

## Alumni data

Cranfield University Alumni Relations & Development Office (ARD) exists to maintain and grow a lifelong, mutually beneficial relationship between the University and its alumni, supporters and friends.

This privacy notice sets out how we manage and use your data to enable us to keep you informed about the University and provide opportunities for you to continue to be involved in the life and activities of the University. This includes providing you with services you have requested, for administration purposes, and to further our charitable and educational aims including fundraising, volunteering and other activities. Your data is stored securely and in accordance with the General Data Protection Regulation. We will not sell, licence or trade your information without your consent.

This privacy notice is supplementary to the [University's Privacy Policy](#) and applies specifically to information held about alumni, supporters and friends of Cranfield University.

Our lawful basis for processing the data of alumni, supporters and friends of Cranfield University is mainly Legitimate Interest. For details of all our processing reasons please refer to the [University's Privacy Policy](#)

You may opt out of receiving AR&D communications at any time by contacting [alumni@cranfield.ac.uk](mailto:alumni@cranfield.ac.uk)

### The information we process

28 days after registration as a student your name, academic achievement, equal opportunities monitoring information, thesis title & supervisor (where relevant), basic biographical information and contact details from the University student system are used to create a record for you on the Alumni Database.

We aim to keep your data up to date and accurate and we welcome any updates to your details you may wish to provide to [alumni@cranfield.ac.uk](mailto:alumni@cranfield.ac.uk).

### Website information

We may display links to external websites to provide you with offers and services. These sites are not controlled by the University and we cannot be held responsible for the content or accuracy of these external links.

Cranfield University uses cookies on our website. For more information visit our [cookies](#) page.

### Why and how we process your data

We use your information to keep you informed about the University, and to provide opportunities for you to continue to be involved in the life and activities of the University. This includes providing you with services you have requested, for administration purposes, and to further our charitable and educational aims including fundraising, volunteering, event invitations and newsletters.

We want to send you timely, relevant and appropriate messages via a variety of methods. To do this we may segment our communications based on demographic, geographical and education information.

Fundraising is very important for the University. The University has always received philanthropic support and we continue this tradition of giving through our fundraising campaigns which provide additional resources to help teaching, research and supporting the life of our students.

We undertake due diligence for potential donors and reserve the right to refuse donations.

We want to keep you informed about our fundraising in the most appropriate and cost effective ways. To help us do this we may carry out analysis and segmentation of the information we hold and add publicly available information. This may include wealth screening.

### **Wealth Screening**

Philanthropy plays a crucial part in helping Cranfield University deliver world-leading education and research. In order to focus our conversations with potential supporters in the most effective way, we may therefore collect and analyse data on our alumni and friends to learn more about potential areas of interest and capacity to support the University philanthropically – a process known as wealth screening.

To do this effectively, we gather information that is held in the public domain – such as Companies House, the Electoral Register and the media, as well as information provided by you - and occasionally use trusted and reputable third-party sources to help sort through the data more efficiently to predict potential capacity and propensity to give. Any data used by a third party is held securely and confidentially.

We do this because we believe it is the most effective way of engaging with our alumni and raising support – by understanding a person's interests and background, we can better tailor our communications and ensure that they are as relevant and appropriate as possible to each individual.

If you would like to opt out of being included in this process, please contact us by email at [alumni@cranfield.ac.uk](mailto:alumni@cranfield.ac.uk) or by phone at +44(0)1234 754456. If you would like to update your details or change your communications preferences, please visit the Alumni Portal at <https://alumni.cranfield.ac.uk/>.

### **Who we share your data with**

We do not pass information to third parties except in the following cases:

- We may need to disclose your information if required to by law
- If we have obtained your permission to do so
- To assist the University with Alumni activities around the world we enlist the support of Alumni volunteers. This may be year, programme or location specific. Volunteers of the university will sign up to data agreements and codes of conduct this ensures your data is being managed appropriately and assists the volunteers in organising appropriate activities.

We also sometimes share your personal data with trusted third parties. Here's the notice we apply to those organisations to keep your data safe and protect your privacy:

- We provide only the information they need to perform their specific services
- They may only use your data for the exact purposes we specify in our contract with them
- We work closely with them to ensure that your privacy is respected and protected at all times
- If we stop using their services, any of your data held by them will either be deleted or rendered anonymous.

Examples of the kind of third parties we work with are:

- Suppliers, service and support providers e.g. IT companies who support our website and other business systems
- Google/Facebook to show you products that might interest you while you're browsing the internet. This is based on either your marketing consent or your acceptance of cookies on our websites. See our Cookies Notice for details.
- Data insight companies to ensure your details are up-to-date and accurate
- Ranking and accreditation agencies.

We also share information with other parties at the specific request of, or consent by, the data subject.

For all other instances of data sharing carried out by the university see [University's Privacy Policy](#)

### **Future changes**

From time to time, we may use your information for new, unanticipated uses not previously disclosed in our privacy policy or this notice. If our information practices change at some time in the future, we will post the notice changes on this page.

If you are concerned about how your information is used, you should check this page periodically. We will only use data collected from the time of the notice change onwards for these new purposes.

### **Your rights**

You may opt out of receiving AR&D communications at any time by contacting [alumni@cranfield.ac.uk](mailto:alumni@cranfield.ac.uk)

Should you object to the holding of your data by ARD, the use of your data for any or all of the above purposes, want to complain about something we have done, to amend the type of communications you receive or the way in which ARD contacts you, please contact us at [alumni@cranfield.ac.uk](mailto:alumni@cranfield.ac.uk)

For general information on rights in respect of your data please see the [University's Privacy Policy](#)

## Document Control

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