

Privacy Notice (Alumni)

This notice specifically relates to personal data processed by the Marketing and Communications team and departments of the University College engaging with alumni. This notice should be read in conjunction with the University College's Data Protection Policy.

All personal data is held and processed in accordance with the Data Protection Act 2018 and the General Data Protection Regulation (the GDPR).

In brief this privacy notice explains:

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We use your contact information to send you information about the University College, invitations to events or postgraduate courses you may be interested in.

We will only process your personal data to send you this information if we have carried out a legitimate interest assessment, or in other cases gained specific consent from you to do this.

Under the GDPR, we have to meet one of the conditions set out in Article 6 for processing your data. We use the information we collect only in compliance with this privacy notice.

In some cases, we may be obliged to process your data for statutory and contractual purposes, such as the Graduate Outcomes Survey.

Communications to you may be sent by post, telephone or electronic means (usually email), depending on the contact details we hold and the preferences expressed by you about the types of communications you wish to receive. If you provide us with contact details for a particular method of communication we will assume 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.

Why we process your data

Processing justified by legitimate interests

We process your personal data in connection with our own internal reporting and analysis because we believe it is necessary for our legitimate organisational interest as specified in the GDPR in Article 6. By using your data in this way we are creating an alumni network that advances the aims of the University College and alumni, increase opportunities for alumni to develop in their careers, in subject knowledge and skills and as contributing members of society.

When we process your information we conduct a legitimate interest assessment to ensure that this processing isn't overridden by your rights or interests.

We also process data in carrying out a task in the public interest and in the exercise of our official authority. We always handle your personal data securely and minimise its use and your interests are not overridden by using your personal information for these purposes. In addition, there is no statutory or contractual requirement for you to provide us with any personal data.

What happens if you do not provide data

You are not required to provide personal data to us yourself – there is no statutory or contractual requirement for you to provide us with any personal information. However, should you decide not to provide additional data or update your previous student information we may be less able to provide the services you request at a later date.

Automatic decision making using your data

Sometimes we obtain publicly available data about you from third party websites and to ensure our data is as up to date as possible and this may include information about your career. We may process this data to enable us to identify possible opportunities for our students, or target mailings correctly. We may sometimes engage third parties to do this by way of profiling using only publicly available information about you. To opt out of profiling, please contact us.

Further processing

When you give us your personal information in connection with attending an event,

Version:	2
Ratified by:	SMG
Originator/Author:	Data Protection Officer
Reference source:	HE Exemplars
Date approved:	25/01/2024
Effective from:	25/01/2024
Review date:	January 2025
Target:	Staff and students
Policy location:	SIP