



Introduction

In order to provide services to University alumni, we believe it is within our legitimate interests for the Alumni and Advancement Team of the University of Portsmouth to process your personal data. This privacy policy outlines what this means in practice and explains how the University of Portsmouth's Alumni and Advancement Team collects, stores, manages and protects your information.

Who we are and what we do

When you graduate from the University of Portsmouth you automatically become a member of the University's global network of alumni. The Alumni and Advancement Team, and other members of your alumni community are there to support you throughout your lifetime, no matter where your path takes you and what you go on to do. We do this by providing a range of communications, social and networking events and publications. In addition we provide a number of services such as our mentoring platform and employment advice and skills for recent graduates. As an alumnus you will have the opportunity to attend events and reunions, learn about volunteering and fundraising, access exclusive benefits and discounts, stay connected and create new connections that can help you in your career. You'll always be part of Portsmouth.

In order to provide these services we have a database that contains personal data collected by the University of Portsmouth during the course of our relationship with our students, alumni, donors and supporters. In the first instance this is through the transfer of data from our student record system upon graduation, in accordance with the University's [Data Protection Statement for Students](#). The vast majority of the information we hold will have been obtained directly from you; and if you interact with other departments, faculties, schools or University of Portsmouth staff we may receive data from these areas in order to keep your details up to date.

Developing a better understanding of our graduates and supporters through their personal data allows us to make

better decisions, allows us to engage in a bespoke and relevant manner and helps to ensure that you are getting the best contact available from the Alumni and Advancement Team for your purposes. It also helps us, where appropriate, to ask for your support with the things we believe you care most about.

The data we hold

If you are a student or graduate of the University, most of the data we hold would have been transferred from your student record. This includes:

- Your name, gender, nationality and date of birth
- Your home or parental address, email address and telephone numbers
- Your level of study (e.g. undergraduate, postgraduate taught or postgraduate research)
- Your course details, academic department, programme of study, dates of study and degree classification or grade
- Your student number

Some of the personal data we hold about you has been provided by you during interactions with the University of Portsmouth and/or the Alumni and Advancement Team, for example through website activity, face-to-face meetings, event registration, volunteering activity or donating. This information includes:

- Your volunteering interests and activity with the University
- Records of verbal or written communications
- Your donation history, gift amount, gift aid status and pledges
- Updates to your contact details (address, email address and phone number)
- A record of the communications we have sent to you and any responses to those communications
- Your contact preferences

The Alumni and Advancement Team may also hold personal data relating to your professional activity to help

us to send you relevant content regarding careers, professional interest networks and volunteering activity. This data will have been provided by you, either directly, through another department or contact at the University or from a third party using publicly available data such as LinkedIn, and includes:

- Your current job title and employer
- Your employment history
- Your income band

What we use your information for

Unless you have requested otherwise, the information you provide is used by the University, its Schools and Faculties and the Alumni and Advancement Team to communicate with you for its alumni engagement purposes. This may include:

- Providing you with the services and information you asked for
- The promotion of benefits and services available to alumni
- The promotion of the University of Portsmouth's events and reunions
- Distribution of University of Portsmouth publications
- The promotion of volunteering opportunities and eliciting non-financial support (e.g. mentoring, careers advice and help with student recruitment)

Will your data be sent or stored abroad?

The information held at the University is stored on servers within Europe. The only exception to this is the data we use to send our email campaigns, your first name, surname and email address. This data is securely stored on a server in the USA for the limited time that it takes for the email campaign to be sent. It is then permanently deleted within one month, allowing for any contact preferences to be registered and actioned.

Data Cleansing, analysis, advertising and wealth screening



To ensure that our communications are relevant to you and your interests, we may use tools that help us to track whether the emails we send are opened and which links are clicked within a message. We may also track website visits and use analytical tools, such as Google Analytics, to improve our website, this data will be anonymised. We may on occasion share your name, email and address data with third parties to provide relevant advertising to you on our behalf, as well as with mailing houses to send you printed copies of communications.

Working with approved third parties we screen data against publicly available sources to keep your contact records up to date such as the Royal Mail's National Change of Address Database, and The National Deceased Register, among others. We also check for deceased and gone away records against these lists to manage contact relationships, protect brand reputation and ensure data remains accurate, up to date and compliant with the data protection legislation.

Alongside the information that you provide us with, we may use information gathered from public sources or other departments within the University, to undertake analysis about who might support the University and to understand the preferences of our alumni about events, communications and services. By doing this, we can ensure that conversations we have with you are focused in the most effective way, and ensure that we provide you with the best experience.

We are a fundraising organisation and to ensure the University's future growth and success we may gather information about you from publicly available sources - such as the electoral register, Companies House and the media - in order to help us understand more about you, your interests and how you might like to support the University, now and in the future.

We may also carry out wealth screening and telephone campaigns, activities which use trusted third parties to support our work. We undertake this process in order to

help us understand your capacity to make donations or otherwise support the University financially and so that we can ensure our fundraising efforts are focused on people and organisations who have greater capacity to support us. We also use publicly available sources to carry out due diligence on donors in line with the University's Gift Acceptance Policy (available on request) and to meet money laundering regulations. Fundraising is a key part of the work of the Alumni and Advancement Team and we are committed to working in a way that is transparent, honest and ethical, so if you have any questions, please feel free to contact us at alumni@port.ac.uk or on 023 9284 2705

The Sharing of Personal Data

Aside from the activities already outlined in this policy to be conducted by third parties, the University of Portsmouth will never voluntarily share your personal data. The only exception to this is where we are required to do so, for example if we are asked to do so by the police and other enforcement agencies in emergencies and where crime detection or prevention can be aided by its release. In these circumstances the processing of data is necessary for compliance, by the University, with a legal obligation.

Graduate Outcomes Survey

The Government undertakes the Graduate Outcomes survey 15 months after your graduation. The University of Portsmouth has a statutory duty to provide your contact details for this survey. To meet this duty, the Alumni and Advancement Team may share your basic contact details with the Higher Education Statistics Agency. Participation in the survey, although not compulsory, helps ensure accurate public data on the outcomes of Higher Education. It also helps the University of Portsmouth enhance its offerings. All information is used in compliance with the Data Protection Act 2018.

Other websites

Our website may contain links to other websites. This

privacy policy only applies to the data stored and processed by the Alumni and Advancement Team; when you link to other websites you should read their own policy.

How long is personal data held?

The University of Portsmouth and the Alumni and Advancement Team considers its relationships with alumni and other stakeholders to be lifelong, giving you access to the selected University services and a vast support network. This means that we will maintain a stakeholder record for you until such time as you notify us that you no longer wish us to keep in touch. In this instance we will delete the majority of the personal data that we hold for you, including your contact details, but will maintain the basic personal data necessary to ensure that we do not inadvertently create a new record in the future.

Your rights to make changes or ask us to stop using your data

You are in control of your data and have the right to opt-out of all or specific communication types at any point. To change your preferences, please contact us via alumni@port.ac.uk. You also have the right to request a copy of the data held about you. To do so please submit a Subject Access Request. More information about this can be found at <http://www.port.ac.uk/departments/services/corporategovernance/dataprotection/subjectaccessrequestform/>

If you have concerns about how your data is being held

Please contact the University's Information Governance Team at information-matters@port.ac.uk in the first instance. If, having done this, you feel that the issue remains unresolved or you are still concerned, you can raise any concerns directly with the Information Commissioner's Office (ICO) at www.ico.ork.uk/concerns

Changes to the Privacy Policy

In the interests of being transparent we may amend this Privacy Policy from time to time. Any significant changes



UNIVERSITY OF PORTSMOUTH Alumni and Advancement Team Privacy Policy

to either this policy, or the way in which we handle your data will be communicated via the University's website.

Further Information

If you have any questions which you feel have not been answered by this Privacy Policy, please do not hesitate to contact:

Samantha Hill
Information Disclosure and Complaints Manager
University House
Winston Churchill Avenue
Portsmouth
Hampshire, PO1 2UP
freedom-of-information@port.ac.uk

Appendix 1: Change Log

Date	Amendment
10/07/19	Added a paragraph entitled Data Analysis and wealth screening
03/03/20	Added clarity detail regarding data cleansing screening
19/10/21	Added share detail about advertising and mailing houses Added clarity on employment detail gathering Removed named reference of previous mentoring platform