

Campaigns and Supporter Engagement Office – Alumni Privacy Notice

This Privacy Notice explains the nature of the personal information that the University and the Henley Business School, through our Alumni and Supporters Office/Campaigns and Supporter Engagement Office collect and use to support the alumni programme, and its corresponding donation and volunteering schemes. It also explains how you can update or change how your data is used to reflect your preferred relationship with the University.

The University and the Henley Business School (to include the Reading Real Estate Foundation) (**We** or **Us**) are data controller in respect of the information that We process about you.

Your privacy is important to Us, so if there is anything in this privacy notice that is unclear or you do not understand, please contact Our Data Protection Officer for advice at: imps@reading.ac.uk

About Our Alumni Programme

Our alumni are highly valued members of the University of Reading community. We hope to continue a lifelong relationship in which you will be actively engaged in the life of both the University and the Henley Business School. With your continuing involvement with Us, We will be more able to provide an excellent level of education to students and to deliver world leading research.

We offer the opportunity for alumni to stay up to date with the University and the Henley Business School through a range of communications and events, and can help them connect with each other as part of Our global community. We promote a range of ways in which alumni can benefit from the University as well as ways they can give back their time, expertise and funding to support the University.

We look forward to continuing a great relationship with you.

What types of data we hold

To ensure We can continue to engage with alumni effectively and appropriately, We hold a wide range of personal information on Our database.

The personal information that We may hold about you in connection with our Alumni and Supporter Engagement will be specific to you, but may include:

- Your title name (including alias, or former names) gender and data of birth, together with unique identifiers such as your student or database ID
- Your contact details (address, telephone, email, social media) which are updated whenever we receive up-to-date information.
- Details of your education at the University of Reading; subject, degree, grade and dates of study
- Details of your living accommodation whilst at University, such as your halls
- details of your interests and membership of societies whilst at the University, where provided to us from the society themselves, or gathered from you as part University communication
- Your career details, such as current or previous job titles
- Your business contact details including business addresses, emails and phone numbers

- Details of any outside interests, hobbies or memberships
- Information from public sources – such as media or social media articles or blogs;
- Details about your family, as well as details of relationships that we may become aware of, such as; relationships with other alumni, supporters or staff members
- We will hold details of membership of University committees, boards, councils etc.
- Events you have been invited to, those you attended and those you declined
- Details of donations of time or money
- Information you may tell us in relation to potentially leaving us a gift in your Will
- A record of some of your interactions with the University or Henley Business School that took place after you have finished your studies at the University; this information might record personal meetings, phone calls or emails to the University
- We may record emails we have sent to you and whether you have opened them or clicked on links within them
- Information provided by you at University events you may have attended; for example dietary requirements or career details
- Your history of donations made to the University, whether you are a UK tax payer and other information to enable us to claim Gift Aid on any eligible donations
- Your history of any volunteering or expression of interest in volunteering
- Information about your wealth, including assessments of your ability or willingness to make donations and your willingness to engage and support specific campaigns including details of any public philanthropy and interests, including donations to other organisations and volunteering support

The types of personal information that the University processes in connection with its Alumni and Supporter Engagement may also include sensitive personal data, which is also known as "special categories of personal data". The term "special categories of personal data" refers to information about your racial or ethnic origin, your religious or other beliefs, your physical or mental health and wellbeing. We may also process information relating to criminal offences and criminal proceedings which We also categorise as sensitive personal data.

We may hold other information that you have voluntarily shared with Us as part of your engagement with Our Alumni and Supporter Programmes

Where you engage with Us, either through the University Website or other campaigns or email correspondence We may use cookies to monitor and record your engagement with Us. Please see our [Website Privacy Notice](#) for more information on how We use cookies.

Where do we get your personal information from?

The personal information that We hold, and process comes from a number of different sources.

The University

If you are a former student at the University of Reading or Henley Business School, your personal data is transferred to our alumni and supporter databases.

Data provided by you

We gather personal information from you when you engage with us including providing updates to NetCommunity, Our online community for alumni and supporters, update details forms, engage with Our social media channels, make a donation, register for an event and contact Our office directly.

Data obtained from third party sources

We may also obtain information about you held on publicly available sources such as the internet, media articles social networking posts or other similar sources.

How we use your information

As part of Our Alumni community, the way We use your personal information is different to that when you were a student with Us.

Supporting The Alumni Programme

Our primary purpose for using your personal information is to enable you to join and engage with our Alumni community, and make available the various benefits that are described on the Alumni homepage. To do this, We perform a number of administrative tasks:

- To verify your alumni status, and rights to engage in the Alumni programme
- To manage invitations and registrations for events, fundraisers, or community programmes
- To process information about you on Our Alumni and Supporters pages
- To record your engagement with the Alumni and Supporters Office.
- Dealing with feedback or complaints
- Analysing and monitoring Our activities to ensure that We remain current and engaged with our Alumni
- Facilitating connections between Alumni through reunions and other engagement activities
- We may also create anonymised data that We can use to support Our activities without impacting on the privacy of any individuals

Fundraising and Volunteering

We may also seek to solicit your support for fundraising and volunteering initiatives across the University to support the valuable educational work We undertake. We use the information We hold about You to help assess the fundraising opportunities that would be of most interest or relevance to You. We understand that not every project will appeal to You, or that You may not wish to be approached about fundraising, and We will always respect your preferences.

Profiling

We may use your personal information to carry out research to assess your likely ability and willingness to make gifts to or to volunteer for the University. This assists Us in avoiding making inappropriate requests in Our fundraising and volunteering communications and make best use of our resources, and is sometimes known as prospect research or wealth profiling. In some of the work that We undertake, We may use software programmes or other tools to profile and model data to enable Us to make more informed decisions. Profiling is not the only tool that We use, and therefore We do not consider that this has a significant detrimental impact on you, as an

individual. However, if you have an objection to this activity please contact the Alumni Office at alumni@reading.ac.uk.

Communicating with you

We use your information in order to keep you up to date on events and news that happen at the University as part of an engaged alumni community. We operate a number of different publications:

- The alumni and supporter magazine *Connected* – this aims to update Our alumni and supporters of news around the University, inspirational stories from Our alumni and make our alumni feel part of the University of Reading Community
- The donor and supporter magazine *Giving Matters* – this aims to update our donors and supporters in regards to projects they've supported and report back to people on what their philanthropy has been achieving

We may contact you by phone or email to inform you of relevant events or fundraising activities, or to offer you the opportunity to hear about news from the University or to start a conversation about how you could be involved in the continued success of the University.

We may also contact you to invite you to speak at events and to participate in PR or press events

We understand that how We communicate with you is a personal matter. If you do not want Us to contact you for some or all of these purpose, please contact the alumni office alumni@reading.ac.uk or call us on 0118 378 8006.

Where We wish to contact you about fundraising activities We pre-screen our contact details against the Telephone Preference Service and the Fundraising Preference Service to ensure that We are contacting you in accordance with your wishes.

Sharing your information with third parties

Most of the Alumni and Supporter activities are managed within the University. However, for some of the activities We may use external suppliers to conduct work on Our behalf. For example, this could be a mailing house used to distribute Our alumni magazine, a software provider helping Us manage Our in house student telephone campaigns, or IT experts from outside the University to aid with the maintenance of Our IT system.

Where We need to share personal information with these suppliers, We will only share what information is necessary and We will always have agreements in place to ensure that third parties only provide their services in accordance with the strict instructions of the University and in particular, they must respect confidentiality, hold your data securely, only used for the agreed purposes, kept only for as long as necessary and then destroyed.

Sometimes it is necessary to share personal data with third parties who are either based in the European Union or in non-EU countries. Where data sharing is necessary, We will ensure that We put in place appropriate safeguards as required by the relevant data protection laws.

We aim to facilitate re-introductions with fellow alumni, but We will never pass on your details without prior permission. This means if there is someone you have lost touch with, Our office may be able to reunite you if both interested parties agree to the sharing of their data in this way.

We do not sell your personal data to third parties or permit any third parties to use or retain your data on once We have shared it with them. We do not engage in the swapping of data with any other institution.

Graduate Outcomes (for alumni graduating from December 2017 only)

The Graduate Outcomes in a new national survey conducted by the Higher Education Statistics Agency (HESA). The aim is to gain insight into the perspectives and activities of graduates nationally across the UK, around 15 months after completing their course. Some of the results may be used by the government and other third parties, for example university league tables, to inform measures of student outcomes from Higher Education.

It is also very important to Us to learn more about what Our students choose to do after completing their degree; this provides Us with additional information to evaluate Our courses and careers support.

To support the survey, We are required by HESA to hold accurate contact details for you, including a personal email address (not a reading.ac.uk address), at least one telephone number, and a postal address (this can be a parental/guardian address).

The survey is owned by HESA, who have published more [information for students](#) as well as [guidance on how your contact details will be used](#).

We are required as part of Our public tasks to share these details with HESA in order that they can invite you to complete the surveys. The Survey is voluntary and you will be given the option to opt out of the survey when you are first contacted. You also have the right to object to Us sharing your details for these purposes. More information can be found below under Your Rights.

Business School rankings data (Henley Business School Alumni only)

The Henley Business School share limited course and contact data with the Financial Times who may contact you after your studies and invite you to take part in a survey. The results of this survey are used to compile rankings data that provides information on the outcomes of business courses. This information is published by the Financial Times. Participation in the survey is entirely optional and the results will not be published in a way that will identify you. The Financial Times will not use the contact details for any purposes other than to conduct the survey, and they will not be shared with any other parties.

How We protect your information

Your personal information is stored on securely within the University. Our staff, including those within the Campaigns and Supporter Engagement Office, are trained about the secure handling of personal information. We may also use third party providers to deliver our services, such as externally hosted software or cloud providers. Were we do this, we have measures and terms in place with those providers to ensure that they also protect your data.

Your Rights

As part of the protection for your personal information, under the data protection law you have the right to:

- Withdraw your consent where that is the legal basis of our processing
- Access your personal data that we process
- Rectify inaccuracies in personal data that we hold about you
- Be forgotten, that is your details to be removed from systems that we use to process your personal data
- Restrict the processing in certain ways
- Obtain a copy of your data in a commonly used electronic form; and
- Object to certain processing of your personal data by us

Please see the ICO website for further information on the above rights: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

You have the ability to update your details through the Alumni website and We would encourage you to do this in the first instance, however if you would like to formally exercise your rights, please contact our Data Protection Office at imps@reading.ac.uk

If you are not happy with the way in which We have handled your personal information, or if you have any concerns, please contact our Data Protection Office at imps@reading.ac.uk. You also have the right to complain to the Information Commissioner's Office.

Keeping your information up to date

The accuracy of your information is important to Us. You can update your information, including your address and contact details, at any time. If you would like to change your preferences (including asking Us not to contact you) or update the details We hold about you, please follow this link: <https://alumni.reading.ac.uk/page.aspx?pid=623>

Campaigns and Supporter Engagement Office
Building L11
London Road Campus
University of Reading

How long We keep copies of your data

The University considers its relationship with alumni to be a lifelong one and we will look to retain your personal details until you tell us to remove them from our records.

If you decide that you no longer wish to receive communications from the University, we will still need to retain a minimal amount of personal data in accordance with our legal obligations, tax and accounting rules, public task functions, legitimate interests and to record your preference not to be contacted.

Legal basis for processing your personal information

We shall process your personal data in accordance with the requirements of the General Data Protection Regulation 2016 and all subsequent data protection laws.

We made a commitment to provide support and services to Our alumni extending beyond their time as a student at the University or Henley Business School. It is necessary to process personal data to support this commitment.

We consider that the Alumni programme supports Our public interest in furthering your educational experience, and the experience of future students at the University, as well as some of Our other public functions as a provider of quality education services.

We may process personal information where We have your consent to do so, or where you have made the information available to the public.

The activities of Our Campaigns and Supporter Engagement and Alumni Offices are necessary to support the legitimate interests of the University and Henley Business School in furthering the education and consequential public benefits to society in developing the alumni community.

Changes to Our Privacy Notice

We keep our privacy notice under regular review to ensure best practice and compliance with the law. This privacy notice was last updated on 08/05/2018.

We may change this privacy notice from time to time. If We make significant changes in the way we treat your personal information We will make this clear on Our Alumni and Supporter webpages and may also inform you directly. You can view the current version of this privacy notice by visiting the alumni and supporters webpages;

<http://www.reading.ac.uk/AlumniAndSupporters/>

Contacting Us

If there is anything in this notice that you are unclear about, please contact our Data Protection Officer, on the contact details below, who shall be happy to answer any queries you may have concerning this privacy notice or the way in which we process your personal data.

By mail: Information Management and Policy Services, The University of Reading, Whiteknights, PO Box 217, Reading RG6 6AH

By email: imps@reading.ac.uk

By phone: 0118 378 8981