



ST MARY'S SCHOOL
HAMPSTEAD

Website and Third-Party Privacy Notice

St Mary's School, Hampstead

September 2026

About this privacy notice

This privacy notice describes how St Mary's School, Hampstead ('**the School**' or '**we**') collects and uses your personal data.

Personal data is information about you from which you can be identified (either directly or indirectly).

We are a "controller" (also known as a "data controller"). This means that we are responsible for deciding how and why we hold and use personal data about you, and for explaining this clearly to you.

This notice applies to:

- users of our website <https://www.stmh.co.uk> (our site), including the ParentPay site linked to the website for making payment of registration fees;
- users of our social media pages
- any person who provides services to us - either as an individual or as the employee or representative of a corporate service provider; and
- those who correspond with the School by post or electronic means; and
- visitors to the School.

It is important that you read this notice, together with any other privacy information or notices we may provide on specific occasions when we are collecting or processing personal data about you. This is to help ensure that you are aware of how and why we are using such information.

This privacy notice should be read in conjunction with our cookies policy <https://www.stmh.co.uk/privacy-policy/>.

For information about how the School uses personal data in connection with the provision of education and alumni relations - please see the relevant privacy notices: <https://www.stmh.co.uk/about-st-marys/school-policies/>.

Information we collect and process

We collect personal data direct from you when you enquire about our educational services or products, when we establish you as a prospective parent (for example, when you complete a registration form and pay for registration fees through ParentPay), where we enter into a contract to receive goods or services from you or your employer, or when you use our website or social media pages.

We may also get information from your employer or colleagues, for example, when your employer asks you to carry out work for us.

We collect additional personal data from you during the period of our relationship.

In summary, we use your personal data for the following purposes:

- to fulfil our obligations arising from any contracts between us and you, our customers, suppliers, or third parties;
- to communicate with you, including to provide you with information, educational services or products;

- to safeguard our pupils and other members of the School community; and
- where it is necessary, to support our business or activities, or those of our customers.

We set out below further information on these purposes and our lawful basis for processing such information.

Prospective Parents and others completing a contact form:

We collect and process your name, email address, telephone number and any other details that you complete on that contact form so we can respond to your contact with us. Such processing is necessary for our response to your contact.

Prospective Parents and others requesting a prospectus:

We collect and process your name, email address, telephone number, and address and any other details that you complete on that request form so we can respond to your contact with us. Such processing is necessary for us to send you the prospectus and to follow up with you regarding to provide any further information you may require about our School.

Prospective Parents and others registering for an Open Day or completing a Book a Tour form:

We collect and process your name, email address, telephone number, address, child's name and date of birth and any other details that you complete on that form so we can respond to your contact with us. Such processing is necessary for us to arrange your visit or tour and provide you with further information about the Open Day or tour and registering you child for our School.

Prospective parents completing a registration form:

We collect and process your child's name and date of birth, her nationality and religion, two signatory names, their contact details, address and occupations, contact details of other signatories, name and address of child's current school, and confidential medical info so we can register your child for a place at our School. ParentPay who facilitates your payment to us will collect and process your name, email address, payment details and any other data that you include with your payment for the purposes of collecting payment from you on our behalf. Such processing is necessary for us to be able to process your child's registration, correspond with you regarding your child's potential future admission to our School and perform any future contract with you.

Prospective employees submitting an application for a role at the School

We collect and process your name, email address, and telephone number together with any covering letter and completed application form that you upload via the website (which will contain further data about you required by our safer recruitment process – please see our staff privacy policy and our recruitment, selection and disclosure and procedures policy, both available via our vacancies page) so we can consider your application for a role at our School. Such processing is necessary for us to be able to process your application, correspond with you regarding your application and subsequent aspects of the recruitment process, meet our legal responsibilities and perform any future employment contract with you.

Third parties making a donation or payment via our Classlist site

We will hold information that is relevant to your payment or donation, such as your name, email address, payment details, address if you have asked us to send something to you, your or someone else's clothing size if you have purchased clothing. If you have purchased items for yourself then we need this information so that we can provide you with the items you have purchased. If you have

purchased items for someone else (such as your child) then this is necessary for our legitimate interest in providing the items you have ordered so that we can fulfil our obligations under our contract with you. If you have made a donation, then we need this information to thank you. Whenever payments are received by the School, we must hold data for the purposes of maintaining proper accounting records. This processing is necessary for the performance of the contract between you and the School.

Suppliers, third party business contacts and prospects:

We process names, job titles and business contact information including addresses, telephone numbers and email addresses for you, your employees and representatives. This is necessary for our legitimate interest in maintaining and managing our relationship with you. If we have a contract with you as an individual, such processing is necessary for the performance of the contract between us, or if you ask us to do something prior to entering into a contract.

Where you are an employee or representative of a corporate customer or contractor, we process this information on the basis of our legitimate interest of performing our contract with your employer.

If there is an issue, such as a complaint about a service you provided, we rely on our legitimate interests to use personal data to address the matter. For example, to inform of the issue so you can resolve it.

We may conduct due diligence on those we work with, which can include credit checks, verifying photographic identification and proof of address of directors and, where relevant, shareholders, as well as checking registration details. We do this to comply with legal obligations, and in pursuit of our legitimate interests in ensuring that the entities we contract with are financially viable and do not pose reputational risks.

Users of our site and social media pages:

When you browse our site, we may collect information about the types of information or website pages you are interested in.

We also collect technical information, including the Internet Protocol (IP) address used to connect your computer to the internet, login details, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.

We collect information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); information you viewed or searched for; page response times; download errors; time spent on certain pages; interaction details such as scrolling, clicks, and mouse-overs; methods used to leave the page; and any phone number used to contact us.

Except where we need consent, we use this information in pursuit of our legitimate interests to correspond with you, provide personalised content, and ensure that our website and social media function effectively.

Correspondents with, and visitors of the School

When you contact or visit the School, we may collect information you provide, including your name, correspondence address and contact details, and the reason for your contact.

We use this information to liaise with you and facilitate the purpose of our communication.

When you visit, we will use your personal data to facilitate your visit and help ensure the School site remains safe for you and other members of the School community.

We process your personal information in pursuit of the School's legitimate interests in responding to queries, arranging visits that benefit students and the School, and maintaining safety during such visits.

Other uses

Regardless of the relationship we have with you, we may need to use your personal data for legal reasons, such as fraud prevention, ensuring compliance with our terms and conditions, and enforcing our legal rights. We have a legitimate interest in doing this unless a legal obligation requires otherwise.

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

We may contact you about our products and services by email, telephone, post or by text message but only where data protection law allows. If you tell us that you do not want to be contacted for any of these purposes, then we will respect your preferences. We rely on our legitimate interest in marketing our products and services to you, unless your consent is required beforehand. If you give consent, you have a right to withdraw that consent at any time by contacting the Bursar (sara.gibbins@stmh.co.uk or 020 7435 1868). Any use of your personal data before you withdraw consent remains valid.

We may monitor your use of our IT systems (including our Wi-Fi) during your visit to comply with our safeguarding obligations as a School, meaning our lawful basis for processing is public task.

The School may rely on the recognised legitimate interests basis to process personal data for the following purposes:

- safeguarding children and vulnerable adults;
- detecting, investigating or preventing crime, or apprehending or prosecuting offenders;
- responding to certain types of emergencies (e.g. an extreme weather event);
- for public security; or
- sharing personal data if requested by another organisation that needs it for its tasks in the public interest or its official functions.

Links to other websites

Our website may occasionally offer links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Sharing your personal data

We may share your personal data with third parties as follows:

- When required by law, where necessary to perform our public tasks, to manage our working relationship with you, or where we have another legitimate interest. This includes sharing data with government bodies and regulators.

- If ever in the future, we are considering restructuring the charity which operates the School, we may share your personal data with the other parties involved and with the relevant professional advisors. This is for our legitimate interest in ensuring that the charity continues to fulfil its objects.
- If we have a legal obligation to do so or for the purposes of fraud protection and credit risk reduction.
- We may share your personal data with third party service providers who act on our behalf such as IT services providers. This notice covers those third-party providers as well.
- We may share your personal data with representatives or advisors of the third parties mentioned in this privacy notice. Those parties may also share information about you with us.

Overseas transfers

Personal data provided via our website, social media and Classlist platform will not be transferred outside of the UK, but see our other privacy notices for staff, parents and pupils about when data that had been provided by individuals who subsequently become staff, parents or pupils of the School may be transferred overseas.

How long will we use your personal data for?

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

When deciding how long to keep your personal data, we consider factors such as the amount, nature and sensitivity of the personal data, the risk of harm from unauthorised use or disclosure, the purposes of processing, whether those purposes can be met by other means, and the relevant legal obligations.

If you have a contract with us, we will typically keep information for six or twelve years after the contract ends. This does not apply to our contract with parents to educate their child.

In some cases, we may keep your personal data for a longer time than usual, but we would only do so if we had a good reason and are allowed to do so under data protection law. For example, as a School, we may need to keep information for longer (and in some cases indefinitely) to comply with our legal and safeguarding obligations. If you would like further information, please contact the Bursar (sara.gibbins@stmh.co.uk or 020 7435 1868).

Your rights in relation to our processing of your personal data

You have the right to:

- object to the processing of your personal data (in certain cases). For example, if we use your data for direct marketing purposes (e.g. to send you an email about our service). You can also object if we rely on legitimate interests, recognised legitimate interests or on performing a task carried out in the public interest as our lawful basis;
- request a copy of the personal data we hold about you;
- ask us to correct any personal data we hold about you that is inaccurate or incomplete;
- ask us to delete the personal data we hold about you;
- ask us to restrict how we use your personal data (in certain circumstances);
- request the transfer of your personal data to you or a third party, in a format that can be read by computer (in certain circumstances).

If you want to exercise any of your rights, please contact the Bursar (sara.gibbins@stmh.co.uk or 020 7435 1868). Please note that these rights do not apply in all cases.

We may ask you for specific information to confirm your identity and check that you have the right to access the information (or to exercise any of your other rights).

If you ask us to restrict our use of your personal data, or delete it, we will not be able to provide you with our products or services.

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you do not provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with services). In this case, we may have to cancel a service you have with us, but we will notify you if this is the case at the time.

If you have any concerns about how we have handled your personal data, please contact us so that we have an opportunity to put things right. Our contact details are:

Email address: dataprotection@stmh.co.uk

Telephone: 020 7435 1868

Post address: Bursar
St Mary's School Hampstead
47 Fitzjohn's Avenue
London
NW3 6PG

You also have a right to complain to the Information Commissioner's Office - ico.org.uk.

St Mary's School, Hampstead is a company limited by guarantee.
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Registered Charity Number 1006411
Registered Office: St Mary's School, Hampstead, 47 Fitzjohn's Avenue, London, NW3 6PG

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