below:

Alumni: We will retain basic alumni data indefinitely as an institutional record. If you choose to cease contact from us, we will mark your record accordingly so you do not receive any further communication from us. The data we will retain will include your name and a record of your attendance at the School at a minimum. If you were a scholarship recipient, we will also retain information on this. We will remove all other personal and sensitive data.

Donors/supporters and all other stakeholders: We value our donors/supporters and stakeholders and the lifelong relationship they build with us. Unless you tell us otherwise, we will retain your record indefinitely in order to fulfil our stewardship requirements, which will include your name and a record of your giving history. If you are a regular donor and end your giving to us, we will remove bank account details 6 months after you end your regular gift. If you ask to be removed from our database entirely, we will retain the basic personal data needed to fulfil our legal and reporting obligations.

Event attendees: If a request for removal is received, we will remove your record from our database entirely. We will retain an anonymised record of your attendance to relevant event(s) on our database, but will not retain any personal or sensitive data. You will no longer hear from us once this has been done, unless you sign up to hear from us again. Please note, this will mean we will not have a record of your past attendance at any of our events, including any dietary and access requirements you may have.