

## **Alumni and Friends Privacy Notice – Development and Alumni Relations**

Our alumni and friends of SU are extremely important to us. We want to stay in touch with you and keep your personal data in accordance with your wishes. This privacy notice explains how we use the personal data Development and Alumni Relations (DAR) collects from our alumni and friends. It supplements the page “Terms and Conditions” - <https://www.sun.ac.za/english/t-c>

It is important that the personal information we hold about you is accurate and current. Please keep your personal information updated during your relationship with us.

### **How does this privacy notice relate to other privacy notices?**

If you studied at SU, data collected by the University during your time as a student are transferred from your student record to the DAR database upon your graduation. This is to keep you informed about events, networking and volunteering opportunities as well as any other activities that your alma mater is organising.

If you have supported (financially or in-kind) or volunteered at SU, we will hold the personal data provided by you during the interaction. This is to keep you informed of the impact of your support as well as to offer you further opportunities to engage with the University.

If you have received financial support through philanthropic income obtained by DAR, we will collect personal data for the purpose of reporting to the donor and the institution.

### **What personal data will be processed?**

If you studied at the University, we process biographical, contact and education details collected by the University during your time as a student. If you resided at an SU affiliated residence or formed part of a PSO, we will also collect your details as described above.

If you have supported the university as a donor or friend, the data we process are your personal contact details, your affiliation as well as your communication preferences.

We may also collect and hold personal information derived from publicly available sources (either directly or through internet search functions). These public sources may include LinkedIn, Twitter, Graduway and other business-related resources including company websites.

### **Examples of categories of personal data which we may hold:**

- Biographical/contact details – for example name, postal/e-mail address and telephone number, date of birth, nationality, marital status and student number;
- Educational details – for example, the courses you attended and completed, the dates of study, the residences you lived in, the clubs and societies you were affiliated to, and whether you received any financial assistance (bursaries) while you studied;

- Professional details –for example, employer, occupation and work address;
- Any preferences provided by you for a specific purpose such as access requirements or other adjustments and dietary preferences for event management purposes and your communication preferences;
- Philanthropic details – for example, your history of donations (of both time or money) made to SU, your areas of philanthropic interest and your publicly known philanthropy;
- Engagement details – for example, your membership of clubs, societies and alumni groups, your attendance at SU events, your relationships with other alumni, friends of SU and publicly-known relationships with non-university stakeholders;
- Photographs – including those that we have taken (for example, at events or to accompany a published interview and sport club photos) and those which are in a public domain.

### **What is the purpose of the processing?**

Most personal data that we hold is the information that you have provided to the University or information which is in the public domain. We only process data for specified purposes and if it is justified in accordance with the Protection of Privacy of Information Act (POPIA).

In general terms, we process your personal data to improve your experience and engagement with the University as a supporter and/or member of our alumni community.

We also process personal data for the following purposes:

- To generate philanthropic support for University strategic projects. More specifically, these activities may include:
  - Sending publications (like the Matieland, Phambili; updates on events on campus; and e-mail newsletters about the University and its fundraising projects) in a way which is tailored and relevant to you;
  - Helping you keep in touch with other alumni and /or university supporters and donors by inviting you to alumni reunions, and university events;
  - Sending information on concerts and sports events which involves SU groups for which you may buy tickets from an external event organiser (like Computicket, Webtickets or Quicket)
  - Informing you of the benefits available to alumni, such as careers advice and educational programmes, after graduation;
  - Asking if you would like to support SU (for example, by donating, contributing to surveys, volunteering, or acting as a mentor);
  - Thanking you for any gifts of time and money that help the university's causes;
  - Undertaking any necessary research for our due diligence in alignment with our Gift Acceptance Policy; and
  - Internal record-keeping and administration (for example, to process a donation or administer an event which you are attending).
- To validate your address and to prepare reports using maps by “geocoding” your address to present global alumni distribution.
- To publish photographs and videos relating to our activities and events.

- To compile anonymised statistics for ranking/league tables in which SU participates.

We may occasionally carry out wealth screening. This involves using trusted third parties who review information which is in the public domain on our behalf to give an indication of the financial giving capacity of individuals. We never use the data produced by this exercise as the sole basis for sending out communication; it is a starting point for further research we carry out about a person to identify if they may be interested in supporting SU, which includes any previous engagement with SU, their philanthropic interests and previous donation. This enables us to contact only those individuals whose interests we believe align with our fundraising mission.

### **What is the legal basis of processing?**

We consider the processing of your personal data for these purposes to be necessary:

- For the pursuit of SU's legitimate interests in fundraising and alumni engagement to maintain a strong relationship with our alumni and supporters;
- To enable SU to comply with its legal obligations and to comply with relevant legislation;
- For the performance of tasks carried out in the public interest or in the exercise of our official authority like the Graduate Employability Rankings;
- Very occasionally, when it is needed to protect your or another person's vital interests and you are not capable of giving your consent (in an emergency);

### **Who will your personal data be shared with?**

Within SU, your data is shared with only those parties who need access for the purpose of delivering our alumni and supporter activities. Your personal data is held securely on the DAR database, which is restricted to nominated employees.

Your personal data is shared as is necessary, on a considered and confidential basis, with parties only if they can assist with our alumni and supporter activities. These parties act on our behalf and in accordance with our instructions outlined and are not allowed to process your data for any other purpose over and above for what it was requested. These parties are required to complete a Non-Disclosure Agreement (NDA) as well as confirm that the data will be kept secure.

It is also sometimes necessary for us to share personal data with third parties as follows:

- Third parties engaged by SU to provide alumni, supporter and fundraising related services – we share biographical, contact and education details, professional details, volunteering and philanthropic details;
- Event venue providers – names, dietary requirements and assistance requirement related information;
- The Registrar and Bursary Office;
- Occasionally and when necessary internal and external auditors.



We ensure we have appropriate data sharing and/or processing agreements in place before sharing your personal data with any other data controllers.

We do not sell your personal data to third parties under any circumstances or permit third parties to sell the data we have shared with them.

**How long is your data kept?**

We will retain most of your data indefinitely in support of your lifelong relationship with SU.

This privacy notice is reviewed when necessary and at least annually.

*Compiled by Development Services (July 2019)*

*Development and Alumni Relations*