Privacy statement

How we manage, use and store your data.

Aim of the privacy statement

Your relationship with Cardiff University, as a Cardiff graduate (“alum”), friend or supporter, is important to us. We want to ensure that it’s a relationship built on trust, with clear information about how we collect, store, manage and protect your personal data. This privacy statement explains how the Development and Alumni Relations department does just that; it also sets out the types of data we hold, and how we use data to communicate with, and provide services to, you. We aim to be clear when we collect your personal information, and we aim only to do things you would reasonably expect.

Who we are and what we do

Cardiff’s Development and Alumni Relations department manages our relationship with alumni and supporters, through updates about Cardiff University news and research; publications; events; the offer of volunteering opportunities; and managing and promoting benefits for graduates. We are a first point of contact for alumni to engage with the University, for instance helping you access your transcript when needed. The department also fundraises to support Cardiff University students, development and research –via donations, legacy and in memoriam gifts, and community fundraising, for example through the Cardiff Half Marathon and using JustGiving. The department also helps to manage and develop Cardiff University’s strategic partnerships with industry and other organisations. To enable us to do these activities we have databases which contain personal information about our alumni, friends and supporters.

How we obtain data

Student information is passed to the Development and Alumni Relations department when their studies come to an end, in accordance with the Student and applicant data protection notice. We may obtain student data before they complete their studies if they interact with the department, for example as a fundraiser, event attendee or recipient of a scholarship we steward. In the main, the data we hold is provided by you. In addition, if you interact with other departments, colleges or schools within the University we may also receive data from those areas. We may also receive information from recognised University groups or societies. The Cardiff University Students Union may also supply us information about your student society membership, courses or achievements that are recognised on your Higher Education Achievement Record (HEAR), or about student governance or positions you may have held.

If you interact with Cardiff University through a third party (for example, supporting us via a JustGiving page) then we may obtain information about you from that third party. The receipt of data by the department in this manner is subject to the third party’s own privacy policy. A list of parties with whom we partner in this way is available on request. Data obtained in this way are treated no differently to any other once held by the Development and Alumni Relations department, and are bound by the terms of this privacy statement as soon as they are received.

In order to maintain data integrity, we may also source and retain information which is available from trustworthy public sources. For example, we may find a new address for you by using the Royal Mail’s National Change of Address database (NCOA). Fundraising to support the University is an important element of our charitable work, so we may also undertake appraisals to consider individuals’ potential to make donations using publicly available data.
Our responsibilities and legal bases for processing your data

The legal basis for processing your personal data, for the activities outlined in this privacy statement, is that it is necessary for the pursuit of our legitimate interests. We uphold the responsibility to handle your data securely, keeping and using only what is necessary. There is no statutory or contractual requirement to provide us with any personal data.

We also have a responsibility to use your data in conjunction with public tasks, for instance where we have a legal obligation to provide some of your information to government. An example of this is the Destination of Leavers from Higher Education (DLHE) survey, now called the Graduate Outcomes Survey.

The data we hold

The information Cardiff University retains in its Development and Alumni Relations database is name, address and other contact details (if known), and information about your Cardiff University (or predecessor institution) degree course(s). We may also retain data about donations made to the University, business details, social media addresses, telephone and email contacts, and/or other specific information that you have supplied to us via such methods as survey responses.

As a requirement of the Data Protection Act 2018 a full data audit of types information held is available on request. An example of the data we hold includes:

- **Personal Information**
  - Name(s), sex, date of birth
  - Spouse details
  - Honorary awards
- **Contact information**
  - Address
  - Emails
  - Telephone numbers
  - Social media links
- **Academic Record**
  - Subject Studied
  - Year of study
  - Award
- **Business Information**
  - Occupation
  - Industry
  - Employment
- **Giving Record**
  - Date of Gift
  - Amount
  - Intended cause

Bank details used for processing Direct Debits are stored by a trusted third-party, under the Direct Debit Guarantee scheme.

How we use your data

Your data may be used in the alumni and friend engagement and fundraising activities we undertake. We may send communication and marketing materials via mail, email, telephone or social media including:
- Cardiff University publications (e.g. Cardiff Connect, our Alumni and Friends magazine)
- E-Newsletters
- Notifications of Cardiff University breaking news
- Event invitations
- Promotion of volunteering, student recruitment and student careers opportunities
- Promotion of services for alumni

The data we hold is accessible to University staff members whose job role requires them to complete tasks that necessitate the use of your data.

We may use third-party partners to support the activities described above. A list of parties who we partner with in this way is available on request.

Data analysis and wealth screening

In order to ensure that the ways we contact you, and the things we contact you about, are suitable and tailored to you we may conduct data analysis. Data analysis may involve reviewing your interactions with the University, including click-through and likes of our media.

We may also conduct wealth screening, to help us understand your capacity to make donations or otherwise support the University financially, so that we can focus our limited fundraising efforts on people and organisations with greater capacity for support. To do this, we may gather information from publicly available sources such as Companies House, the Electoral Register, the internet and media.

We also use publicly available information to undertake due diligence on donors and prospective donors, in line with University policy on funders, and to meet money laundering regulations.

Updating your contact details

You can update your contact details at www.cardiff.ac.uk/alumni/contact-us/update-your-details at any time. We may also try to establish accurate contact information for alumni who are out of touch with the University, to help keep the University is in touch with as many of its alumni as possible.

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) or Mail Preference Service (MPS) but provide us with contact information, we will assume that we have your consent to contact you using that information.

Protecting your data

Your data is held securely and in adherence to the Data Protection Act. We use industry and government recommended security measures, as well as the University’s Information Security Policies.

Unless we have a legal obligation to do so, your data will not be disclosed to any external organisations except for those acting as agents for the University. All external entities with whom data are being shared must sign a data confidentiality agreement. Data is never sold or given away to other charities or companies.
Where data is sent outside the EEA and not to a country having been determined by the EU as having an adequate level of protection or by official agreement such as "Safe Harbour" (EU-US) then data may be transferred by adopting the Commission's standard contractual clauses, or other binding safeguards authorised by the European Data Protection Supervisor. Alternatively data may be transferred by derogations such as an individual giving consent for their data to be transferred. Currently no data is sent to countries that have not been determined by the EU as having an adequate level of protection or “Safe Harbour” (EU-US) agreement.

Your preferences

We work to ensure that the data we hold about you is accurate, up to date, and not excessive.

We respect your preferences and are happy to answer any questions that you may have about your data, or about how your data is stewarded.

You are welcome to contact us at any time. You may wish to:

- Update, amend or rectify the data we hold about you;
- Tell us how you would like us to communicate with you in future;
- Tell us if you wish to opt out of some, or all, communication from Cardiff University’s Development and Alumni Relations team;
- Request a copy of the data we hold about you; and/or
- Object to or restrict the processing of your information for any of the purposes outlined above.

If you are a donor or fundraiser you also have rights as outlined in our Funders’ Rights policy

Future changes

From time to time, we may use your information for new purposes not currently described in this privacy statement. If our information practices change at some time in the future, we will always post the policy changes on this page.

Our contact details are:

Development and Alumni Relations

- alumni@cardiff.ac.uk
- +44 (0)29 2087 6473

You can also contact us in person at:

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2-4 Park Grove
Cardiff
CF10 3BN