

## Your Data - ODAR Privacy statement

### Introduction

- 1.1 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.
- 1.2 This notice details how ODAR collects, stores and processes personal information about our alumni and other stakeholders.
- 1.3 ODAR is committed to maintaining the security and integrity of the data we hold on all of our stakeholders.
- 1.4 For the purposes of this policy, The University of West London is registered as a data processor with the Information Commissioners Office, our registration number is Z4666761.
- 1.5 Our activities are currently governed by the Data Protection Act 1998 – as of the 25 May 2018 this will change to the General Data Protection Regulations
- 1.6 This notice is liable to change, the most up to date version may be downloaded from <https://alumni.uwl.ac.uk/file/documents/ODAR-DPS-for-web.pdf>

### ODAR's commitment to alumni

- 2.1 We aim to provide suitable alumni services to our alumni, UWL regards these services as important and integral part of the University's long term commitment to its students and alumni.
- 2.2 A former student will automatically become part of UWL's alumni network if:
  - they studied at the University of West London, or one of its predecessor institutions, for more than 6 months;
  - and the course of study culminated with a formal qualification.
- 2.3 Additionally, former students who do not meet the criteria may be added to the alumni network on request.
- 2.4 The following are all predecessor institutions of UWL:
  - Berkshire College of Nursing and Midwifery
  - Ealing College of Higher Education
  - Ealing Technical College
  - Ealing Technical Institute and School of Art
  - Ealing Technical Institute and School of Art and Crafts
  - London College of Music
  - North West Thames Regional Health Authority's AIDS Unit
  - Northwick Park School of Nursing
  - Polytechnic of West London

- Queen Charlotte’s College of Health Studies
- Reading College and School of Art and Design
- Riverside College of Nursing
- Thames Valley College of Higher Education
- Thames Valley University

## How we obtain your personal data

3. We receive your personal data from the following sources:
  - ODAR receives an initial transfer of data from the University’s Student Record System soon after graduation. This information is used to create an initial alumnus record on ODAR’s alumni database.
  - Through personal interactions and communications with the alumni and development team.
  - When you engage through social media channels.
  - When signing up to an account on ODAR’s NetCommunity platform.
  - When requesting a transcript or certificate from the University Registry.
  - When booking a place at an alumni event.
  - When responding to an alumni survey.
  - When making a gift or volunteering at the University.
- 3.1 To further the University aim of encouraging philanthropic support, we may also gather information which is publicly available, for example from company websites and news media, in addition to information which you have provided to us. We do not currently use third party wealth screening services to process your personal data.
- 3.3 ODAR may also from time to time use third parties to update details, for instance suppression information from the Telephone Preference Service or updates from the National Change of Address register. Where third parties provide these services to us they are only allowed to use your data in accordance with the strict instructions of the University. The third party is required to hold the data confidentially and securely and will not use your data in any other way. Your data will only be kept for as long as necessary and will then be destroyed.

## Types of data we process

- 4.1 We collect various types of personal data including many of the following:
  - Title, names, gender and date of birth
  - Contact details
  - Contact preferences
  - Education details
  - Business details
  - Relationships with staff, alumni, other stakeholders
  - Alumni event attendance details

- Donations to the University
- Interactions between you and ODAR

## **Our reasons for processing your data**

5. We process your data to fulfil our stated aims of both fostering a strong alumni association to maintain links with our former students, and to raise philanthropic income to support current students and academic research at the University.
  - 5.1 To further these goals we may process your personal data for the following purposes:
    - to update your details to ensure we have as accurate information as possible
    - to process gifts you may have made
    - to register you for events
    - to verify account details when registering for an account on the alumni website
    - to retain details of communications between ODAR and you
    - to provide career guidance after you graduate
    - to send communications such as the magazine, newsletters and other updates
    - to send you mentoring or volunteering opportunities
    - contacting you with a request to help us raise money or for a donation to the University
    - processing Gift Aid claims with the HM Revenue and Customs
    - assessing your information, when considering acceptance of major donations, as part of the University's legal obligation to prevent bribery and fraud

## **Security of your Data**

6. 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.
  - 6.1 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.
  - 6.2 We will never sell, or make any form of profit from, information we hold about you.
  - 6.3 If you give us your credit card details, for a donation or in payment for services such as events, we will process the payment immediately and securely shred the credit card details in accordance with the Payment Card Industry Data Security Standard (PCI-DSS). All service suppliers used in such processing are compliant to PCI-DSS.
  - 6.4 If you make payment by cheque or supply us with your bank details in order to set up a direct debit, your bank details are shredded securely once we are sure payment has been taken or the direct debit has been established.

## **How long do we hold personal information for?**

- 7 We consider our relationship with alumni, friends and supporters to be lifelong and we will store your details until you inform us that you do not wish to hear from us or you ask us to delete some or all of your information.
- 7.1 In the event that you advise us that you no longer wish to hear from us we will keep a sufficient record of your ID, name, date of birth and your communication preferences to ensure that your data is not further used for such processing.
- 7.2 Some information, for example details about gifts and gift aid may have a statutory minimum period of retention for audit purposes.

To manage your communication preferences online visit <https://alumni.uwl.ac.uk> or email [alumni@uwl.ac.uk](mailto:alumni@uwl.ac.uk).

## Your choice – now and in the future

8. We hope that you will want to stay connected with the University. However, you have the right to change your contact preferences or unsubscribe from any or all of our communication channels – including post, email and telephone – at any time. You can do this by writing to us at:

Database Manager  
Office of Development and Alumni  
University of West London  
St Mary's Road  
W5 5RF

Phone number: +44 (0) 20 8231 0188

- Alternatively, you can email us at [alumni@uwl.ac.uk](mailto:alumni@uwl.ac.uk) with your request to opt out of communications by post, email or phone. We promise to treat your request sensitively and in a timely fashion. You can opt back in to receive communications from us at any time.

You also have a right to

- request a copy of the information we hold about you
- update or change any incorrect information we hold about you
- ask us to stop processing your personal data in certain ways (unless it is necessary for the purpose you provided it to us, for example where you have asked us to register you for an event or process a donation)
- raise a concern or complaint about the way we use your information.
- request information on publicly available sources used by the Office of Development and Alumni Relations.

Should you require more information on any of these rights, please visit <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/> for further information.

Should you have any complaints about the way we are processing your data, you may complain directly to the Information Commissioner's Office. Please see <https://ico.org.uk> for details on this process.

We may amend this Privacy Statement from time to time. Any significant changes to this Privacy Statement or to the way we treat your personal data will be communicated via the University website or by contacting you directly.

Last updated: April 2018