

## PROCESSING NOTICE – ALUMNI SUMMARY

This summary is intended to convey essential information only. For more detailed information about how Ravensbourne collects, stores and processes your personal data can be found in the full notice attached to this Summary.

- The Data Protection Act (1998) is being updated to reflect changes in technology and how your personal data is collected, used and shared. In the UK, the new law will be called the Data Protection Act 2018 and will be based on the General Data Protection Regulation.
- For the purpose of this law, Ravensbourne will be acting as the Data Controller and will make decisions about how to use any personal data we collect from you.
- The principle purpose for processing personal data of our alumni is to facilitate the provision of alumni services between Ravensbourne and you on the basis of our legitimate interests.
- Every person has rights associated with how their personal data is used and processed. These rights include:
  - To be informed what personal data about you the University holds and what it is used for
  - To access your personal data
  - To update the personal data the university holds about you
  - To be informed how the university is complying with its obligations under the Act
  - To complain to the Data Protection Officer if you believe that the Data Protection policy has not been followed
  - To complain to the Information Commissioner ([ico.org.uk](http://ico.org.uk)) if you believe that the Data Protection Act has not been followed
  - To have personal data erased where there is no compelling reason for us to keep the data

For information on how to exercise your information rights, or to see the full version of this fair processing notice, please visit [www.ravensbourne.ac.uk/privacy](http://www.ravensbourne.ac.uk/privacy).

## Data Protection and Alumni Data at Ravensbourne

The Data Protection Act 2018 (DPA) regulates the processing of personal data in any format by Ravensbourne including both digital and hard copy personal data and personal data in all other formats. 'Personal data' is any information relating to a living individual, and 'processing' is any activity carried out involving personal data, including collecting, holding, viewing and storing it.

On 25 May 2018, the DPA will be superseded in the UK by the General Data Protection Regulation (GDPR) as part of the Data Protection Act 2018, which provides individuals with enhanced rights, and imposes increased responsibilities on organisations processing personal data. This statement applies under both the DPA and GDPR.

Our alumni and supporters are extremely important to us, and this Fair Processing Notice explains how our Alumni and Development department collects, stores, manages and protects your data. It outlines the types of data that we hold and how we use them to provide services to our alumni and supporters. We aim to be clear when we collect your personal information, and not do anything you would not reasonably expect.

Ravensbourne acts as the data controller for all personal data that it holds and processes, except where it is done in the capacity of a data processor on behalf of another data controller. Our contact details are:

Data Protection Officer

Ravensbourne

6 Penrose Way

London

SE10 0EW

Tel: 020 3040 3500

Email: [dpo@rave.ac.uk](mailto:dpo@rave.ac.uk)

Our Data Protection Officer works independently with us to ensure that we protect your personal data and to comply with our legal requirements. Our DPO can be contacted using the details listed above.

## Information We Collect

During the course of our activities, we will collect, store and process personal information about all of our former students.

We treat all alumni personal data in a fair and lawful manner and in line with the data protection principles. No personal information held by us will be processed unless the requirements for fair and lawful processing are met. This Fair Processing Notice provides a summary of how we will ensure that we do that, by describing:

- The categories of personal data we will handle;
- The purpose(s) for which it is being processed; and
- The person(s)/ organisation(s) it will be shared with.

## Types of Personal Data Processed

The records we hold are limited to what is necessary for us to provide you with an alumni service. In order to carry out our activities and obligations as a university, we process data in relation to:

- Biographical information (including name, titles, gender, date of birth)
- Contact details (including postal address, email address, phone numbers, social media profiles)
- Information about your time at Ravensbourne (including education details, memberships of clubs and societies and details of placements, prizes and scholarships)
- Employment details (including positions held, organisations worked for, areas of responsibility, contact details, income)
- Communications sent to you by Ravensbourne or received from you as well as your communication preferences
- Volunteering on behalf of the University (for example mentoring, giving a talk, advisory board membership)
- Events you have attended (including meetings with University staff)
- Media articles that you have featured in, including details of awards you have been nominated for or have won
- Hobbies and interests both current and while you were at Ravensbourne

In some cases, other information is collected:

- Special categories of data you provide for a specific purpose (e.g. disability or dietary requirements for event management purposes)

- Information about your family and other relationships (including spouse/partner, friends, family, university staff, other alumni and organisations)
- Financial data, including information on your donations (including gift aid status and, if donating by Direct Debit, your bank details). We do not store credit or debit card numbers
- Information about your areas of interest and potential to support the University
- Assessment of your wealth and future fundraising and engagement plans (including details of planned financial and non-financial asks for support, projects of potential interest and indicators of your volunteering/giving potential and wealth)

### Legal Basis

Alumni personal or special category data is collected and processed by the Alumni and Development department as it is necessary for our legitimate interests in providing you with a voluntary alumni membership. Some processing activities will also be carried out for other reasons such as:

- Under a legal obligation (for example, disclosing personal data to external parties under statutory powers)
- Where it is necessary to protect the vital interests of the graduate or another party (for example, disclosures to external parties to ensure the safety and wellbeing of individuals)
- Where it is necessary for the performance of a task carried out in the public interest or in the exercise of official authority (for example, collecting or disclosing information in order to meet regulatory or statutory requirements)

### How we keep our data accurate

We always strive to keep our data as accurate as possible so we really appreciate it when you keep us up-to-date with your most recent contact details. You can do this online, by email, post or telephone.

We may also consult alternative and publicly available sources in order to undertake data accuracy checks, such as: Royal Mail National Change of Address database (NCOA); BT Operator Services Information System (OSIS) and wealth intelligence databases. We may also from time to time review the employment information we hold for you through publicly available information such as social media, newspaper articles and publications, company websites, Companies House and other company information databases, Charity Commission and Office of the Scottish Charity Regulator (OSCR) registers. Where we appoint an external party to undertake a screening of

information, any such arrangements will be subject to a formal agreement between us and that organisation, to protect the security of your data.

We occasionally conduct research to help us understand our alumni, supporters and potential supporters. This may include gathering information from publicly available resources, to give an insight into your philanthropic interests and ability to support Ravensbourne. This is sometimes referred to as 'wealth screening'.

From time to time, we may also conduct some analysis of our data to help us understand our alumni and supporters, to ensure we are efficient and that only relevant communications are sent to you. This may include assigning a score calculated using personal data and how engaged with us you have previously been. Tools may be used to monitor the effectiveness of our communications with you, including email tracking, which records when an email from us is opened and/or how many links are clicked within the message.

## Contacting You

If you provide us with contact details for a particular method of communication we will assume that you have given us your consent for us to update your record and communicate with you using this information, unless you have told us otherwise. Contact details provided directly by you will update any previous preferences in relation to this channel unless you inform us otherwise. If you are registered with the Telephone Preference Service (TPS) but provide us with a telephone number, we will verify if you provided us with your telephone number before or after registration with the TPS. In the event of providing us with your telephone number after registration with the TPS, we will take this as positive indication of consent to contact you on that number.

Fundraising is a key part of our alumni 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.**

## Protecting your Data

We are committed to holding your data securely and treating them with sensitivity. All data are held securely and in accordance with the Data Protection Act 2018. Your data are held on a database hosted on a secure server. This database is protected and access is restricted to individuals who need to see the data to carry out their duties at the university. This is limited to: members of staff in alumni services; assigned IT support; and colleagues from other areas within

the university who work closely with us on the provision of services to alumni and supporters, such as the Careers Service. User access rights to the database are restricted according to individual job roles in order to ensure that users only see information relevant to them. This access is reviewed on a regular basis.

### Sharing your information

Your personal data will not be passed without your permission to external organisations or individuals other than where we have a legal obligation to do so or where we pass data to organisations acting in a capacity as agents for Ravensbourne as Data Processors.

Within the university, we undertake regular reviews of who has access to your personal data. Your information is only accessible by appropriately trained staff.

### Individual Rights

Individuals whose personal data and sensitive personal data/special category data is held by us have the following Information rights:

- (a) The right to request access to the personal data held by us
- (b) The right to have inaccurate or incomplete personal data rectified
- (c) The right to erasure of personal data – this will only apply where there is no legitimate reason for us to continue to process the personal data. There will usually be a requirement for us to keep basic records indefinitely
- (d) The right to restrict the processing of personal data – individuals have the right to block the processing of their personal data in specific situations
- (e) The right to data portability – some data subjects have the right to request provision of some elements of their information (for example employment details) in digital form in order to provide it to other organisations
- (f) The right to object – you can object to the processing of your personal data in certain circumstances, including the sending and receipt of direct marketing material
- (g) The right to object to automated decision making and profiling – individuals have the right to object to decisions taken by automatic means without human intervention in some circumstances

Note: These rights are not absolute in every circumstance and a number of factors such as exemptions in law apply. All requests to exercise any of these rights should be made to the Data Protection Officer at [dpo@rave.ac.uk](mailto:dpo@rave.ac.uk).

Where the processing of your personal data or sensitive personal data/special category data is based only on your consent, you have the right to withdraw your consent at any time by contacting the Data Protection Officer at [dpo@rave.ac.uk](mailto:dpo@rave.ac.uk). Examples of where we can only rely on your consent include marketing and promotions, or research.

If you are unhappy with our handling of your personal data, or believe that the requirements of the DPA or GDPR (or any legislation arising directly from it) may not be fully complied with, please contact the Data Protection Officer at [dpo@rave.ac.uk](mailto:dpo@rave.ac.uk). The formal complaint procedure will be used if appropriate, and you have right to submit a complaint to the Information Commissioner's Office; further details can be found at [www.ico.org.uk](http://www.ico.org.uk).

## Records Retention

Your personal data will be kept in line with the University Records Retention Schedule, which is available on request. This is a large document so, if you have any specific queries, please contact the Data Protection Officer at [dpo@rave.ac.uk](mailto:dpo@rave.ac.uk).

Your personal data will be disposed of when:

- We have met our legal retention requirements for your personal data or;
- We no longer have a legitimate reason to maintain that data and it is considered not to contain material that has archival value.