



## Alumni, supporters and friends Privacy Notice

### Introduction

Throughout this privacy notice, “University” “we”, “our” and “us” refers to the Norwich University of the Arts. “You” and “your” refers to our Alumni, supporters and friends.

Norwich University of the Arts (NUA) is a registered data controller. We collect, hold and process personal information relating to our Alumni, supporters and friends. It is essential to do so in order for us to carry out our legal responsibilities, functions and manage our operations. We hold personal information about you electronically and in paper format, under the requirements of the Data Protection Act 1998 (DPA) and General Data Protection Regulation (GDPR). We do our utmost to protect your privacy. We follow security procedures regarding the storage and disclosure of information which you have given us in order to avoid unauthorised loss or access. As such we have security systems and procedures to protect information from unauthorised disclosure, misuse or destruction.

### What information do we hold about you?

Depending on your relationship with us, your personal information held and processed by us may include, but not limited to:

- Your name, gender, nationality and date of birth
- Your education history including graduation dates and course information
- Details about your family (e.g. your marital status, the name of your partner)
- Your relationships with other University alumni, supporters and friends
- Scholarships or awards you may have received
- Honorary degree information
- Your current and previous contact details
- Communication preferences
- Personal data provided by you for specific purposes (e.g. disability and dietary preferences for event management purposes)
- Records of University events you register for and attend
- Records of communications and interactions we've had with you
- Records of financial transactions with us including event payments, donations and Gift Aid declarations
- If you are a regular donor giving via Direct Debit, details of your Direct Debit instruction including your bank account details
- Alumni or supporter memberships (e.g. donors, Friend of NUA or Library members)
- If you volunteer your time to the University, your volunteer activities (e.g. and event speaking)
- Your responses to previous communications (e.g. event invitations, surveys and fundraising appeals)
- Your career information including your employer, position and salary
- Your professional activities, employment, career highlights and other life achievements

- Selected media coverage which may relate to or include: press mentions, career highlights, life achievements and awards, interviews and profiles. In instances where we believe that you could help the University meet its strategic goals through donations of time and/or money, we may also research and record the following information:
- Information about your interests

#### Why do we collect this information?

Through our communications, events and activities we aim to build strong and meaningful lifelong relationships with our global community. We carry out research to better understand our alumni supporters' and friends' relationship. We conduct surveys for research, statutory audit and industry benchmarking purposes.

The information we hold about you comes from a number of sources. If you studied with us, some of your personal data is transferred from your student record to the University's alumni database when you graduate.

A significant proportion of the information we hold is provided by you to us, for example you may give us information by filling in forms on the University's website or by corresponding with us by telephone, email, face-to-face or other means. You may have registered an interest with our East Gallery, made a donation or be a business contact.

We occasionally supplement the data we hold about you with information from publically available sources. For example, Companies House, LinkedIn and other similar websites.

#### How we use your information?

Your personal information is used by the University to support a full range of activities for academic and business purposes, including the following:

- Informing you of other products, services or events related to the University, such as alumni and fundraising events, reunions or networks.
- Updates on University news, for example via the alumni e-newsletter and occasional postal mailings, including, where relevant, information on fundraising campaigns, activities and appeals, including occasional general or tailored requests to consider giving financial support to the University, or to ask you to consider supporting the University by giving your time.
- We may use your information to conduct data cleansing. We cleanse our data to ensure that we hold valid and accurate contact information for you.
- To provide statistics to Faculties and departments within the University on alumni destinations, employment statistics and geographical location which informs marketing information for student recruitment purposes and to inform service offering of careers support.
- For general administrative purposes, e.g. in order to process a donation you have made or to administer an event you have registered for or attended.
- To conduct surveys for research, statutory, audit and industry benchmarking purposes.

The Government undertakes a survey every year of recent graduates and their employment. This data is used to inform league tables for universities, and to help inform Governmental priorities for higher education funding. We have a statutory responsibility to provide your basic contact details for this survey. Even if you opt out of receiving Alumni communications, you will be contacted for the Graduate Outcomes Survey.

## Who might we share your information with?

Your information will be used primarily by the University's Alumni Team and Marketing Team. Where appropriate and permitted, they may share data on a confidential basis with other University departments.

We may disclose certain personal information to external organisations to carry out our legal responsibilities, functions and manage our operations or because you asked us to. These may include, but are not limited to;

- When you have given us permission to do so
- Where we are required to do so by law (for example where statutorily required, we will provide your contact details to government bodies, or an agency acting on behalf of such bodies, to conduct a survey of University graduates)
- To hosts for specific events (for example brief biographies)
- To third parties engaged by the University as approved data processors to provide alumni relations and fundraising related services, such as mailing houses facilitating the delivery of large scale alumni relations
- Third party software systems required to facilitate Alumni, supporters and friends' data functions (for example Donor, Azorus, Mailchimp). These organisations may be based outside of the UK or the European Union. We have ensured these organisations have safeguards in place, which meets appropriate standards, to protect your personal data.

## Your rights

You may request a copy of the personal information we hold about you. This is called a subject access request. If you wish to make such a request, contact the Data Protection Officer (see details under the "how to contact us" section) or download and complete a subject access request form from our website.

We regularly review records of our alumni, supporters and friends to ensure that they are as accurate as possible. We may consult alternative sources in order to undertake these checks, for example reviewing job information that you have made publicly available via LinkedIn and other social media, newspaper articles, company websites. If you wish to correct any information about you held by us, contact the Alumni team on [alumni@nua.a.uk](mailto:alumni@nua.a.uk) in the first instance.

Communications may be sent to you by post, telephone or electronic means (principally by email) depending on the contact details we hold and the preferences expressed by you about the types of communications you wish to receive. To let us know how you would prefer to keep in touch with us or to request no further communications from us, contact the Alumni team on [alumni@nua.a.uk](mailto:alumni@nua.a.uk).

Here is a list of all the rights individuals have under GDPR:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object

- Rights in relation to automated decision making and profiling.

Please contact the Data Protection Officer for more details or with any queries. If you believe your data has been breached, please speak to the University. The Information Commissioners website provides more information on data breach rights.

<https://ico.org.uk/your-data-matters/data-protection-and-journalism/taking-your-case-to-court-and-claiming-compensation/>

#### How long do we keep your information?

We will retain your data indefinitely in support of your lifelong relationship with us or until you request us to do otherwise. We review the data held on our database to ensure that it is accurate and relevant to our aims. Where we find information which is out of date, inaccurate or no longer relevant, we remove this data.

Where you exercise your right to erasure, we will retain a core set of personal data (for example name, education information, Student ID number and date of birth) to ensure that we do not inadvertently contact you in the future and to maintain your academic record for archive purposes. We may also need to retain some financial records about you for statutory purposes (for example Gift Aid, anti-fraud and accounting matters).

#### Other information

##### *How to contact us*

If you require further information about how your personal information is held and processed by us please contact the University's Data Protection Officer, email [dataprotection@nua.ac.uk](mailto:dataprotection@nua.ac.uk). Our postal address is Norwich University of the Arts, Francis House, 3 -7 Redwell St, Norwich NR2 4SN.

We try to meet the highest standards when collecting and using personal information. If you have any concerns with regard to your personal information, please contact us at the above address. You have a right to complain to the Information Commissioners Office about the way in which we process your personal information. Please see [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns).

##### *Changes to this privacy notice*

We keep our privacy notices under regular review. This privacy notice was last updated February 2019.

##### *Our other privacy notices*

<https://www.nua.ac.uk/about-nua/data-protection/>