



University of Hull - Alumni and Supporters Privacy Notice

Contact details

Name: University of Hull

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Phone Number: 01482 346311

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Introduction

This privacy notice is intended for graduates of the University of Hull and explains how the University of Hull will process personal data of our alumni, donors and supporters (including, honorary graduates, individuals who have signed up to the Hull Alumni Association, prospective supporters and individuals who register or attend events) and how we use it for the purposes of fundraising and alumni relations activities.

The Development and Alumni Relations Office (DARO) exist to establish and develop lifelong relationships with our alumni, donors and supporters. The aim is to help you stay connected with each other, the university, alumni news stories, events, reunions, fundraising priorities and volunteering opportunities.

How do we get your personal data?

We get information about you from the following sources:

- Your student record as explained within our [Student Privacy Notice](#).
- Directly from you when you get in touch with us or when we get in touch with you for example, when you donate, attend an event, use any of the services available to you or have any interaction with us.
- Directly from you when you update the information we hold about you such as your contact, personal or employment details.
- From the public domain, such as news websites, blogs and social media sites.

What personal data do we process?



We collect the following personal data:

Biographical and contact details

Your current full name, (name changes made after graduation will be stored only with your consent), name upon graduation, postal and/or email address, telephone number, date of birth, gender, nationality and student number. Where relevant and depending on your interaction with the Alumni Association; marital status, spousal information.

Education and professional details:

Course title, dates of study, results, qualifications, recipient of awards/bursaries/scholarships from the University of Hull and/or details of further study at other institutions.

Place of work, job title, location and dates of employment.

Information about your giving:

History of your donations, donation instructions, donation amount, donation date, direct debit details, gift aid eligibility, correspondence about a donation and our understanding of your philanthropic interests.

Communication and engagement details:

Email correspondence, summary of notable meetings/phone calls, event registrations and attendance, notable media regarding prospective donors and supporters, meeting summaries, information pertaining to 'in memory' donations, legacy donations, major gifts or estate planning.

Communication preference history.

Attendance at events across the University, including any payments made, photographs, audio and video recordings in which you may be included.

Membership of University social media groups for example, LinkedIn, Facebook and Twitter.

Fundraising Campaigns:

All alumni selected to be contacted for fundraising campaigns will be recorded alongside individual responses to the contact made and any updated personal details.

Research on trustees of charitable trusts:

Individuals who have a relationship to relevant trusts, foundations and corporates which are of interest or support the University of Hull may be recorded. This may include, job title, start date, organisation name, name, career, interests, relationship with the University, charitable/voluntary work, contact details.

Special Category data:

Where necessary to do so, if any requirements are highlighted on event registrations

(e.g. wheelchair user, specific access needs, allergies) or where any other specific request is made, a note may be retained with your consent to do so.

Special category data may be collected if the individual volunteers their data via explicit consent. These fields could include, sex, ethnicity, disability and sexual orientation and will only be used for the purposes of improving the student and alumni experience. This data will be refreshed every two years.

How we use your personal data

We use your personal data for the purposes listed below:

- To maintain a record of study at the university and manage data on degree history, course accreditation.
- To manage ongoing relationships and development work.
- To manage the delivery of events (if registered for an event or attended a past event).
- To offer personalised and effective donor stewardship.
- To support alumni networking and alumni career support.
- To keep in touch with alumni via email, phone, post or social media for the purpose of sharing university updates, events, campaigns, alumni news stories, opportunity to update details, networks, jobs and volunteering.
- To maintain records for financial audits.
- To carry out internal and external reporting (accreditation, course statistics, career destinations, HESA returns).
- To process and steward donations effectively, both single and recurring donations.
- To support with prospective donor identification (a prospect is somebody who has been identified as a potential donor based on their philanthropic interests and/or their ability and willingness to give).
- To introduce students to the trust or foundation/donor who funded their scholarship or bursary.
- To give a background to meetings and fundraising approaches and asks.
- To support with alumni volunteer identification.
- To identify alumni volunteers who could give back their time or expertise to the university.

The legal basis for processing your data

We will only use your personal data where law allows us to do so. Most commonly we rely on the following legal bases for processing your personal data:

- Where we have a legitimate interest to do so for the purposes listed within this notice. Using legitimate interest as the basis, this will be carefully considered to ensure that we take into account your rights and that this is the most efficient and effective way to process.
- Where the university believes that by supporting development and alumni relations activities it is conducting something in the public interest. In particular it is supporting the university's charitable object of education and the benefits to society.
- To perform the contract we have entered into with you. Information processed for this purpose includes, but is not limited to, the information you provide when you enable us to process a donation, register for an event or enrol as a student.
- Comply with our legal and financial obligations such as statutory returns to Office for Students, the Charity Commission or HMRC reclamation of gift aid on your donations.
- Where consent and/or explicit consent is required, for example where sensitive, special category personal data is recorded.

Who will your personal data be shared with?

We share your personal data with our employees on a need to know basis only.

We also share your personal data with organisations who act as 'data processors' who provide services on our behalf. To manage our activities, we contract:

- Salesforce as our CRM system and Salesforce Marketing Cloud for all marketing and communications sent to you.
- Stripe as our payment provider for our donations, direct debit payments and event fees.
- Blackthorn as our event platform provider to process all our event bookings and logistics.

Where we share data with an organisation who acts as 'processor' on our behalf this will be done so in accordance with data protection and security requirements in place.

How we store your personal information



Your information is securely stored within the University of Hull network or with one of the aforementioned third-party partners.

We aim to retain your personal data only for as long as necessary for the purposes explained above.

As we hope to maintain a lifelong relationship with you we will keep much of the data indefinitely. The information will be retained in Salesforce Education Cloud and only accessible by those that have a requirement to maintain contact with you, unless you tell us you no longer wish us to maintain contact.

If you ask us to delete your personal data, we will delete most of the personal data but keep a record of name, date of birth and degree so that we may correctly manage our degree records.

Special category data will be retained for two years and then reviewed via an email to you. If necessary, this data will then be reviewed or destroyed, if you don't reply, your data will remain unchanged. A record of any requests to update special category data or requests to remove special category data will be recorded on your record.

Other data will be held in accordance with the University of Hull retention policy.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

The rights are not absolute and we may be entitled to refuse requests when there are valid exceptions.



You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at alumni@hull.ac.uk or in writing to Development and Alumni Relations Office, University of Hull, Venn Building, Hull, HU6 7RX if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at Development and Alumni Relations Office, University of Hull, Venn Building, Hull, HU6 7RX or alumni@hull.ac.uk or dataprotection@hull.ac.uk.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>