

## **Introduction**

The Office of Development and Alumni Relations at the University of West London (ODAR) exists to maintain strong links with former students of the University - and its predecessor institutions; to initiate and foster links with Trusts, Foundations and other philanthropic bodies; and to support current students, facilities improvements and research activities at the University through philanthropic income.

## **Data Protection statement**

ODAR is committed to maintaining the security and integrity of the data we hold on all of our stakeholders. For the purposes of this policy, The University of West London is registered as a data processor with the Information Commissioners Office, and our activities are governed by the Data Protection Act, the Privacy and Electronic Communications Regulations as well as the upcoming General Data Protection Regulation.

## **The information collected by us**

For alumni we create a record on our alumni database at the time of graduation based on the information held in the University's student record system. This information will primarily consist of:

- biographical information including your name and title and your contact details; and
- information about your studies at the University.

We may also collect information about you when you interact with us, for instance updating your details, applying for an alumni card or making a donation. This information may consist of the following types of information:

- updated biographical information including your name and title and your contact details;
- information about your studies at other institutions;
- details about your career;
- relationships to other alumni, donors and friends;

We may occasionally collect information from publicly available sources to augment your record, for instance using the NCOA register to update addresses.

## **How we use this information**

The majority of the information we collect is used to promote and to grow the alumni community. We provide regular communications to those of our alumni who wish to receive them including such items as an annual printed magazine, regular email newsletters, invitations to alumni events and any other communications as and when required.

We may, in the future, decide to carry out fundraising campaigns by telephone should we deem the philanthropic aims of ODAR to be best served by this approach. We may also, in the future, decide to carry out wealth screening to develop further the philanthropic strategy of the department.

### **Who has access to your data**

The University's alumni and donor database, Raiser's Edge is securely hosted in the USA by Blackbaud Inc., a global non-profit Privacy Shield certified software provider, operating under a formal agreement with the University. The information held on the database can only be accessed by members of the University authorised by ODAR.

No information is shared with third parties except for legitimate purposes such as providing a mailing house with addresses to which to send our publications, or to consult commercial databases for the purpose of updating the data we hold to ensure accuracy.

We will never sell, or make any form of profit from, information we hold about you.

### **Your preferences**

We endeavour to ensure that you will only ever receive communications that you are happy to receive. If this is not the case and you wish only to receive certain types of communications, or not to receive anything at all then please contact ODAR at [alumni@uwl.ac.uk](mailto:alumni@uwl.ac.uk) to inform us.

### **Your rights**

Nothing in this policy removes or curtails any of your statutory rights. We abide by the **Code of Fundraising Practice** as detailed by the **Fundraising Regulator** and available on their website. Should you require details of any information held about you on any of the University's systems, please complete a Subject Access Request Form.