How we use your information

The Development and Alumni Relations Office at the University of Dundee is responsible for alumni relations, fundraising and charitable giving to the University.

Recognising the University’s lifelong relationship with you, we maintain the records of the University’s Alumni, further to their membership of our Graduates Association.

We use your information to:

- send you publications, e-newsletters, invitations and provide you with information on volunteering opportunities;
- provide you with information on reunions and alumni gatherings and to give support if planning a reunion;
- develop and support our national and international network of alumni chapters, providing opportunities to connect, network and support the work of the University as ambassadors;
- share stories and memories (with permission) in support of the University community;
- conduct surveys, focus groups and other research;
- promote the work, projects, activities and objectives of the University;
- further our charitable objectives by helping us to raise funds or by asking you to donate. This is always in accordance with our Donations Policy;
- undertake administrative activities such as donation management and stewardship (including necessary due diligence), identity verification (for example, assisting colleagues when confirming graduation details to employers), event registration, processing and submitting HM Revenue and Customs Gift Aid claims and other mandatory reports required by law or regulation.

The information we hold has been provided from the University’s records, by you at graduation, further to your attendance at a University event, when you have donated to the University or from direct updates you have provided to us. You may have updated us by joining our online Alumni community, Dundee Connect.

To ensure that our information is as accurate and up-to-date as possible, we may also utilise external data sources, social media and networking platforms. For example if you connect with us through LinkedIn we may update our database with your current business information. We check the telephone numbers we hold against the Telephone Preference Service register and addresses against the Royal Mail database to ensure we are using active addresses.
The University may undertake some limited profiling in this area of its activity. We use your data (such as your postcode, subject of study, age, gender and level of engagement with the University) to help us plan our activities, and determine if we should contact you with certain communications, or information about particular activities. It helps us identify how our alumni are involved with the University, and which alumni activities are most popular. This research helps ensure our communications (including fundraising or volunteering requests) are relevant and of interest to you.

If you have used any credit/debit card details in transactions with the University we do not collect or store any of these within our database. They are processed via the University’s appointed service provider.

If you donate or have previously donated to the University via direct debit, we do not store your bank details on our database. Such information is securely held by the online payment platform provided through Committed Giving, our service provider, and can only be accessed by trained staff members within the Development and Alumni Relations Office.

**Personal data**

The personal data we normally hold includes:

- your name and title
- your date of birth
- your gender
- your contact details (address, telephone, email, social media)
- your degree details and other education history
- other information about your time at university
- your professional activities
- current interests and activities, which may include extracts from any related media stories
- information you share publicly on social media
- family and spouse/partner details
- relationships to other alumni, donors and friends

We keep records of:

- all communications and marketing activities by the University;
- any volunteering activities you have carried out on behalf of the University;
- the history of University-related event invites and whether or not you have attended;
- all communications between you and the University, including data updates you have provided and University marketing materials;
- whether you have received and/or opened/clicked on our marketing emails to help tailor further communication with you;
- your donation history and donor status.

**Sensitive (special categories) of personal data**
The Development and Alumni Relations Office does not normally hold special categories of personal data. However, we may have such information if you provide it to us directly, for example so we can make appropriate adjustments for a disability at a University event.

**Data controller**

The data controller for your personal information is the University of Dundee. Your data will be processed by the University’s nominated agents such as software or service providers such as Blackbaud who host our Raisers Edge database.

We will not share any of your data with external agents unless we have a data sharing agreement in place. We will never sell any of this data to a third party organisation.

Via Blackbaud, we use the application Online Express, which is based outwith the European Economic Area (EEA). Blackbaud have self-certified to the EU-US Privacy Shield concerning the safeguarding of data processed outwith the European Economic Area - https://www.blackbaud.co.uk/privacy-shield.

**Lawful processing**

The University asserts that it is lawful for it to process your personal data for the purposes detailed above for the performance of tasks carried out in the public interest or in the exercise of official authority vested in the controller. Specifically, the University notes that its governing instruments, Charter, Statutes and Ordinances, require the existence of a Graduates Association. The University Charter provides the University with the power to ‘to procure contributions to the funds of the University and to raise money in such other manner as the University may deem fit’.

The University may also process your personal data in this area in compliance with legal obligations to which it is subject.

Where you provide the Development and Alumni Relations Office with special categories of personal data directly, for example so we can make adjustments for disabilities, that processing is further to obligations placed upon the University in the field of social protection law.

**Your rights**

The University respects your rights and preferences in relation to your data. If you wish to update, access, erase, or limit the use of your information, please let us know by emailing alumni@dundee.ac.uk. Please note that the University will respect your right to prevent your information being used for marketing.

Where you wish to restrict the use of your personal data for the purposes outlined above, please note that we may need to retain some limited data to facilitate this request.

If you wish to complain about the use of your information please email dataprotection@dundee.ac.uk. You may also wish to contact the Information Commissioner’s Office.