

Important notice for OEs

The General Data Protection Regulation (GDPR) came into force in May 2018 and has replaced the Data Protection Act 1998. The new legislation seeks to strengthen the rights of all EU citizens in an increasingly digital environment and to facilitate business by simplifying rules for companies.

Despite Brexit, the UK will still have to comply with the legislation. For the most part, GDPR requirements are the same as current data protection legislation. However, there is a new focus on accountability and the ability to prove that personal data is protected throughout its lifecycle. Failure to comply with the new requirements will result in significant penalties, far greater than those currently incurred under the Data Protection Act.

The OE Club has a global network in excess of 7,000 OEs and growing. Over the years, the OE Club and Education Trust have jointly organised hundreds of events for OEs young and old, including reunions, dinners, professional society and careers events, international receptions, sports matches and much more. Many OEs enjoy hearing the latest news from the College, building their networks and reuniting with long lost friends. Old Epsomians are very important to the College and their contribution to the life of the school is incalculable.

In light of the changes to data protection, the College has been reviewing all policies. In the meantime, it is important we reassure you that Epsom College places considerable importance on safeguarding OE data and that your personal information is only used to allow us to communicate with you for our marketing, promotional and fundraising purposes. These include:

- The promotion of the relationship between Epsom College and its OEs, parents and supporters;
- Advertising and promotion of alumni events and reunions;
- Distribution of College mailings (e.g. OE magazines, newsletters) and message forwarding (without disclosure of data);
- The promotion of benefits and services available to OEs;
- College-related fundraising initiatives involving OEs;
- Eliciting non-financial support (e.g. careers advice for pupils).

Your data is not disclosed to any external bodies, other than those contracted by Epsom College in order to assist with our routine OE mailing activities.

One major change affects the use of email. PECR (Privacy and Electronic Communications Regulations) restricts the use of marketing by email. As a result, we need consent from all OEs to confirm they are happy to continue receiving emails from us.

We know how important email communication is to OEs, as 90% of participants in our 2016 OE Club Questionnaire said they would prefer to receive communications by email. To ensure we are able to stay in touch with you, please contact educationtrust@epsomcollege.org.uk with your current contact details.