

Office of Development and Alumni Relations Privacy Notice

Henry Robinson Hartley's generous donation in 1862 laid the foundations for the University of Southampton. We have since developed into a world-renowned research-intensive University, with a strong educational offering, known for our innovation and enterprise. We have a mission "to change the world for the better" and we work towards this goal in partnership with our alumni, staff, donors and the wider community.

This Notice sets out how the University's Office of Development and Alumni Relations ("ODAR") uses your personal data to help create a mutually beneficial relationship with you, whilst always processing data fairly and securely.

We do value your privacy and we recognise the need to treat your data appropriately in accordance with the principles of the Data Protection Act 1998 (DPA).

Data refers to personal information that we hold about you from which either on its own, or in combination with other information, you can be identified. A list of the data we process is set out below.

Processing means doing anything with your data, such as collecting, recording or holding the data as well as disclosing, destroying or using the data in any way.

The University of Southampton is the data controller. Our Registration Number in the Data Protection Public Register is Z6801020. We keep this Privacy Notice under regular review and it may be amended from time to time.

1. WHAT WE ARE PROCESSING

We process the following data about you:

- (a) Biographic details including name, title, date of birth, age and gender.
- (b) Contact details including home address, business, email, telephone, LinkedIn, Twitter etc.
- (c) Education information and your other connections with the University and other institutions including student clubs, societies, affiliations.
- (d) Employment/career details.
- (e) Career biographies or alumni profiles.
- (f) Information publicly shared on social media.
- (g) Your interests.
- (h) Health related information if attending an event e.g. access, dietary requirements.
- (i) Family and partner/spousal details.
- (j) Relationships with other alumni or associated constituents.
- (k) Volunteering activity.
- (l) Philanthropic affiliations.
- (m) Donation history to the University or to other organisations including bank account details (for processing direct debits).
- (n) Records of communications with ODAR and the wider University.

- (o) Event attendance on or off-campus.
- (p) Assessment of capacity to donate - prosperity assessment.
- (q) Motivation for giving.
- (r) Photographs.
- (s) Identification numbers and online Identifiers.
- (t) Expressions of opinion about you or indications as to our intentions about you.

Some of the information we process, such as disability details for access to an event, is sensitive personal information that we will not process unless we have your explicit consent, or we are legally required to do so.

We also process sensitive data that you have shared with us e.g. where giving in memory of a loved one and providing health details. This will always be done in a respectful and relevant manner.

2. WHY WE ARE PROCESSING IT

Processing your data helps us to develop and maintain engaging services and activities to enrich your experience with the University. We process your data in pursuit of our legitimate interests and to fulfil any contractual obligations we may have when you purchase from us. It enables us to:

Communicate and engage with you by:

- (a) Creating direct marketing communications tailored to your preferences - delivered through email and telephone (if consent gained), direct mail and social media.
- (b) Providing you with a more personalised user experience when using our website, application or any other services we might provide by analysing, segmenting and profiling our database and allowing us to target you with information we think you might be most interested in including products and services.
- (c) Helping to advance our transformative philanthropic programme through fundraising campaigns and/or meeting with alumni and supporters for fundraising purposes.
- (d) Tracking details of our communications with you, to help inform our future interactions and make them relevant.
- (e) Storing and maintaining your communication preferences, and consents (when required).
- (f) Sourcing contact details, if we lose contact with you.

Provide you with beneficial services by developing programmes that give you opportunities to:

- (i) Attend networking/career development events, reunions
- (ii) Further your learning and development.
- (iii) Further your study and/or research.

- (iv) Donate to the University/stewardship of past gifts.

Create and promote benefits including:

- (a) Alumni ID cards (giving access to University and discount membership).
- (b) Email accounts and email for life services.
- (c) Find a friend services.
- (d) Careers support.
- (e) Postgraduate fees discount.
- (f) Participation in University surveys.

Inform our interactions by:

- (a) Creating constituent research profiles, which may include geographic, demographic, biographic, career information, personal connections and asset/capacity related data all sourced from reputable publically available information to help us make an appropriate approach to you.
- (b) Preparing staff for fundraising/engagement meetings or events.
- (c) Making targeted correspondence relevant to you.
- (d) Undertaking automated data analytics exercises to help make strategic decisions.
- (e) Completing due diligence to ensure gifts are not from an untrustworthy or unethical source.
- (f) Managing the processing of gifts and HM Revenue & Customs guidelines.
- (g) Fulfilling any statutory requirements.
- (h) Managing our work with volunteers.
- (i) Adhering to statutory or other necessary obligations.

3. PROCESSING FOR LIMITED PURPOSES

We will only process your data for the specific purpose/purposes that we tell you or where processing it is specifically permitted by the DPA.

We will only process your data to the extent necessary for that specific purpose or purposes.

4. AUTOMATED DECISION MAKING AND PROFILING

We sometimes use your data to create automated models or profiles that help us to understand, analyse or predict certain aspects relating to you/your behaviour. We use the outcomes to shape our interactions with you, making them beneficial and timely e.g. tailor the communications you receive to ensure you are told about events or let you know about fundraising campaigns/groups that may interest you. This could include using data models that help predict your personal preferences, interests or behaviour.

Whenever we use automated processes, we base our work on facts found through our database, or from reputable sources, to create tested algorithms/models. We always use appropriate mathematical or statistical procedures for the profiling, whilst continually checking for inaccuracies.

We never use the outcome of this work to make decisions that could damage you personally or your relationship with the University. They are only used to help us best manage your data and relationship with us effectively.

5. HOW WE COLLECT YOUR DATA

We collect your data from a variety of sources, including:

- (a) Directly from you.
- (b) From staff, supporters and volunteers.
- (c) Research into publically available sources for profiling, address updates and analytics.
- (d) Carefully selected third parties that help keep our data up-to-date or to help enrich your data e.g. screening companies.
- (e) Data from your use of our website and/or apps.

If you are not an alumnus and we have not gathered the data directly from you, we will inform you about the personal data at the time of the first (or next) communication with you.

6. ACCURATE DATA

We always aim to keep your data accurate and up to date. Data that is inaccurate or out of date will be destroyed. Please notify us if your personal details change or if data we hold about you is inaccurate.

Depending on your privacy settings, we may use social media sites like LinkedIn, Facebook and Twitter and/or other data enrichment services to validate your data and help us maintain our communication with you.

7. HOLDING DATA

We create and hold your data both electronically and on paper. We will only hold your information as long as is necessary.

8. SHARING YOUR DATA

We will never sell or share your data to third parties for the purposes of other marketing. We sometimes work with external providers to develop and improve the data we store. These include data enrichment and screening companies.

If you have given a donation, we may share data to process your donation with your bank, under your instruction.

We may have to disclose your data if required to do so by law in order to comply with a legal obligation, for example, to complete *The Destinations of Leavers from Higher Education* (created by the Higher Education Statistics Agency), to protect or defend our rights, interests or property or that of third parties, act (in urgent circumstances) to protect the personal safety of University of Southampton constituents or the public, or protect against legal liability.

9. PROCESSING IN LINE WITH YOUR RIGHTS

You have the right to:

- (a) Request access to any data we hold about you.
- (b) Prevent the processing of your data for direct-marketing purposes.
- (c) Ask to have inaccurate data held about you amended.

- (d) Prevent processing that is likely to cause unwarranted substantial damage or distress to you or anyone else.
- (e) Object to any decision that significantly affects you being taken solely by a computer or other automated process and the right to request us to reconsider any such decision taken.

10. DATA SECURITY

Everyone working at ODAR has a legal duty to keep information about you confidential. There are strict codes of conduct in place to keep your information safe. Staff abide by the Data Protection Act 1998 and the University Data Protection Policy.

We ensure that suitable measures are in place to prevent the unlawful or unauthorised processing and against the accidental loss of, or damage to, your personal information. This includes:

- (a) Storing data on a secure, specially designed, customer relationship management database.
- (b) Training all our staff in Data Protection and their responsibilities.
- (c) Collaborating only with reputable companies for data processing services, who comply with the DPA and put in place appropriate non-disclosure agreements.
- (d) Ensuring that alternative protection is in place if we work with trusted organisations based outside the European Economic Area (EEA) in countries that do not have comparable data protection laws to the UK.

11. CONTROL OVER YOUR DATA

You can update your own data or contact preferences at any time by visiting www.soton.ac.uk/alumni or calling +44(0)23 8059 2747.

If you wish us to stop contact, you can do so by visiting www.soton.ac.uk/alumni or calling +44(0)23 8059 2747.

If you do not wish for us to continue to process your data, we will retain minimal details on our database to:

- (a) Ensure your details are not re-added in the future for another purpose.
- (b) If an alumni, to retain your educational details with the University, for future reference e.g. for degree validation /replacement transcripts. This will include name, date of birth and education record/s details.

12. ACCESSING YOUR DATA

If you would like to access your personal information please make a request in writing to:

The Data Protection Officer
 Legal Services
 University of Southampton, Highfield
 Southampton, SO171BJ
 Email: legalservices@soton.ac.uk

You will need to be able to provide proof of identity (e.g. full name, address, date of birth). We will provide your information within 40 calendar days of receiving your request.

13. FURTHER INFORMATION

If you would like further information, please see the University's [Data Protection Policy](#) and [Electronic Use Policy](#) available at: http://www.southampton.ac.uk/about/governance/regulations-policies-guidelines.page#publication_scheme.

If you are unhappy with the way that we have handled your information you can contact us at:

Email: alumni@soton.ac.uk

Telephone: +44(0)23 8059 2747