

1. Data Controller

University of Northumbria at Newcastle processes personal data in accordance with our obligations under the General Data Protection Regulations ('GDPR') and is a registered Data Controller with the Information Commissioner's Office ('ICO'), which is the supervisory authority responsible for the oversight and enforcement of data protection legislation within the United Kingdom.

Registration Number: Z7674926

2. Overview

This privacy notice is a statement describing how and why Northumbria University's Advancement Office ("we", "our", "us") processes ('collects', 'uses', 'retains', 'discloses', 'disposes of') personal data in relation to our Alumni ("you", "your").

This notice also explains how you can control how we use your information in accordance with your rights under relevant data protection legislation.

3. Where do we get your personal data from?

If you are a graduate, some of the personal data that the Advancement Office holds about you is transferred from your student record to our alumni database. This personal data will have been collected from you as part of your application to us and then updated by you during your time as a student.

Some of the personal data we hold about you is provided by you during your transactions with us either directly, or as a result of ongoing relationship with the Alumni Association (contact details updates, making/soliciting a donation, volunteer activity, event registration or use of our website www.northumbria.ac.uk).

Northumbria University Advancement Office will hold personal data relating to your personal and professional history. This data may have been provided by you, or it may have been obtained from social media (eg. LinkedIn, Facebook) or publicly available sources (Companies House and other business-related resources, the World-Wide-Web, publications and news articles such as the Queen's Honours List, Times Rich List and the National Change of Address File and other services that provide email addresses and telephone numbers).

If you make a donation to us, we will retain some information in our customer relationship management (CRM) systems as a record of the transaction.

If you make a friends and family student referral that qualifies you for payment, we will ask you to submit some information via our website. Information will be retained in our CRM and financial system as a record of the transaction.

4. Categories of personal data are processed by us

To carry out our activities and to manage our relationship with you, we may collect, store, and process the following categories of personal data:

Data Category	Example
Biographical	Name, title, gender preference, nationality, date of birth. Student number, employment status and history (eg. part-time, full-time, retired), current job title and work email address, income band, former school and/or university; familial relationships
Contact Details	Home, parental or work address, email address and telephone numbers.
Administrative	Enquiry and correspondence records, records relating to our relationship, event booking and attendance, University related interests, marketing preferences etc.
Financial	Bank account number, name and sort code (if paying by Direct Debits); gift amount, purpose, date and method of payment; tax status and Gift Aid Declaration information.
Special category (“Sensitive”) Personal Data	Data concerning your health (e.g. relevant disability, relevant health issues needed to ensure your health and safety on campus etc)
Your study History	Faculty, department and programme, Mode of study (eg. full-time, part-time, distance learning). Dates of study (start/ finish), reason for leaving, type and classification of degree.

5. Activities we process your personal data

As a member of the Alumni Association, your data is used by us for a number of purposes in support of our relationship with you relations. These include:

- To register and administer your membership of the Northumbria University Alumni Association, including maintaining records of your involvement with the Association, contacting you about donations you have made, your participation at events or volunteering, seeking your feedback and responding to any queries or complaints.
- To request, store and maintain your communication preferences, and details of any consents provided by you us to process your personal data.

Advancement Office Privacy Notice

- To provide a personalised user experience when using our website, applications or any other services, allowing us to target you with information we think you might be most interested in, including products and services.
- To identify and develop relationships with potential and existing donors through fundraising appeals by email, direct mail, telephone and face-to-face meetings based on your communication preferences.
- For disclosure to Data Processors who are registered under the Data Protection Act in order for them to process data on behalf of the University for any of the purposes for which the University is permitted to process the data, including the provision market research.
- To send you news, updates and promotional material about our work and activities based on your communications preferences. This may include sending you newsletters, invitations to events, volunteering opportunities, fundraising emails or surveys.
- For the registration and management of Events and competitions.
- To manage your donation history to the University to facilitate payments made by credit card, direct debit or standing order and to reclaim Gift Aid from HM Revenue and Customs.
- To facilitate networking, social events and reunions, and help to trace friends and aims to include you in the day-to-day life of the University.
- For the publication of 'Notable Alumni' Profiles on the University website
- To use your profile and your experience at the Northumbria University in University promotional material (e.g. Online or in print).
- Tools may be used to help us improve the effectiveness of the University's communications with you, including tracking whether the emails we send to you have been opened and which links are clicked within a message.
- We may use your data for wealth screening and research profiling to gain a better understanding of our supporters, inform our fundraising strategy and target our communications more effectively and appropriately. To achieve this we will share your data with one of our trusted third-party suppliers.
- For statutory and regulatory compliance.
- We may assess your personal information for the purposes of credit risk reduction or fraud prevention. To achieve this we may share your data with credit agencies.
- Updating your profile with publically available information about you.

6. Lawful basis for processing data

Under Article 6 EU GDPR we must identify a basis for the "Lawfulness of processing" of our processing activities involving of your data.

Data is required for the following activities, which have been identified as necessary *"for the performance of our contract with you"* or in the case of potential partners, *"in order to take steps prior to entering into a contract"*, for example when you volunteer with us, we need specific information about you in order to allow you to participate and without it you would not be able to volunteer with us.

Some data is processed for activities that have been identified as necessary *"for us to comply with the our legal obligations"*, such as processing Gift Aid, participating in surveys and statutory returns on behalf of the Office for Students or other statutory requirements.

We may also process your personal data because it is necessary for our *"legitimate interests or the legitimate interests of a third party"*, for example when you are enrolled into the Alumni Association. Such processing does not affect your privacy.

For some activities it will be it is necessary for us to obtain your *consent* to process your data. When we do this we will let you know that we are asking for it and what your rights around providing consent are. Where processing is relying on consent, you are not obliged to give it.

Photography

Photographs may be taken at our events for use in communications and marketing materials, including on our website and on social media channels. Where you are not the subject of the image, i.e. if it is a "group" or "crowd" photograph, we may use such images without requiring your consent, however, where you are the subject of the photograph, you will be asked to provide your explicit consent to use the image.

Notifications will be put up in and around these 'open' events to inform you when such photography is taking place.

You have the right to object or restrict your image being taken or used. If you would like to exercise this right, please contact us as set out below.

Communications

All communication with you, including in relation to updates to this privacy notice, will be made via the preferred method of communication that you have registered with us and you will be able to select the type of correspondence you receive.

We will contact you in relation to events that we believe are relevant to you based upon their similar nature to your engagement with us. i.e. if you are a Law graduate, we may send you information about a Law related event.

If, at any stage, you are concerned about the content (e.g. unwanted marketing), frequency (too many) or method (change preference) of these communications, you

can unsubscribe or update your preferences using the link which will be provided at the bottom of the relevant correspondence.

Should you unsubscribe from our marketing messages you will miss regular communications about our services and updates.

7. Sharing your Personal Data with Third Parties

Graduate Outcomes Survey

Northumbria University is required to disclose some personal data of graduates to the Higher Education Statistics Agency (HESA) for the purpose of a survey of new graduates. See HESA student collection notice:

<https://www.hesa.ac.uk/about/regulation/data-protection/notices>

Personal data is shared with third party organisations that are acting as agents for us or working on behalf of us in a limited number of instances to undertake the work of the Advancement Office. These include our regional offices in:

- China
- Malaysia
- Thailand

We will only share personal data that is relevant and proportionate. Our partners are subject to contractual agreements which help to ensure compliance with Data Protection legislation.

When the Advancement Office shares personal data as detailed above we ensure that security is maintained using tools such as encryption. Personal data is never sold onto third parties.

Alumni events organised by volunteers

If you have registered to attend an event organised by volunteer alumni, the Advancement Office may share with the volunteer a list of attendee names, year of graduation and department/faculty so that introductions can be made or seating plans created. This list may be shared via email in accordance with Data Protection laws.

8. Transfers to third party countries

Some of our IT services are hosted by organisations who may back up their data to locations based in third party countries. Where data is shared with third party countries, we ensure that these countries are either approved by the European Commission as having 'adequate protection' or we put in place 'appropriate safeguards' and contracts with these organisations, so as to maintain the security of the data and your rights under relevant Data Protection legislation.

There may also be limited sharing with organisations based in third countries for specific events, or where the nature of our relationship requires such sharing, for example our regional offices as described in 6 above.

9. How personal data is stored securely by Northumbria University

We have implemented appropriate physical, technical, and organisational security measures designed to secure your personal data against accidental loss and unauthorised access, use, alteration, or disclosure. In addition, we limit access to personal data to those employees, agents, contractors, and other third parties that have a legitimate business need for such access.

All of our employees, contractors and volunteers with access to personal data receive mandatory data protection training and have a contractual responsibility to maintain confidentiality and access to your data is restricted to those members of staff who have a requirement to access it.

We utilise many different storage solutions and IT systems, some of which are outsourced to third party providers. For example, email accounts are provided by the Microsoft Live@Edu service.

Where processing takes place with an external third party, processing takes place under an appropriate agreement outlining their responsibilities to ensure that processing is compliant with the Data Protection legislation and verified to be secure.

Where applicable, any credit/debit card details provided will be stored in full compliance with PCI-DSS requirements.

10. Automated individual decision making, including profiling

We may use “**Automated Decision Making**” (where systems make decisions about you ‘automatically’ without human intervention) or ‘**Profiling**’ (where information about you is used to tailor goods or services based on your interests, movement or records of your activities) to personalise the information you receive from us.

The Advancement Office approaches its stakeholders in a considerate manner when looking for support. To ensure that we are able to do so, it helps to understand more about your potential ability to give to us and your level of engagement with us. As such we may profile and rank stakeholders so that we can tailor our approach accordingly, to meet your needs and to make us use our resources efficiently.

This profiling may involve us using personal data that we already hold about you (as described previously) or is available from public sources via internal or external research/profiling. Such data may include:

- Your estimated asset worth, property value and shareholdings;
- An estimate of income and potential capacity to make a large gift;
- Philanthropic interests and gifts to other charitable organisations;

- Internal classifications and ratings as a major gift prospect;
- A rating of your level of engagement which is created from a mix of your event attendance, donation history and other interactions with us.

11. How long personal data held by Northumbria University

Your data is held in compliance with Northumbria University's [retention schedule](#), which is published on our [website](#). This can be summarised as:

Northumbria University and the Advancement Office considers its relationship with alumni, donors and other stakeholders to be lifelong. This means that we will maintain a stakeholder record for you until such time as you tell us that you no longer wish us to keep in touch. In this instance the Advancement Office will delete the majority of your personal data it holds, but will maintain basic personal data to ensure that we do not inadvertently create a new record in the future.

12. Your Rights under GDPR

Under the GDPR, you have [a number of rights](#) in relation to the processing of your personal information, each of which may apply to differing degrees' dependent upon the nature of the processing and the legal basis for it. You have the right to:

- [Be informed as to how we use your data \(via this privacy notice\)](#)
- [Request access \(a copy\) of the personal information that we hold about you.](#)
- [Correct inaccurate or incomplete data](#)
- [Request that we stop sending you direct marketing communications.](#)

In certain circumstances, you may also have the right to:

- [Ask to have certain data 'erased by us.](#)
- [Request that we restrict certain processing of your personal data.](#)
- [Request that we provide any data you submitted to us electronically be returned to you or passed to a third party as a data file.](#)
- [Object to certain processing of your personal data by us](#)

In some cases, there may be specific exemptions as to why we aren't able to comply with some of the above. Where this is the case, we will explain the reasons why.

- For more information about any of the above please see the [GDPR pages of our website](#).

In order to exercise any of the above rights, please contact the Data Protection Officer (*details below*).

13. Data Protection Officer

The Data Protection Officer (DPO) for Northumbria University is Duncan James. Contact the DPO if you would like to:

- Receive a copy of your data.
- Have any questions you feel have not been covered by this Privacy Notice
- Have any concerns about the processing of your data
- Wish to make a complaint about the processing of your data

You can email at dp.officer@northumbria.ac.uk or call +44 (0)191 243 7357

14. Lodging a Complaint with the Information Commissioners Office (ICO)

If you are dissatisfied with our processing of your data, or a response to a complaint you have made to us about it, you have the right to complain to the ICO.

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: 0303 123 1113 (local rate) or 01625 545 745

For more information see [Information Commissioner's web site](#).

15. Further Information

If you have any questions which you feel have not been covered by this privacy notice, please do not hesitate to email us at alumni@northumbria.ac.uk or write to:

Advancement Office

1st Floor, Pandon Building,

Northumbria University,

Newcastle upon Tyne,

NE2 1XE, United Kingdom

16. Changes to this privacy notice

We keep this privacy notice under regular review and will communicate any significant updates to you. This privacy notice was last updated in Feb 2022 and will be reviewed annually.