

## Alumni Privacy Notice

The Royal Agricultural University (RAU) is a data controller and is committed to protecting your personal data and working in accordance with all relevant data protection legislation. This privacy notice explains how the University processes and uses the personal data we collect about our alumni and our past, current or future supporters. Your data is used for alumni and supporter engagement activities, including fundraising.

The University will process your data in compliance with the General Data Protection Regulation (GDPR) which came into effect on 25 May 2018.

If you have any questions, including if you are unsure which privacy notice applies to you, please contact the data protection officer at: [dataprotection@rau.ac.uk](mailto:dataprotection@rau.ac.uk)

### What data do we hold?

The University may hold data relating to you from a number of sources. The majority of data we hold on alumni is that which you provide either during your time as a student, when you complete one of our update forms, volunteer your time, attend an event, make a donation or engage with us in any other way.

If you are a student or have studied at the University, your personal data is transferred from your student record to the University's alumni database when you graduate, unless you opt-out.

### Our records may include:

Education details – for example, what you studied and when you graduated.

Personal identifiers and biographical information – for example, your student and alumni numbers and your date of birth.

Contact details – for example, your address, email address and telephone number (we updated these whenever you tell us they have changed)

Engagement details – for example, details of clubs and societies you were/are a member of, your attendance at events, details of donations you have made to the University including your bank account details if you have set up a regular gift, your personal contact with us and your relationships with other RAU alumni or supporters.

Family details – for example, your marital status and details of your spouse and other family members.

Personal details – for example, disability and dietary preferences for event management purposes.

Any other personal data required to carry out the legitimate business of the University.

Your preferences – to help us engage you in the ways most relevant to you, for example, how you prefer to receive certain publications or your dietary requirements.

We may also augment data you provide with data which is publicly available, for example, we may record:

- your career details and other achievements;
- your interests;
- your philanthropy, including donations and other support made to other organisations.

We are required to ensure that data we hold about you is as accurate as possible, therefore we may update your details based on reliable publicly available sources, as well as updates which you provide to us. For example, we may update your address, telephone number or business details.

We use a wide variety of sources either directly or via internet search engines, some on a subscription basis, to augment, update and validate the data we hold. These include:

- National change of address file
- Experian/192 Business
- LinkedIn
- Twitter/X
- Reliable news and press reports
- Companies House and other business-related resources including company websites.
- The Charity Commission and other websites relating to charitable trusts and foundations
- Sunday Times Rich List and other rich lists
- The King's Honours Lists
- Lexis Diligence for due diligence purposes.

In order to enable and support your lifetime relationship with the University, we will retain your data indefinitely unless your request otherwise.

## **CCTV**

For our use of CCTV on campus, please see the CCTV policy.

## **IP Addresses, Cookies and your Devices**

We may collect information about the device/s you are using to access our online services, the operating system and browser type used and your IP address. This is intended to provide aggregated data about users' behaviours and does not identify any individual. It is used to inform improvements to the website, for system administration, and to report aggregate information to third-party sub-contractors we may be working within areas such as advertising, search information providers, analytics providers or in technical delivery services.

We may also obtain information about your general internet usage relating to our websites by using a pixel or a cookie file, which is stored on the hard drive of your computer. Again, this is used to provide aggregated data on how users access and navigate our websites, and to assess their usefulness. Personal information about you is not collected during the tracking process.

## **How do we use your data?**

The University primarily uses your data to communicate alumni activities, support our fundraising programmes and for the promotion of benefits and services. These can include:

- Sending you our magazine or e-newsletters
- Inviting you to our events
- Informing you of benefits available to alumni and supporters
- Asking you to support the University by giving you time, experience or financial support.

These activities may include an element of direct marketing. The data is also available to other departments within the University, through nominated members of staff.

Fundraising in support of the University is an important element of our charitable work, so we, or a trusted partner, may undertake research or analysis to assess your ability to support the University financially. This may include an assessment of your income and/or wealth and our assessment of your ability and willingness to make donations to particular projects or the University more generally. We may use analysis to help us identify your likely support for particular projects. All of these activities are undertaken to ensure that we are working in a cost-effective manner and to allow us to raise more funds in support of the University's aims.

We have registered with the Fundraising Regulator, and as such we agree to ensure our fundraising is legal, open, honest, and respectful. The standards for fundraising are set out in the Code of Fundraising Practice.

We are required to conduct due diligence checks before seeking or accepting major donations which includes reviewing publicly availability data about an individual's personal conduct including any criminal convictions.

Communications may be sent to you by post, telephone, email, text or other electronic means (for example, through social media) depending on the communication preferences you have shared with us.

## **How will we share your data?**

Data may be shared with the Marketing team for the purposes of alumni activities, fundraising programmes or the promotion of benefits and services. Data is held primarily on the University's alumni CRM database, which is currently hosted by Azorus.

Data may also be disclosed to other external organisation acting as agents for the University, for example, mailing houses for the mailing of alumni publications, research organisations for augmenting the data we hold, or approved volunteers acting on behalf of the University. We may share data with external organisations for the purposes of league table production. We are also legally required to share the destination of graduates 15 months after they leave via the 'Graduate Outcomes Survey'.

We may also share data with alumni and other individuals, for example those supporting us by working on specific fundraising appeals or alumni contacts who have been approved as volunteers in your country/region who support us by organising local alumni events or reunions, or fundraising. Such volunteers will have signed data protection agreements meeting University standards and in compliance with data protection legislation, prior to any data being shared, and will agree to destroy all data following completion of their task.

Data is only shared in support of the University and is never shared with anyone to enable other charities to contact individuals.

The University does NOT sell data to third parties or allow third parties to sell on data where data is shared with them.

## **How do we protect your data?**

Your data is held securely on the University's alumni and supporter database. The database is accessible to a limited number of University staff. All staff who access the database have completed the University's data protection training.

The University ensures that appropriate data sharing agreements are in place prior to sharing your personal data with any partners.

## **How long do we keep your data?**

We do not keep personal data for any longer than is required by our regulators or other authorities. For example, applications data will be kept for one year after the intended start date (for those that do not join the University) in order for us to make statistical reports and for applicants to request reconsideration. For students who do join the University, personal data is normally retained for a maximum period of seven years after completion of studies, after which only data which will enable the University to produce confirmation of academic progress and qualifications is retained.

## **Your rights and preferences**

You have the right to:

- Ask us to see, correct or delete the data we hold about you.
- Object to specific data uses, as described above.

- Object to receiving communications and direct marketing.
- Ask for the transfer of your data electronically to a third party.

The University may contact you by post unless you request otherwise, and by telephone, text, email or other electronic means as you have previously consented.

If you no longer want to receive communication by post, telephone, text, email or other electronic means, please contact the Development and Alumni Office on 01285 652531 or [alumni@rau.ac.uk](mailto:alumni@rau.ac.uk)

When contacting us please provide your name, year of graduation and subject of study. Please also specify if you wish to unsubscribe from all communications or from specific communication types or methods.

If you ask us to delete your data, we will maintain a skeleton record comprising your name, subject of study, year of graduation, student number and date of birth, to ensure that we do not inadvertently contact you in future. We may also need to retain some financial records for statutory purposes (for example, Gift Aid).

We will not obtain personally identifying information about you on our website, unless you choose to provide such information to us.

## Legal basis for processing

The privacy notice will be kept under review. Any changes will be updated on our website and communicated to you as appropriate. This privacy notice was last updated in January 2024.

The University's Data Protection Officer is responsible for monitoring compliance with relevant legislation in relation to personal data and can be contacted at [data.protection@rau.ac.uk](mailto:data.protection@rau.ac.uk)

You can also contact the DPO if you have any queries or concerns about the University's processing of your personal data. You have the right to lodge a complaint with the Information Commissioner's Officer at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns)

## Further information:

If you have any questions regarding this privacy notice please do not hesitate to contact us on 01285 652531 or [alumni@rau.ac.uk](mailto:alumni@rau.ac.uk)