Data protection statement – Alumni and Supporters

This statement explains how the College ("we", "us" and "our") handles and uses data we collect about our alumni, and our past, current and future supporters, including College Members ("you" and "your"). In broad terms, we use your data to keep in touch with you as alumni (and life-long members of the College) and supporters, in order to keep you appraised of the College’s activities and developments, to provide services to you, and to identify ways in which you can support the College, through both financial and non-financial support.

The College is currently considering the implications of national changes to data protection legislation, and the obligations of the Colleges to you in helping you understand further how and why we process your personal data. It anticipates that this statement will be revised again within the next six months (i.e. by the end of December 2017).

How your data is used by the College

Your data is used by us for a number of interdependent purposes, including alumni relations, communications and fundraising. These include:

- publications,
- surveys,
- appeals and requests for both financial and non-financial support, including research on when and whether particular speaker invitations, donations or funding appeals may be of interest to you,
- the promotion of alumni and other College events, and
- the promotion of other services open to our members.

Communications to you may be sent by post, telephone or electronic means, depending on the contact details we hold and the preferences expressed by you about the types of communications you wish to receive.

In addition to the members of the Development and Membership Office, your data is available to the Master’s Office, to the Bursar and College Office (for the purposes of donation administration) and to the Steward’s Personal Assistant (for the purpose of verifying eligibility for alumni dining and other benefits) and relevant data is made available to other College Departments (for example, Housekeeping, Conference, Hall and Kitchens, and Porters) for the purpose of managing events, accommodation bookings and other alumni and supporter benefits.

If you have concerns or queries about any of these purposes, or how we communicate with you, please contact us at the address given below.

What data is held by the College

We work closely with the University as a result of our shared interest in having a coordinated approach to alumni and supporters. We have a separate alumni and supporter database from the University, but we also have access to the University’s database; additionally, we maintain other electronic and paper records. Any transmission of data to or from the University is managed through agreed processes which comply with UK data protection legislation. The University has its own data protection statement and procedures.

Most alumni and supporter records contain:
• your name and contact details,
• details of school, College and University education (for alumni, and for other College Members and supporters where known),
• for alumni, additional basic personal information contained in your student CamSIS record, which is, at the date of this policy, University student number, date of birth and gender,
• positions of responsibility while at College and membership of College clubs and societies.

Where provided by you, or provided by the University or obtained from reliable sources, we also record:

• your attendance at College or University events,
• contact with the College or the University since graduation,
• your key relationships with other alumni or supporters of the College and/or the University and other colleges within Cambridge,
• your career highlights and other life achievements,
• financial information relating to you, and other information relating to any of your key relationships (including but not necessarily limited to family connections, income, philanthropy and other giving),
• donations made by you to either the College or the University,
• information about your areas of personal interest,
• photographic images of you taken at College events with your permission or available in the public domain,
• your communication preferences,
• personal data provided by you for a specific purpose or purposes (for example, disability, catering preferences or lifestyle status for event management), and
• your preferences for our use of your data.

Where data is included from sources external to the University and the College, we only use data from our partners (as outlined below) or other reliable public sources (and record the source for any future verification purpose). We may use automated or manual analyses to link data together to help us identify your potential for supporting us and/or the University.

When the College shares your data with others

Depending on constraints set by you, and which you may change at any time, we may share any of the above categories of data with the University.

Additionally, we share data on a considered and confidential basis, where appropriate, with:

• Cambridge in America (the University’s affiliate alumni office in the US),
• volunteer partners closely related to us (e.g. College trustees, Development Committee members, alumni group representatives),
• third parties providing services to you on our behalf or services to us (our “data processors”) including (at the date of this policy) but not limited to third parties who provide us with printing and mailing services; data in the public domain about alumni and supporters and advice on fundraising best practice and individual donation capacity for fundraising appeals. These third parties include (at the date of this policy) but are not limited to Blackbaud software company, H2 Associates (printers and postal agents), and Buffalo Fundraising Consultants. All third parties are asked to sign confidentiality agreements with us.

We do not sell your personal data to third parties under any circumstances, or permit third parties to sell on the data we have shared with them.
We also facilitate communication between individual alumni and Fellows and former Fellows of the College, and other academic staff within the collegiate University, but in doing so we do not release personal contact details without prior permission.

Your rights

There is no statutory or contractual requirement for you to provide us with any personal data.

You have the right: to ask us for a copy of your personal data (a data subject access request); to object to processing that is causing you, or is likely to cause you, damage or distress; to object to communications or direct marketing; in certain circumstances to require us to correct or erase your personal data; and a right to compensation for damages caused by a breach of the Data Protection Act.

We will retain your data indefinitely or until you request us to do otherwise. We will publish on our website any changes we make to this data protection statement and notify you by other communication channels where appropriate.

You have the right to lodge a complaint with the Information Commissioner’s Office at https://ico.org.uk/concerns/.

Questions and further statutory information

Please contact us if you wish to discuss our use of your data, have any concerns or questions about the above information or for any other general data protection enquiries. Where you have specific requests relating to how we manage your data, we will endeavour to resolve these, but please note that there may be circumstances where we cannot comply with your specific request.

If you opt out of all future communications or exercise your right to erasure, we will continue to maintain a core set of personal data (that is, where relevant, name, subject(s) studied, matriculation or admission year, graduation details, unique University identification number and date of birth) to enable the College to respect your preference and ensure we do not contact you inadvertently in future, while still maintaining our record of your academic achievements or employment history. We may also need to retain some financial records about you for statutory purposes (e.g. Gift Aid, anti-fraud and accounting matters).

If you have any concerns about your personal data held by the University, you will need to contact the University separately.