

ALUMNI NETWORK DATA PRIVACY STATEMENT

Updated: March 2021


BUCKS
STUDENTS' UNION

Alumni Network Data Privacy Statement

Introduction

Bucks Students' Union ("we", "our" or "us") promises to respect any personal data you share with us, or that we get from other organisations and keep it safe. We aim to be clear when we collect your data and not to do anything you wouldn't reasonably expect from us.

As a membership organisation, we want to continue the relationship with our members after you graduate and to keep you informed with news from the Students' Union, alumni events, different graduate opportunities and to keep you connected with the alumni network at Bucks New University.

This privacy statement outlines what personal data is processed by the Union, in relation to its alumni members, the legal basis for processing personal data, storage and retention requirements, and the data subject's rights regarding their data.

Where we collect information from you

We collect information in the following ways:

When you register to become an alumni member

At the point of finishing your accredited course, at Bucks New University, you will have the opportunity to 'opt-in' to the alumni network, that is managed through Bucks Students' Union.

At the point of registration, we will gather certain personal information about you and your course. The legal basis for collecting and processing your data is consent, which will be gained at the point of registration. From this point, we are responsible for the storage, protection and processing of the data which we will undertake within the parameters of everything included in this privacy statement. The data that you provide to us will form our core central record of your alumni network membership.

What personal data we collect and how we use it

As a member of our alumni network, you will be asked for various personal data at the point of registration. We will use this personal data to keep you informed of various alumni activities, events and opportunities. When you take part in alumni activities, we will keep a record of this to improve our understanding of the membership and to ensure we are delivering the best possible service to you.

The personal data that we will gather during the registration process, includes:

- your name
- your personal email address
- your date of birth
- a contact number
- your course
- year of graduation.

In addition, when you register to attend any of our alumni events, we may ask for additional information, such as:

- information relating to your health, if you are taking part in specific activities
- any disabilities, so we can provide assistance, if required.

We will mainly use your data to:

- keep you up-to-date with alumni activities, events, general information, opportunities services and relevant offers
- provide you with the services or information you asked for
- administer your membership
- keep a record of your relationship with us
- understand how we can improve the alumni network.

Building profiles of alumni members and targeting communications

From time-to-time, we use segmented techniques to ensure our communications are relevant and to provide an improved experience for our members. This may, for instance, include segmenting alumni members based on graduation year and course. This will enable us to target our resources effectively and help us to deliver appropriate services and information to our alumni members.

How we keep your data safe and who has access

Personal data collected and processed by us may be shared with Students' Union employees and may also include departments within Bucks New University.

When we allow access to your information, we will always have complete control of what they see, what they are allowed to do with it and how long they can see it. We do not sell or share your personal information for other organisations to use.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

Marketing and communications preferences

Alumni membership communications

As an alumni member, and at the point of registration, you give us explicit consent to collect and process your personal data. You are also confirming that you have an interest in hearing from us about activities, events, opportunities, services and other alumni information. Occasionally, we may include information from partner organisations or organisations who support us in these communications.

Controlling what you want to hear about

We make it easy for you to tell us how you want us to communicate, in a way that suits you. We will mostly communicate by email but there will be clear links, usually at the bottom of any emails that we send, to 'opt-out.' If you don't want to hear from us, that's fine. You can either opt-out by clicking on the relevant links or by letting us know directly by contacting us on 01494 601 600 or sudataprotection@bucks.ac.uk.

Keeping your information up-to-date

If any of your details change, and you want to update your alumni membership record, you can let us know by contacting us on 01494 601 600 or sudataprotection@bucks.ac.uk.

Understanding the detail of our data security measures

When we process your data, we will have already carefully assessed the lawful justification for doing so, the parameters in which the data is processed, the length of time the data is held for, the secure storage of your data and undertaken impact assessments to ensure your rights are delivered.

The Students' Union operates a Data Protection and Information Security Policy which is supported by a practical handbook for our employees. All employees handling data are required to undertake general data protection training and third-parties handling data are required to provide a contract which meets the requirements of the Information Commission's Office.

Your right to know what data we hold about you, make changes or ask us to stop using your data

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us (eg Union policy) we will do so. You can either call us on **01494 601 600** or email sudataprotection@bucks.ac.uk if you have any concerns.

You have a right to ask for a copy of the information we hold about you. If there are any discrepancies in the information we provide, please let us know and we will correct them.

If you want to access your information, you must complete the [Subject Access Request Form](#) with a description of the information you want to see and the required proof of your identity, by post, to Bucks Students' Union, Queen Alexandra Road, High Wycombe, Buckinghamshire, HP11 2JZ or in person with the Data Protection Officer.

If you have any questions, please send them to sudataprotection@bucks.ac.uk, and for further information see the [Information Commissioner's Office – guidance document](#).

Changes to this statement

We may change this privacy statement from time to time. If we make any significant changes in the way we treat your personal information then we will make this clear on our website or by contacting you directly.

If you have any questions, comments or suggestions, please let us know by contacting sudataprotection@bucks.ac.uk.