

Alumni Privacy Notice

Purpose of this Notice

This Notice explains how the University of Greenwich, through its Alumni and Development Department, 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 essential, 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 a term (semester) at the University or
- was on a recognised study abroad programme of one semester or more or
- is an individual who has on an exceptional 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 in order to fulfil our purpose (see below) 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 Department do not retain transcripts. Qualifications from other universities may also be held. Transcripts are held elsewhere in the University: Certificates and Transcript Service .
- 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
- university events you have been invited to (and whether or not you have responded or attended)
- your ethnicity
- your care leaver status, if appropriate (from information that you have provided to the University)
- 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, for example by making a donation, updating your details, providing a case study or registering your interest in volunteering
- 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. 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. We may use ethnicity data to target support to students and alumni from under-represented groups e.g. through the alumni-student mentoring programmes or internship opportunities specifically targeted at BAME graduates

This data 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.

Maintaining alumni data

We may, from time to time, undertake data cleansing which flags individuals who are deceased or who may be classed as a goneaway (i.e. they are residing in a different location to that held in our records). We do not source additional information such as updated postal addresses using this method; it is for validation purposes only. This process is carried out in partnership with a verified third party supplier and all necessary security checks are conducted prior to commencing with the transfer of data.

Automated decision making

We do not conduct automated decision making concerning 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, engage with the University's mentoring programme, 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 developing our systems. 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. Whether within or outside the European Union, all contractors 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) to survey 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:

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

Peter Garrod

University of Greenwich

Queen Anne Court

Park Row

London SE10 9LS

Tel: +44 (0)20 8331 8000.

Email: compliance@gre.ac.uk

Our data controller registration number is Z6638040

Version 15/04/21, Vice-Chancellor's Office