

# Alumni Privacy Notice

## Purpose of this Notice

This Notice explains how the University of Greenwich through its Alumni and Development team, collect and use your personal data for alumni and development activities. The University is the data controller for personal data that we process about you, and is committed to protecting the privacy and security of your personal information.

## The University's commitment to alumni

When you graduate you automatically become a member of the University alumni community. The University promises to provide alumni benefits and services to you when you join the University. The University regards these services as an important and integral part of the University's long term commitment to its students and alumni.

A member of the University alumni community is someone who:

- was a student for more than a year at the University or
- was on a recognised study abroad programme of one semester or more or
- is an individual who has on an ad hoc basis been granted access to alumni services or
- is a former member of staff

## Categories of personal data being processed

The data we may process includes:

- your title, name (including former name or alias), gender, date of birth
- your education record (i.e year of study and degree details) but the Alumni and Development Team do not retain transcripts. Qualifications from other universities may also be held. Transcripts are held elsewhere in the University: <http://www2.gre.ac.uk/current-students/your-official-documents/certs>
- the Students' Union societies and clubs that you joined
- your contact information (address, telephone, email, social media)
- your business details including positions, organisation, professional memberships and qualifications
- your career highlights and other lifetime achievements
- your outside interests and membership of groups
- information about your wealth (for fundraising purposes)
- information from articles in the media about you
- your family details, including spouse or partner, and relationships with other alumni, supporters and potential supporters
- events you have been invited to and whether or not you have responded or attended
- your donations of time, expertise or money
- your correspondence

## **Where does the Alumni and Development department get your data from?**

### The University

- via a transfer from the University's student central database (if you were a student) to the alumni database upon completion of your programme of study, or if you are in receipt of a scholarship, your data is transferred when your scholarship is allocated for administrative purposes.

### Data you provided:

- if you provided information to us including through our website, newsletter competitions, volunteering discussions or donations
- if you completed and returned surveys or response forms such as contact preference forms, Gift Aid forms (by mail, email or via a University website)
- if you discussed the information with University representatives (for example, at a University event)
- if you registered to attend an alumni related event

### Third party sources

- from third party sources such as organisations that assist us with pursuing our purposes, news and media articles, or social networking posts or other public sources.

## **The purposes for which we process your personal data**

We will use your data to help us maintain an engaged alumni community. We may also process your personal data for the following purposes:

### Administration

- to verify an account
- to process a gift you have given (and any Gift Aid claims)
- to administer your donation, and compile anonymous statistics
- event registration
- to process and organise any volunteering activity you have agreed to undertake
- to process information you provide for use on other University websites, for example Greenwich Portraits / University news stories
- to keep a record of communications between you and us
- to offer assistance with employability and to provide you with employment opportunities

### Fundraising and volunteering

Fundraising supports:

- schemes to encourage people to enter higher education
- scholarships for our students
- University research
- improvements to the University's structure and facilities
- student activities
- arts and cultural activities

The University subscribes to the Code of Fundraising Practice and will ensure that fundraising-related communications are in accordance with the Code.

Volunteering supports:

- student recruitment activity in the UK and overseas
- mentoring
- internships
- placements
- careers support for students and graduates

### Research

To ensure that we do not make inappropriate requests in our fundraising and volunteering communications, we may carry out research to assess your likely ability and willingness to make gifts to or volunteer for the University.

This research may include collecting and storing data relating to you that is in the public domain (such as career history, directorships, shareholdings and remuneration) as well as data that has been provided by you, including your interests, and University activity you have previously been involved with (donations, volunteering, event attendance etc.) This research is sometimes known as prospect research or wealth profiling.

### Profiling and planning

We use your data (such as your postcode, subject of study, age, gender and level of engagement with the University) to help us plan our activities, and determine if we should contact you with certain communications, or information about particular activities. It helps us identify how our alumni are involved with the University, and which alumni activities are most popular. This research helps ensure our communications (including fundraising or volunteering requests) are relevant and of interest to you.

### **Automated decision making**

We do not conduct automated decision making in relation to your alumni record. For more information refer to Automated Decision Making and Profiling.

### **Keeping your data up to date**

We will update the data we hold on you from time to time. For example, if you provide us with new contact details or change your details on websites managed by the University or social media sites such as LinkedIn. We will respond to your request for your data to be updated.

### **Sharing your data**

The University's alumni and development database, Raiser's Edge, is hosted in the Netherlands. We may also employ IT experts from outside the University to aid with the development of our systems, and we may use other third party suppliers, for example MailChimp, an email platform, Eventbrite for event administration, Blackbaud Inc for credit or debit card donations or Rapidata Services for direct debits if you are donating online. All contractors, whether within or outside the European Union, who are processing personal data on our behalf are under contracts compliant with Data Protection legislation.

All UK universities are obliged to give contact details for a sample of recent graduates to HESA (the Higher Education Statistics Agency) in order to conduct a survey of graduate destinations. Graduates will be contacted 15 months after graduation.

### **Communications**

We will from time to time communicate with you by email, post and telephone to pursue the purposes mentioned above. In particular, we regularly communicate with people for the following purposes:

- share news about the University (including its research and services) and our alumni (including promotion of discounts and services for alumni)
- invite you to events and reunions
- invite you to support our fundraising activity
- invite you to volunteer for the University. This includes providing advice and guidance to students and University representatives and giving support to students during their time at University and in their career.

If you don't want to be contacted by the Alumni and Development department you can unsubscribe by contacting [alumni@gre.ac.uk](mailto:alumni@gre.ac.uk) or calling +44 (0)20 8331 7836.

### **Retention**

We see being a member of the University and part of the alumni community as a lifelong relationship. Generally the University will look to retain University alumni personal data until the individual asks us to remove it from our records. We will routinely remind you of your right to have us remove your personal data.

If you decide that you no longer wish to receive communication from the University we will still need to retain a minimal amount of personal data so that we can keep a record that you have asked us not to contact you.

### **Legal basis for processing your data**

We rely on "Legitimate interests" and occasionally "Consent" in certain circumstances for processing your data. You can find out more information about this by looking at our Data Processing Activities Register.

### **Your rights as a data subject**

You can see more information about your rights on our website here:

<https://www.gre.ac.uk/about-us/governance/information-compliance/privacy/data-subject-rights>.

The University of Greenwich Data Protection Officer and University Secretary:

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Our data controller registration number is Z6638040