

Owner:	Director of Fundraising & Alumni Relations
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The Fundraising & Alumni Relations Department Privacy Statement

1. Introduction

Bournemouth University values our alumni, Honorary Graduates and supporters, and this statement will outline how we use, collect and store your personal data.

You can opt in or opt out of receiving information at any time from the department, and you also have a right to request a copy of any data we hold about you. We explain this in more detail later in this privacy statement.

The Fundraising & Alumni Relations Department (F&ARD) supports the work of Bournemouth University. We do this by running the Alumni Association; offering some great benefits to our graduates, sending occasional mailings about our news and events, and connecting our alumni with each other for networking and career opportunities. We promote the work of the university through graduate profiles and interviews, and secure volunteers for initiatives such as open days, careers fairs and mentoring projects. We manage the university's relationship with our Honorary Graduates, ensuring that they receive appropriate communications and are engaged with our work whenever possible.

We fundraise to support key projects, such as new buildings and facilities, societally important research projects and student bursaries. We primarily fundraise from grant-making trusts and wealthy individuals. We do not send fundraising direct mail or undertake telephone fundraising with our alumni.

In order to carry out our work, we maintain a secure database of our alumni, Honorary Graduates, and supporters. We initially get our alumni data from the student database; as soon as our students graduate, we will write to them informing them of the benefits of the Alumni Association, and offer them the opportunity to tailor their communications preference. Most of the data we hold comes directly from our alumni, but we may also record details of interaction with other departments in the university (such as Faculties) and attendance at events. In order to support our major donor fundraising, we may use publically available information to identify and research individuals with a wealth of over £1m. We only use this data to ensure we contact supporters in the most appropriate way. Bournemouth University is a charity and we aim to use our resources as cost effectively as possible.

For more information on the university's data protection policy, the Alumni Association, or our fundraising, please see the links at the end of this privacy statement.

2. Our responsibilities and your rights

We undertake to keep your data securely, and to only use your data in accordance with the Data Protection Act 1998 ("DPA") and, from May 2018, the General Data Protection Regulation ("GDPR").

Under the DPA your rights include the following:

- to obtain access to, and copies of, the personal data that we hold about you
- to require that we cease processing your personal data if the processing is causing you damage or distress
- to require us not to send you marketing communications

Once the GDPR comes into force, you will also have the following additional rights:

- to require us to correct the personal data we hold about you if it is incorrect
- to require us to erase your personal data*
- where consent is required, to withdraw your consent to any further processing of your personal data
- to receive from us the personal data we hold about you which you have provided to us, in a reasonable format specified by you, including for the purpose of you transmitting that personal data to another data controller
- to object - on grounds relating to your particular situation - to any of our particular processing activities, where you feel this has a disproportionate impact on your rights

** If you ask for your data to be erased, we will continue to maintain a skeletal set of personal data to ensure that we do not contact you inadvertently in the future, and to maintain your academic record for archive purposes.*

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

3. The data we hold

The department holds records of our alumni, Honorary Graduates and supporters. Some of the information we hold is in the public domain (published in the graduation brochures for instance, or in the Sunday Times Rich List); full details of all sources are available if requested. The majority of information we hold is obtained from the university's student database or supplied directly to us by our alumni and supporters; information which could be considered especially sensitive (such as disability, dietary restrictions, religious or political views) is only kept if you provide this information and give us your explicit permission to store that data. It will only be used for its original

purpose, i.e. to ensure your dietary needs or access requirements are met at an event. It will never be used for marketing or data segmentation.

The data that we hold can include:

- name, title, date of birth and gender
- contact details including postal address, email, phone numbers and links to social media accounts
- a summary of your academic record, including graduation date and subject studied
- your occupation and professional activities
- your recreations and interests
- family and spouse / partner details, and your relationship to other alumni, current or prospective students, staff and supporters
- records of donations and Gift Aid (we do not keep bank or credit card details)
- records of communications from us to you, and vice-versa
- information about millionaires that might be interested in supporting our work - this may also include information about relevant people of societal influence, and trustees of grant-making trusts
- media articles that provide information about your background and achievements
- information on your engagement with BU, including attendance at events, volunteering, responses to surveys or focus groups, records of meetings, engagement with e-communications (e.g. e-newsletters)
- details of your donations to other organisations, but only where publically available (e.g. where stated by you in press interviews)

4. How we use your data

We aim to meet the communications preferences of all our circa 80,000 alumni, Honorary Graduates and supporters whenever possible. There may be times we when cannot meet your request; we cannot email you every day, for instance! You can personalise your communications preferences by getting in touch with us - our contact details are listed at the end of this document. The data is held securely in the department, and used for a range of alumni engagement and fundraising activities. These include the following, which may be communicated via email and social media (our primary methods of communication) mail and telephone:

- e-newsletters with university news, events, and alumni profiles
- invitations to events
- promotion of discounts and services for alumni (including information on post-graduate or further study opportunities)
- promotion of Alumni Association projects and requests for volunteers; this could include mentoring, guest lectures, open day guest slots, focus groups and course advisory boards
- fundraising programmes

- to meet statutory requirements such as the Graduate Outcomes Survey (see section below)

If you express an interest in alumni volunteering, we will share your details with the relevant team at BU so that they can follow up with you. We do this to ensure that offers of volunteering are matched with suitable opportunities quickly and efficiently.

You can personalise your communications preferences by getting in touch with us - our contact details are listed at the end of this privacy statement.

We do not sell your data or share it with other charities. We may use third-party organisations to support the activities above (for instance a mailing house), and we may obtain information about you from third-parties, such as our online giving platform TheBigGive, or CAF-Online. We can only receive this information if you have expressly given permission to the third party. We may use analytical tools to monitor the effectiveness of our communications, and these could include tracking which email links are popular, how often our social media posts are viewed, and how often pages on our website are viewed.

5. Speculative research to support fundraising

BU relies on philanthropic donations to fund some of our research and student support projects. As such, we undertake research into potential funders for a variety of projects. We may research grant-making trusts, trustees and wealthy individuals to help us approach relevant potential supporters. We do not use direct mail campaigns or telephone fundraising to raise money. We may carry out wealth screening, either by viewing publications such as The Sunday Times Rich List, or by using a trusted third-party organisation to partly automate the work. The third-party organisation will only use publically available information to indicate High Net Worth Individuals, and is contractually obliged not to hold any data longer than is required for them to provide their service. We also use publically available information to undertake due diligence on donors, in strict accordance with the university's Code of Ethical Fundraising and Donors' Charter.

Fundraising is very important for Bournemouth University, its research projects and societally important work. We undertake to work in an ethical, responsible and transparent way. We are a member of the Fundraising Regulator and committed to the industry's Code of Fundraising. You can find links to the Regulator's Code of Fundraising and BU's own Code of Ethical Fundraising & Donors' Charter at the end of this privacy statement.

6. The Graduate Outcomes Survey – for alumni only

The Government undertakes a survey every year of recent graduates and their employment. This data is used to inform league tables for universities, and to help

inform Governmental priorities for higher education funding. The F&ARD has a statutory responsibility to provide your basic contact details for this survey. Even if you opt out of receiving Alumni Association communications, you will be contacted for the Graduate Outcomes Survey.

7. Useful links

- Fundraising Regulator's Code of Fundraising Practice: www.fundraisingregulator.org.uk/code-of-fundraising-practice
- Our Code of Ethical Fundraising & Donors' Charter: www.bit.ly/BUethics
- BU general privacy policy links: www.bit.ly/BUprivacy
- BU fundraising webpages: www1.bournemouth.ac.uk/collaborate/support-us
- BU Alumni Relations webpages: www1.bournemouth.ac.uk/collaborate/alumni

8. How to contact us

For the purposes of the DPA and GDPR, Bournemouth University is the data controller of your personal data.

If you have any questions about this privacy statement, how we process your personal data or would like to change your communications preferences, please contact:

The Director of Fundraising & Alumni Relations
Bournemouth University
Executive Business Centre
89 Holdenhurst Road
Bournemouth BH8 8EB
Email: alumni@bournemouth.ac.uk
Tel: +44 (0)1202 961083

If you would like to request a copy of the information we hold about you, please contact:

Data Protection Office c/o Legal Services
Bournemouth University
Melbury House
1-3 Oxford Road
Bournemouth BH8 8ES
Email: DPA@bournemouth.ac.uk
Tel: +44 (0)1202 961315

For information on any other Bournemouth University privacy issue, please contact:

The Data Protection Officer
Bournemouth University
Poole House, 5th Floor

Fern Barrow
Poole BH12 5BB
Email: dpo@bournemouth.ac.uk
Tel: +44(0)1202 962554

If you are not satisfied with how we are processing your personal data, you can complain to the Information Commissioner.

You can find out more about your rights under data protection legislation from the Information Commissioner's Office website available at www.ico.org.uk.

Information correct at the time of publishing, on 21st March 2018.