

Alumni Relations Privacy Notice June 2020

The Data Controller of the information being collected is:

University of the Highlands and Islands (UHI), Executive Office, 12B Ness Walk, Inverness IV3 5SQ.
Phone: 01463 279000. The University of the Highlands and Islands is a partnership comprising those institutions at the end of this Privacy Notice.

For any queries or concerns about how your personal data is being processed you can contact the relevant Data Protection Officer at dataprotectionofficer@uhi.ac.uk.

This privacy statement relates to the following process:

Alumni relations

The alumni database holds information from your time at university and this includes your contact details, your photo, education history and any scholarships or prizes you may have applied for/received. The university also records personal information that you give us and your interaction with the university, e.g. updating your details, registering for an event, donating, professional activities, etc. This information makes up your 'alumni profile'.

Digital tools may be used to monitor the impact of our communications, such as email tracking to record when an email is opened. Any sensitive personal data (i.e. data relating to health information) will only be held if it has been provided by you for a specific purpose. We do not store any credit/debit card details.

Your information will be used for the following purposes:

Purpose 1: Automatic inclusion to the alumni community

When you graduate you are automatically added to the UHI alumni community (unless you opt-out) to maintain a mutually beneficial relationship with for life. We keep in contact through newsletters, provide benefits and services and seek your support.

Your information is used by the university to better understand how we can help you and how you might support the university. Collecting your information helps to inform our alumni engagement and ultimately allows us to better support our alumni and advance the university.

Purpose 2: Electronic marketing from the University of the Highlands and Islands

To allow the university to send you electronic marketing after you have left university. Marketing is defined as 'furthering the aims of the organisation' and may include asking for your support, including donations at an appropriate time.

Purpose 3: Continuing-study marketing for three years

To allow the university and/or your local academic partner to send you electronic marketing for three years after you have left university, specifically to inform you of further study opportunities that may be of interest to you.

Other sources of personal data:

Some of the data we process may not come directly from you. We may collect an image of you from publicly accessible sources (such as LinkedIn, your organisation website, news images). Such images will not be published and will only be used for identification purposes and customer relationship management within the university.

Our legal reason for using the data is/are:

Purpose 1: Automatic inclusion to the alumni community

Use is necessary for the purposes of legitimate interests pursued by us or by a third party.

The legitimate interest(s) of the controller or third party is/are: The processing is undertaken under the legitimate interest of the University of the Highlands and Islands.

Summary of legitimate interest:

The university benefits from keeping in touch with its alumni because they can provide information on what our graduates go on to do after university; they can volunteer as ambassadors providing career advice, etc, and possibly become future donors.

It is important for graduates to know that the university does not forget about them when they leave us and that it is a relationship for life. It is also beneficial for graduates to know that they can keep in contact with other graduates and that they are a part of a growing, global community.

Prospective and current students benefit as they can read alumni reviews of the university and/or a course and have access to alumni ambassadors for support.

The public benefit knowing how their local institution is performing and the skilled workforce it is producing for the benefit of the economy.

If we could not continue with the processing, we would lose contact with our alumni and they would think we do not value them. We would lose our ambassadors and potentially miss out on many mutually beneficial relationships.

The processing is fundamental to make this worthwhile and the individuals will reasonably expect to be contacted by their university.

Opting out of this processing: You can opt-out of becoming a member of the alumni community (before or after you become a member) by emailing: alumni@uhi.ac.uk and you can unsubscribe from our e-newsletter at any time.

Purpose 2: Electronic marketing from the University of the Highlands and Islands

Consent – you have given consent for the processing. You can withdraw consent by emailing: alumni@uhi.ac.uk and you can unsubscribe from our e-newsletter at any time.

Purpose 3: Continuing-study marketing for three years

Consent – you have given consent for the processing. You can withdraw consent by emailing: alumni@uhi.ac.uk and you can unsubscribe from our e-newsletter at any time.

Your data will be retained for the following length of time:

Purpose 1: Automatic inclusion to the UHI alumni community

Data will be retained for 80 years from your year of graduation. Our relationship with alumni is enduring and expected to last a lifetime.

You can opt-out of joining the alumni community or from receiving alumni relations communications by emailing alumni@uhi.ac.uk and you can unsubscribe from our e-newsletter at any time.

Purpose 2: Electronic marketing from the University of the Highlands and Islands

Data will be retained for 80 years from your year of graduation. Our relationship with alumni is enduring and expected to last a lifetime.

You can opt-out of electronic marketing by emailing alumni@uhi.ac.uk and you can unsubscribe from our e-newsletter at any time.

Purpose 3: Continuing-study marketing for three years

Data will be retained for 80 years from your year of graduation, but your consent for continuing-study marketing will be active for three years only, after which it will be removed.

You can opt-back into this by emailing alumni@uhi.ac.uk at any time.

Your data will, or may, be shared with the following recipients or categories of recipients.

- For all three purposes; your alumni profile will be held in UHI's alumni database system (Raiser's Edge), which is currently operated and maintained on UHI's behalf by Blackbaud Ltd. Blackbaud may have access to your data, only for the purposes of maintaining the system. UHI has a contract with Blackbaud to limit their access to, and use of, the data.
- If you consent to purpose 3 (Continuing-study marketing for three years) then your alumni profile will be made available to the academic partner college (a full list of partners is included at the end of this notice) at which you studied and they will be able to send you marketing based on that information.

The following rights are rights of data subjects:

- The right to access your personal data
- The right to rectification if the personal data we hold about you is incorrect
- The right to restrict processing of your personal data

The following rights apply only in certain circumstances:

- The right to withdraw consent at any time if consent is our lawful basis for processing your data
- The right to object to our processing of your personal data
- The right to request erasure (deletion) of your personal data
- The right to data portability

You also have the right to lodge a complaint with the Information Commissioner's Office about our handling of your data.

The institutions which make up the University of the Highlands and Islands partnership are:

[Argyll College UHI](#)

[Orkney College UHI](#)

[Highland Theological College UHI](#)

[Perth College UHI](#)

[Inverness College UHI](#)

[Sabhal Mòr Ostaig UHI](#)

[Lews Castle College UHI](#)

[Scottish Association for Marine Science UHI](#)

[Moray College UHI](#)

[Shetland College UHI](#)

[NAFC Marine Centre UHI](#)

[West Highland College UHI](#)

[North Highland College UHI](#)