

Alumni Data Privacy Notice

This Privacy Notice explains how we, University College Birmingham (the “**University**”) of Summer Row, Birmingham B3 1JB, telephone number: 0121 604 1000 use the personal data we collect. The University collects personal data from you when you apply/enrol here to study a course. Some of this information will be transferred to the alumni system when you complete your programme of study. We are the data controller for such personal data relating to you and this Privacy Notice explains how we will process your personal data.

Personal data that we collect will be held in accordance with the General Data Protection Regulation 2016/679 (the “**GDPR**”) and the Data Protection Act 2018.

The University’s Data Protection Officer is the Director of Academic Registry

Ruth Cartwright

Address: University College Birmingham, Summer Row, Birmingham B3 1JB

Email: dataprotection@ucb.ac.uk

Telephone: 0121 604 1000

There are certain principles that the University must adhere to. This means that we will make sure your information:

- Is treated fairly and is only used for the purposes for which we have collected it and for which we have a legal basis for processing.
- Will only be used for the purposes for which it was collected, unless we ask your permission to use it for something else.
- Will not be excessive. i.e. We will not hold information about you that we do not need.
- Will be accurate. You can help us with this by making sure your details are correct on the student portal.
- Will not be kept longer than is necessary, although some of the data will be archived so that we can still confirm attendance and achievement in the future.
- Will be kept securely so that there is no loss of data or data breaches. Personal data at UCB is kept on secure servers and any hard copies are kept in secure locations. Only authorised people have access to your personal information. We will ensure that, where personal data is shared or stored outside of the European Union, there are appropriate safeguards in place to protect your personal data.

You have certain rights as a data subject under the GDPR. This means that you have:

- The right to gain access to your personal data – You can ask us what information we hold on you.

- The right to rectification – You can ask us to put right any information that you believe is incorrect or where appropriate, given the purposes for which your data is processed, the right to have incomplete data completed.
- The right to erasure – You can ask for information to be removed, although this is a limited right which applies, among other circumstances, when the data is no longer required or the processing has no legal justification. There are also exceptions to this right, such as when the processing is required by law or in the public interest.
- The right to restrict processing – If you feel you are being disadvantaged by us holding information that is inaccurate, you can ask us to stop processing it until we fix it, or come to an agreement.
- The right to data portability – You can ask us to extract your information so that you can use it elsewhere.
- The right to object – You can object to us processing your data for marketing purposes. You can also object to us processing your data when such processing is based on the public interest or other legitimate interests, unless we have compelling legitimate grounds to continue with the processing.
- Where the legal basis for processing your personal data is based on your consent, the right to withdraw your consent at any time.
- Rights in relation to automated decision making and profiling – UCB will never make any decisions about you without any human intervention.

For any information on your rights, or if you have questions or concerns, please contact our Data Protection Officer.

You also have the right to complain to the Information Commissioner's Office (ICO) if you feel that the University is not processing data correctly. You can make a complaint on the ICO's website: <https://ico.org.uk/>.

Why does the University need information about our alumni and what is the purpose of our processing?

We only process data for specified purposes and if it is justified in accordance with data-protection law.

We treat all our former students as part of the University community so, we hold information for the purposes of keeping in touch with you and let you know what is going on here. More specifically:

- We may send out newsletters periodically to keep you informed.
- We may email employment opportunities relevant to your course of study to keep you informed of relevant opportunities. You will have access to HIRED, our careers and employability department for five years after you graduate.
- We may invite you to speak to our current students about your experience as a student and about working in your sector. You may also want to come to the University and share any employment opportunities available with your employer or yourselves.

- We may invite you to volunteer with the university for projects such as mentoring, guest lectures and events, for example open days, applicant days and events.

What personal data do we hold?

The personal data that we hold for alumni purposes are as follows:

Biographical Details:

Name, Date of Birth, Gender, Nationality, Title, ID number

Contact Details:

Address, email address, phone numbers, Contact preferences.

Information on the courses you successfully achieved whilst at the University

Job Details

If provided, we will store job title and company name, company address, company contact details

How long will we hold your data?

We will retain alumni personal data indefinitely or until there is no longer a legal basis for holding it or you request that we remove it from our database.

Who might we share your information with?

On occasion we may need to share your data internally and with third parties. The following is a list of organisations with which we may share information. It is not an exhaustive list, but any organisation with which we share information will have confirmed their compliance with Data Protection Regulations.

- Our administrative/ IT staff associated with alumni activities
- Statutory Government bodies
- Local Authorities
- Internal and external auditors
- TargetConnect (Hiredconnect online service).
- Data Harvesting
- Software Providers that the University use may need access to resolve IT issues.
- Relevant authorities dealing with emergency situations at the University*
- Third party providers of marketing services such as Blackbaud Raisers Edge, Student CRM, Dotmailer, Inline, Survey Planet, Janet TXT, AI Chatbot provider, Shortlist me, Assessment Day
- Any other authorised third party to whom the University has a legal/contractual obligation to share personal data with

*Please note that in emergency situations where the University deems it to be in your (or potentially a third party's) 'vital interests' the University may share your personal data, including sensitive personal data with relevant individuals/agencies, e.g. the Police.

Legal Basis

The legal basis under which the University processes your personal data is as follows:

Alumni personal data is processed with the consent of the data subject (see GDPR Article 6(1)(a)).

Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Data Controller (see GDPR Article 6(1)(e)).

Processing is necessary for the purposes of the legitimate interests of the University in maintaining a relationship with alumni and recruitment to future courses (see GDPR Article 6(1)(f)).

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