



## Development and Alumni Relations (DAR) Our Data Protection Values

### We are proud of our alumni and friends and want to stay in touch

The University and the Colleges have a shared interest in and co-ordinated approach to their alumni and supporters. This statement explains how the University handles and uses data it collects. (Colleges also keep data and have their own data protection procedures.) DAR keeps in touch with all University alumni, provides services to them, and focuses on relationships with potential and existing donors. Paper records are also held.

### Transparency

The records are used by the University for alumni relations and fundraising purposes. These include publications, alumni surveys, appeals and the marketing of alumni events and services such as CAMCard, the University credit card, alumni email and online services and the travel and merchandise programmes. Communications may be sent by post, telephone or, increasingly, electronic means.

Most records contain education, contact details, and career and other achievements. Contact and relationships with the University since graduation and donations are also recorded. In some cases other data is added, such as data from external partners (see below); sensitive data you provide for a specific purpose (disability or lifestyle status for event management or updating of personal history for example); information about your family and other relationships; financial data coming from you or reputable public sources; and information about your areas of interest and potential to support the University and the Colleges.

### Security and controlled data sharing with partners

All information is held and transmitted securely and (in addition to disclosure as permitted or required by law) may be disclosed on a considered and confidential basis only to:

- Colleges and University clubs and societies
- Cambridge in America (the University's affiliate office in the US), alumni societies and volunteers
- Associated bodies for example Cambridge scholarship trusts, and wholly owned companies such as Cambridge Enterprise Ltd
- Selected companies who provide University-branded alumni programmes (merchandise, travel etc)

The University also facilitates communication between individual alumni, but in doing so does not release personal contact details without prior permission.

### Control

You are in control. If you have any queries, wish to restrict data processing or sharing including use for marketing or do not want to be contacted by the University, please inform us [www.alumni.cam.ac.uk/dataprotection](http://www.alumni.cam.ac.uk/dataprotection). (Minimal information is always retained to make sure you are not contacted again inadvertently: name, College, subject, matriculation and graduation details, USN and date of birth.) You will also need to contact your College separately if you wish to restrict college data processing, sharing, marketing or contact. We will publish any changes we make to this data protection statement and, where appropriate, notify you by email.

### Data protection legislation requires us to check your preferences about marketing by electronic mail (e.g. email and SMS messages)

Please tick here if you do **NOT** wish to receive unsolicited e-communications about:

- Events
- Benefits and services (travel programme, merchandise etc)
- Fundraising appeals
- Alumni Groups and Societies

If you leave a box blank, until informed otherwise, we will assume that you are happy to receive such material electronically. As most of our communications will be by electronic mail, if you tick a box, you might not receive any notification of the excluded activity at all. Please note that electronic updates about the University, such as the e-bulletin, may still contain references to alumni groups, upcoming events, benefits, services and fundraising.

### Contact

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