

PRIVACY NOTICE

Development and Alumni Relations

Introduction

Birmingham City University ('BCU') values our alumni and supporters and this privacy notice explains how BCU collects, uses and shares your personal data, and your rights in relation to the personal data we hold. This notice concerns our processing of personal data of our alumni including former students, staff and current and prospective supporters ('you', 'your'). We want to stay in touch with you and develop the relationship we have with you. We will respect any personal data you share with us and keep it safe.

BCU is the data controller for your personal data and is subject to the Data Protection Act 1998 ('DPA') (and, once in force in May 2018, to the General Data Protection Regulation (the 'GDPR')).

In order to provide alumni and development services BCU sometimes needs to collect information about you. This privacy notice explains the following:

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1. How we collect your information

BCU may collect your personal data in a number of ways, for example:

- from the information you provide to us when you interact with us, for example when you register with the alumni association, contact us by email, telephone, post, social media or in person, register for an event, make an enquiry, respond to a questionnaire, make a donation, or volunteer with the University;
- If you are a former student of BCU, if you provided consent when you graduated we will usually hold a record of your previous contact details and the academic studies you completed with us. These will be obtained from your student record or graduation lists and a copy transferred to the alumni database. We may ask you to confirm these details when you get in touch with us to help us identify your record or to assist you with your enquiry;
- We may obtain personal data about you from third parties. You may have given other organisations permission to share your personal data. When appropriate we may combine

third party data with data we already hold about you to update, add to or improve your contact details;

- We may hold information from the public domain, such as information about you from company websites, LinkedIn, national change of address service, public honours and rich lists and press sources;

2. The types of information we collect

We may collect the following types of personal data about you:

- name, title, date of birth and gender
- contact details including postal address, email, phone numbers and links to social media accounts
- your occupation and professional activities
- your recreations and interests
- records of communications from us to you, and vice-versa
- media articles that provide information about your background and achievements
- information on your engagement with BCU, including attendance at events, volunteering, responses to surveys or focus groups, records of meetings, engagement with e-communications (e.g. e-newsletters)

Former Students

Additional information to the above that we may collect includes:

- a summary of your academic record, including, student identification number, graduation date and subject studied
- family and spouse / partner details, and your relationship to other alumni, current or prospective students, staff and supporters
- additional details about your time at BCU and your achievements since graduation
- If you owe BCU money, this may be recorded on your alumni record and you may not be able to access alumni services until the debt is settled

Former employees:

Additional information to the above that we may collect includes:

- details of your employment with us (e.g job title and faculty/department)
- details of your current employment
- additional details about your time at BCU and your achievements since leaving

Supporters:

Additional information we may collect in addition to the above, if for example, you make a donation or register for an event includes:

- event attendance record
- event payment details
- a history of donations made to the University and Gift Aid records (we do not keep bank or credit card details)
- information about your wealth where appropriate,
- information about your health, for example if you have any food allergies or special access requirements for a specific event.

3. How we use your personal data

We will use your data to keep a record of your relationship with the University and to deliver a range of alumni and supporter activities, including:

- Sending you publications from the University by post or email
- Sending e-newsletters with university news, events, and alumni profiles
- Telling you about University events, alumni events and reunions and sending your invitations
- Giving you information about opportunities that we think may be of interest to you including job vacancies, mentoring, auditions, Alumni of the Year, volunteering and competitions
- Contacting you about opportunities to give donations to support our work and or other fundraising opportunities and programmes
- We may analyse, segment and profile personal data to help us identify individuals who may be able and willing to support BCU financially. This may include wealth screening. This will help us to use our resources effectively and personalise the services and communications we send to you about our fundraising activities
- Sending you communications from your school or faculty
- Giving you information about further study opportunities, including the availability of postgraduate fee discounts and scholarship
- Asking you to complete relevant surveys including where applicable the Destinations of Leavers from Higher Education questionnaire sent about 15 months after the completion of your studies.
- Communications to meet statutory requirements such as the Graduate Outcomes Survey
- For administration purposes to maintain a secure database of your details, including updating any preference changes received from you;
- To undertake analytics, analysis and research so that we may improve the services offered by BCU
- Using information in aggregate (so that no individuals can be identified) for strategic development
- We may use records of your interactions with BCU to help us to personalise our service to you and direct resources appropriately.
- We track email communications including views, opens and clicks, to help us improve our email communications and identify individuals engaging with our communications. We may add this data to your individual record and use it to personalise the communications we send to you.

4. Who we share personal data with

We may share your data with other departments and faculties within BCU only where necessary for the delivery of the alumni or development services.

For the purposes referred to in the privacy notice, we may share your personal data with certain third parties for the purposes of delivering the alumni association and development services, in accordance with your preferences provided. We will not share your personal data with third parties except:

- Our employees, agents and contractors for the sole purpose of providing you with requested alumni association and or development services:

- We use a third party provider, Campaign Master, to deliver most of our email communications and we use a third party provider to distribute our magazine. They are only allowed to use this information to send out the communications/magazine, and are required to securely delete it;
- Where we are running an event in partnership with a third party, it may be necessary to share your personal data. If this is the case, we will always make this clear during the registration process and provide the name of the third party;
- We may share your personal data with a third party provider to check if you have signed up to the Telephone Preference Service (TPS) or Fundraising Preference Service (FPS), but they will only use the data for this purpose, and will then delete it
- We may share information, if legally required with regulatory bodies and auditors, for example if records had to be lawfully inspected by the Information Commissioners Office.
- We may share data to obtain industry-endorsed accreditation from third parties for university courses, for example Creative Skillset accreditation, a quality mark for excellence in training courses and education in the creative industries
- To those with an interest in tracking student progress and attendance to comply with legal obligations:
 - If we have a statutory duty to do so, for example to provide statistical data to the Higher Education Statistics Agency (HESA).
 - You may be included in the longitudinal surveys of leavers in the years after you graduate. If so, we will pass your contact details to the organisation that has been contracted to carry out the survey. That organisation will only use your details for that purpose, and will then delete them.

If we use a third party as detailed above, we will always ensure that appropriate controls are in place to ensure data is safe, it is only used for the allowed purpose and it is permanently deleted after the task has been completed.

The secure database used to store your data is kept in the UK. However, some of the personal data we process about you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"), for example where it is processed by staff operating outside the EEA who work for us or for one of our suppliers, or where personal data is processed by one of our suppliers who is based outside the EEA or who uses storage facilities outside the EEA.

In these circumstances, your personal data will only be transferred on one of the following bases:

- where the transfer is subject to one or more of the "appropriate safeguards" for international transfers prescribed by applicable law (e.g. standard data protection clauses adopted by the European Commission);
- a European Commission decision provides that the country or territory to which the transfer is made ensures an adequate level of protection; or
- there exists another situation where the transfer is permitted under applicable law (e.g. where we have your explicit consent).

5. Will you be contacted for marketing purposes?

BCU will only send you marketing emails or contact you via your selected preference selections were you have expressly agreed to this. We may personalise the message content based upon information you have provided. You can update your preferences at any time see section 8 below.

6. How we keep your data safe

BCU is committed to safeguarding your personal data. Whenever you provide such information, we are legally obliged to use your information in line with all applicable laws concerning the protection of personal information, including the Data Protection Act 1998 and from May 2018 the General Data Protection Regulation. In relation to all our alumni and supporter records these are held within a dedicated and secure database system hosted on a secure network with access limited on a need to know basis. A range of administrative, technical, physical security controls are used to ensure a robust approach to protecting data held on University IT systems, and when approved transfers between third parties are undertaken. For more information a copy of BCU's overarching Data Protection Policy is available on the [policies](#) page of the BCU website.

7. How long is your information kept?

We will hold your personal information within a secure dedicated database for as long as is necessary to provide alumni and development services to you. Where you have indicated you no longer wish to receive any services your information will be retained and securely and permanently destroyed in accordance with the BCU retention and destruction policy.

Where a record has not been used and or there is no active engagement (for example there has been no response to required correspondence), BCU may class the record as dormant or may delete the record in accordance with the BCU retention and destruction policy. When appropriate BCU will email you to confirm your preferences and to notify you of any intention to delete your records if no response is received.

8. How we keep your information up to date and Communication preferences

BCU wants to ensure that we keep the details we hold about you up to date and communicate with you fully in accordance with your wishes. You should also get in touch with us if any of your personal details change. You can update your details and your communication preferences at any time by:

Online update: <https://www.bcu.ac.uk/alumni/keep-in-touch/update-us>

Email: alumni@bcu.ac.uk

Telephone: +44 (0) 121 331 5506

By Post: Birmingham City University Alumni Association
University House
15 Bartholomew Row
Birmingham
B5 5JU

9. Your rights

Under the Data Protection Laws, you have the following rights:

- to obtain access to, and copies of, the personal data that we hold about you;
- to request that we cease processing your personal data if the processing is causing you damage or distress;
- to require us not to send you marketing communications.
- to request us to correct the personal data we hold about you if it is incorrect;

Once the GDPR comes into force in May 2018, you will also have the following additional rights:

- to request us to erase your personal data;
- to request us to restrict our data processing activities;
- where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal;
- to receive from us the personal data we hold about you which you have provided to us, in a reasonable format specified by you, including for the purpose of you transmitting that personal data to another data controller;
- to object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on your rights.

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

10. How to exercise your data rights?

If you wish to exercise any of your rights, please contact our Data Protection Officer using the following contact details:

By Email to: informationmanagement@bcu.ac.uk

By Telephone on: +44 (0) 121 331 5288

By Post to: Data Protection Officer
Information Management Team
Birmingham City University
University House
15 Bartholomew Row
Birmingham
B5 5JU

11. How to ask questions or raise concerns?

If you have any questions, comments or concerns about how we use or handle your personal data please contact the Data Protection Officer using the contact details in section 10 above.

If you are not content with the how we handle your information we would ask you to contact our Data Protection Officer to help you. However, you do also have the right to complain directly to the Information Commissioner at: Information Commissioner's Office, Wycliffe House, Water

Lane, Wilmslow, Cheshire, SK9 5AF. Information about the Information Commissioner is available at: <https://ico.org.uk>.

12. Changes to this privacy notice

This privacy notice may be updated from time to time so you may wish to check it each time you submit personal information to BCU. The date of the most recent versions will appear on this page (see version control). We encourage you to check our privacy notice from time to time to ensure you understand how your data will be used and to see any minor updates. If material changes are made to the privacy notice, for instance how we would like to use your personal data, we will provide a more prominent notice (including, for certain services, email notification or correspondence of privacy notice changes).

Document Version Control

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