

## Harper Adams University Alumni Privacy Notice

### Contact details:

Harper Adams University, Newport, Shropshire, TF10 8NB

Email: [alumni@harper-adams.ac.uk](mailto:alumni@harper-adams.ac.uk)

### How we get your personal information and why we collect it

The personal information we process is provided to us, directly by you, for the purpose of us administering your alumni account with the University. We will contact you about our events and functions including newsletters, events, news, fundraising and other engagement activities.

The categories of personal information we collect are classed as personal data.

The personal information we store and process may include:

- name, title, gender, nationality (as provided by you to the University) and date of birth;
- contact details including postal address, email address, phone number and links to social media accounts, such as LinkedIn;
- information about your time at the University and other academic institutions;
- your occupation and professional activities;
- your recreations and interests;
- your relationships to other alumni, supporters and friends;
- information about your wealth;
- media articles about you;
- Details of events you attended (formal, as a speaker, at career events, as an alumni ambassador, volunteer) and when;
- records of donations and Gift Aid status, where applicable (as required by HMRC);
- records of communications sent to you by the University or received from you;

We process information in pursuit of the following University activities, which we may carry out by mail, email, telephone and social media, depending on your selected options:

- sending University publications and communications (for example alumni magazines, newsletters or surveys);
- notification of alumni and supporter events;
- fundraising programmes;
- promotion of discounts and services for alumni;
- promotion of volunteering opportunities (for example, mentoring);
- promotion of opportunities for further study.

The University may also use third-party data processors to support the activities described in this Privacy Notice. Where this is the case, the third party will always be contractually bound to the University and required to hold personal information confidentially and securely and not to use it in any other way than as instructed by the University. Personal information will only be kept by the third party for as long as it is required to fulfil its obligation to the University, and will then be destroyed.

If you interact with the University through a third party (for example, supporting the University via JustGiving or a crowdfunding page, Eventbrite, or through a recognised University volunteer or group) then we may obtain information about you from that third party.

### Wealth screening, data analysis and updating your contact details

Harper Adams University was founded with the help of philanthropy, and donor support continues to make an enormous impact at our University. As we are a fundraising institution, we may use personal information that you provide, as well as information gathered from public sources or other departments within the University, to undertake analysis of who might support us and to understand the preferences of our alumni and supporters about events, communications and services.

This analysis may include:

- using personal information to guide us in how we communicate or engage with you (e.g. so that if we ask you to support the University, we do so at an appropriate level and in an appropriate way)
- studying the personal information we have on some individuals and patterns across groups of individuals to identify others who may exhibit similar characteristics, so we can communicate and engage with you appropriately (e.g., to understand if you may be interested in a particular event or news story)
- Carrying out focused research using publicly available sources – for example, Companies House, the internet and the media – to determine your ability and/or inclination to engage with us in a certain way (e.g. to join a University board or committee, or make a donation). We may carry out wealth screening, a process which uses trusted third-party partners, to automate some of this work. You will always have the right to opt out of such processing. Information on how to do so is in the Your Data Protection Rights section below.

By doing this, we can focus conversations we have with you about events, fundraising and volunteering in the most effective way and ensure that we provide you with an experience as an alumnus/a, donor or potential donor which is appropriate for you.

Additionally, we may:

- work with trusted third-party partners to undertake projects to identify alumni and supporters who have passed away, allowing us to suppress communications accordingly.
- use publicly available sources to carry out due diligence on donors in line with the University's Gift Acceptance Policy and to meet money laundering regulations.
- carry out projects to find new contact details for alumni with whom we are not in contact to ensure the University can remain in touch with as many of its alumni as possible.

If you provide us with contact details for a particular method of communication we may update your record and communicate with you using this method of communication unless you tell us otherwise. Any contact details provided directly by you may update any previous preferences in relation to this method of communication unless you inform us otherwise. If you are registered with the Telephone Preference Service (TPS) but provide us with a telephone number we may call you on this number as your action demonstrates that we have your consent to do this.

Fundraising is a key part of the University's work, and we are committed to working in a transparent, ethical, responsible and honest way. To reflect this commitment, we are a member of the [Fundraising Regulator](#) and committed to the Regulator's [Code of Practice](#);

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- i. Your consent. You are able to remove your consent at any time. You can do this by contacting us on the email address above,
- ii. Processing is necessary for compliance with a legal obligation,
- iii. Processing is necessary for the performance of a task carried out in the public interest,
- iv. We have a legitimate interest in the processing of your data.

#### **The Legitimate Interest pursued by the University**

Where the University relies on the Legitimate Interest basis for processing personal data, we do this based on the following reasoning.

The processing of alumni and supporter's personal data:

- Is reasonably expected by our students, alumni, staff and current and potential supporters, who we do not wish to bother with repetitive consent requests when they are unlikely to object to processing.
- Is furthering the University's educational charitable mission, which includes fundraising and securing the support of volunteers.
- Is of clear benefit to the University and those who we can support because of this activity. We are able to provide a wide range of benefits as a result of this activity.
- Has a limited impact on the privacy of alumni, students, and current and potential supporters, whose interests do not override our legitimate interests and the wider public interest.

#### **How we store your information**

Your information is securely stored and protected on University networked drives using the appropriate technical and organisational measures.

#### **Retention**

We keep your personal data in order to administer your status as an opted-in member of the Harper Adams alumni community.

You may inform us at any time that you no longer wish to be a member of the alumni community and you will be unsubscribed from our communications database.

We may need to keep some basic data to know that you have unsubscribed or some of your personal data for other lawful reasons, such as tax purposes if you have made a donation.

#### **Your data protection rights**

Under data protection law, you have rights, including a right of access. If you believe that any of your data is incorrect, then you have access to correct it yourself appropriately. To exercise any other rights, please contact the alumni office as above.

#### **How to complain**

If you have any concerns about our use of your personal data then you may contact us on the email above or contact the Data Protection Officer on [dpo@harper-adams.ac.uk](mailto:dpo@harper-adams.ac.uk)

You may also contact the ICO at:

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.