

## **Campaigns and Supporter Engagement Office – Supporters Privacy Notice**

This Privacy Notice explains the nature of the personal information that the University through Our Campaigns and Supporter Engagement Office collect and use to engage with Our donors, supporters and volunteers. 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 at: [imps@reading.ac.uk](mailto:imps@reading.ac.uk)

### **About Our Supporters and Volunteers Programme**

Our supporters, donors and volunteers are highly valued members of the University of Reading community. We hope to maintain a relationship in which you will be actively engaged in the life of the University to enable Us to continue to provide an excellent level of education to students and to deliver world leading research.

We offer the opportunity for supporters to stay up to date with the University through a range of communications and events as part of Our global community. We promote a range of ways in which supporters 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 our supporters effectively and appropriately, We hold contact details and other 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,
- Your contact details (address, telephone, email, social media) which are updated whenever we receive up-to-date information.
- Your career details, such as current or previous job titles
- Your education details if you provide them to us
- Your business contact details including business addresses, emails and phone numbers
- Details of any 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
- A record of some of your interactions with the University or Henley Business School; 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

- 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 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
- Information you may tell us in relation to potentially leaving us a gift in your Will
- 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 as part of its sponsors and volunteering programme also includes 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 Support Programmes

Where you engage with Us, either through the Campaigns and Supporter Engagement Office, 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:

### *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**

### *Administering The Supporters and Volunteers Programme*

As a part of Our Supporter Community, Our primary purpose for using your personal information is to inform you of, and enable you to engage with, news and events; to do this, We perform a number of administrative tasks:

- 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 supporters
- 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. It is important for Us as a charity to have the ability to seek your support, both financially and in terms of volunteering. 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*

Some of your personal information may be used by the University 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 Us at [alumni@reading.ac.uk](mailto:alumni@reading.ac.uk).

## **Communicating with you**

We use your information in different ways in order to keep you up to date on events and news that happen at the University of Reading and as part of an engaged supporter 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 and inspirational stories from supporters and donors to enable you to feel part of the University 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](mailto: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 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 support magazine, a software provider helping Us manage our 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.

Whilst We aim to facilitate introductions between supporters, We will never pass on your details without prior permission.

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.

## **How We protect your information**

Your personal information is stored on secure computer files within the University. Our staff, including those within the Campaigns and Supporter Engagement Office, are trained about the secure handling of personal information.

## **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 and Supporters 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](mailto: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](mailto: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**

We will continue to hold your personal details whilst you remain an active supporter or continue to engage in our volunteering activities. We will hold a record of all financial donations for at least [6 years after the donation is made], and We will continue to hold information about donors and supporters whilst you are actively engaged with us and in line with University retention schedules.

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

If you repeatedly do not respond when We attempt to contact you, or you ask us to stop contacting you, We will respect your wishes.

## **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 may also use third party providers to deliver our services, such as externally hosted software or cloud providers. Where we do this, we have measures and terms in place with those providers to ensure that they also protect your data.

We consider that Our Campaigns and Supporter Engagement programme supports our public interest in furthering the educational experience of future students at the University, and 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 Office are necessary to support the legitimate interests of the University and Henley Business School in furthering the education and consequential public benefits to society through the provision of quality education support.

## **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](mailto:imps@reading.ac.uk)

By phone: 0118 378 8981