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Privacy notice

We are committed to protecting your privacy and keeping you informed of how your information is used.

About us

The University of Edinburgh (the “University”) is a charitable body registered in Scotland (registration number SC005336), incorporated under the Universities (Scotland) Acts. Development and Alumni (“D&A” or “we”) exists to support the University’s global community of students, former students (“alumni”), current and potential supporters, donors and other individuals, to develop mutually beneficial relationships; to provide services and opportunities to students, alumni, supporters and other individuals; to promote the development of alumni and other networks; and to fundraise in support of students, teaching, research and capital projects at the University, and for local community projects.

Developing an understanding of our alumni, current and potential supporters, donors and other individuals (“you”) through your personal data enables us to make better decisions, use our resources effectively and raise philanthropic gifts more efficiently; to support the University’s aim of delivering impact for society by discovering, developing and sharing knowledge that makes a difference locally, nationally and globally.

For the purpose of Data Protection Law, the data controller is the University of Edinburgh of Old College, South Bridge, Edinburgh, EH8 9YL, Information Commissioner’s Office Registration Number Z6426984.

About you

This privacy notice uses “you” to mean any individual about whom we collect and hold personal data, including alumni, current and potential supporters, donors and other individuals.

Accessing your personal information

If you wish to request access to any of your personal data held by D&A, please use the University's subject access request procedure.

[Make a subject access request](#)

Changes to this privacy notice

We regularly review the terms of this privacy notice, which we may amend from time to time. If we make any substantial changes we will notify you by posting a prominent notice on our website. Previous versions of this privacy policy can be viewed online.

[Previous privacy notice](#)

How we use the information we hold

We process personal data about you, in order to deliver and improve the opportunities and services we provide in a personalised manner, to ensure each individual receives timely and relevant information and to ensure we use resources in the most efficient and effective way.

Personal data is processed by us to:

- maintain a register of General Council members and keep members up to date with activities;
- provide you with any services or information you have requested;
- inform you about news, activities, programmes, events, opportunities, services or fundraising that we believe would be of interest to you;
- understand how we can improve services, impact and outcomes for you, the University and its members;
- further our aims, including for a range of student support, teaching, research, capital and local community projects, through the use of mail, email, telephone, events and face-to-face meetings;
- administer any donation you make to the University;
- support any fundraising activity you undertake on behalf of the University;
- comply with charitable and other regulations and policies that we are subject to, including for OSCR and HMRC regulatory purposes, money laundering regulations and University fundraising policies.

General Council register

Under the Universities (Scotland) Act, the University must maintain a register of General Council members. The General Council was constituted in 1858 and consists of graduates, honorary graduates, academic staff and members of the supreme governing body of the University, the University Court. It has a statutory right to comment on matters which affect the well-being and prosperity of the University, with the aim of ensuring that graduates have a continuing voice in the management of its affairs.

Consultations

From time to time we undertake alumni or supporter consultations in the form of a survey, census, questionnaire or feedback, that provides us with the information we need to maintain and use accurate information about you, and improve our services, impact and outcomes for you, the University and its members.

Publishing information

If you have previously studied at the University and choose to submit an alumni profile, or otherwise choose to support or engage with the University in its activities or with its services, we will not publish this information on our website, publications, donor boards (or other forms of donor recognition), or in our communications unless you have consented to this.

Accepting donations

We carry out due diligence on current and potential donors to consider whether the sources and purposes of prospective donations, fundraising and other funded activities are ethically acceptable. This is carried out in line with the University's Ethical Fundraising Advisory Group procedures.

[The University's Ethical Fundraising Advisory Group procedures](#)

Analysing information

We analyse website visits and use tools, such as Google Analytics to help us understand what is of interest to people and to improve people's experience when visiting our website. This data is anonymised and we cannot identify individuals.

[Google Analytics](#)

[The University's website terms and conditions of use](#)

We may analyse the data we hold to help us improve the effectiveness of our communications, including analysing whether emails we send are opened and which links are clicked on.

Categories of recipients of personal data

We may pass your personal data to other parties who process data on our behalf. Where we do this, a written contract will be put in place between the University and the service provider to set out the purposes for which the information can be used and the security measures that must be in place. This contract will ensure that the service provider agrees never to use your data for any additional purpose not set out in the agreement with the University.

Categories of recipients of personal data include:

- Mailing houses to send our publications and fundraising appeals.
- Recognised alumni clubs who are arranging reunions or other events on behalf of the University.
- University of Edinburgh Regional teams, such as the North American Office – University of Edinburgh Inc., our office in the USA that has an independent 501c3 status in the United States.
- Volunteers, such as reunion organisers, who are working on behalf of the University.
- Payment providers for the processing and collection of donations.
- Providers of our software and platforms used to provide our services and bulk email communications.
- From time to time, we may use an external service provider to supply a new address, telephone or email address for individuals with whom we have lost contact, or verify existing contact information
- From time to time, we may use an external service provider to supply additional research capability

IT systems

The University is made up of many services and departments who collect, process and store your data in a variety of sub-systems to deliver their services. These local systems are part of a corporately supported IT architecture which maintains a live service as well as copies of the live systems used for software development and testing. These systems will also contain your data and respect the retention periods of the live systems. It is in the legitimate interest of the university to use your data in this way to ensure that the services you interact with are secure and provide the best experience we can deliver.

Producing briefings, profiles and wealth screening, using publicly available information and targeting communications

We undertake research to produce briefings and profiles on a limited number of individuals who we believe may have an interest and the means, or the expertise and experience, to become actively involved with the University.

We do this to ensure our communications are relevant and timely. It also allows us to make efficient and effective use of resources, understand the background of individuals, make appropriate requests and ensure that individuals are not needlessly approached for philanthropic gifts and inappropriate levels of giving, or considered for boards, committees, volunteering opportunities and other areas of University life that are irrelevant.

We do this to meet the legitimate and regularly expressed expectation that supporters have of charities, to focus resources on the charitable cause and spend as little as possible on the costs of fundraising and administration.

When producing a briefing or profile, we may gather information from publicly available resources, such as the electoral register, charity register, social media, websites, or the press, and may analyse geographic and demographic information to help us understand our alumni, current and potential supporters and other individuals, their areas of interest and the likelihood of their supporting or engaging with the University, including financially through philanthropic giving, or for volunteering opportunities and other areas that support University activities.

We occasionally conduct research into the wealth and background of potential and current donors and supporters to help decide whether and on what basis to approach them and to ensure that our fundraising and other resources are directed in the most appropriate and effective way and that volunteering opportunities are offered to those most likely to be interested.

You can object to us processing your data for these purposes at any time.

Related links

[Your choices and keeping us up to date](#)

[Queries, concerns or complaints](#)

Information we collect and hold and where this comes from

The University holds the personal data of alumni, current and potential supporters, other individuals and stakeholders.

For alumni

Some of the personal data the University holds about you is transferred from your student record to the Development and Alumni database.

- We primarily collect personal data from your student record when you complete your studies. This will include:
- your name, title, gender, nationality, domicile on entry, date of birth;
- your matriculation number;
- your home or parental address, email address and telephone numbers;
- your education record, including course, award, school, college, start, end and completion dates, reason for leaving, type and classification of award, thesis title, mode of study (full-time, part-time, distance learning);
- whether you are a member of the General Council or not;

For alumni who studied at Moray House School of Education before the merger with the University in 1998, we manually create records upon your request after verifying your details.

For alumni who studied at Edinburgh College of Art before the merger with the University in 2011, we may need to manually create records upon your request after verifying your details.

We collect and append additional information to your alumni record that will allow us to communicate with you more effectively. This may include:

- a list of your student sports club memberships;
- whether you received a prize, scholarship or an award;
- any student volunteering activities you undertook;
- whether you are a member of the Graduates' Association;
- whether you are a current student at the University;
- information you provided in an alumni census or survey, such as interests;
- membership of alumni clubs or societies;
- a list from the University's HR database of current staff who self-identify as University alumni.

For alumni, current and potential supporters and other individuals

As well as your contact details, we may collect additional personal data depending on your relationship with the University.

This data is collected when you enquire about, or register for, our activities or services, update your details in writing, by telephone or electronically, make a donation to the University or the University of Edinburgh Development Trust, or otherwise provide us with personal data.

Up-to-date contact details, such as address, telephone number and email address may also be collected from other sources, such as a returned piece of mail where the occupier has provided your new contact details, or from a parent or other individual when we have tried to contact you using the contact details we hold for you.

Personal data may also be collected from social media, such as LinkedIn, or from publicly available sources, such as Companies House, websites, or from the press.

This may include:

- a record of communications sent to or received from you by post, electronically or telephone;
- your preferred methods of contact;
- information about your other educational achievements;
- details of any volunteering by you or committee memberships, past and present;
- your attendance at University events, including dietary and venue accessibility requirements if provided by you;
- your interests, activities and any personal updates you provide;
- information about your employment history, professional activities and financial information, including salary range;
- details and notes from meetings with University staff concerning your fundraising and/or other opportunities to get involved in supporting the University;

- details and notes about visits to the University;
- notes from conversations with student callers who may have called you on our behalf;
- a record of bulk communications, such as our e-newsletter, when you opened them and if you clicked on links to articles within the emails;
- relationships and connections to other alumni, donors and supporters;
- family and spouse/partner details, such as name, interests, employment, attendance at University;
- philanthropic interests and gifts to other charitable organisations;
- information about your use of services provided by, or on behalf of, the University;
- photographs from events or profile photographs for editorials.

We may also hold information that has been created by us from other personal data that we already hold about you, which may include:

- internal classification of your relationship with the University as a donor or potential donor, and information on your philanthropic interests, your wealth and ability to make a philanthropic gift;
- internal classifications and ratings about your level of engagement with the University.

For donors and fundraisers

We collect information about you if you make a donation to the University, or the University of Edinburgh Development Trust, or fundraise for us.

The information we collect includes:

- donation records, including bank account details for processing Direct Debits, where applicable, which, along with all other personal data we collect and hold, is held securely on the University's Development and Alumni database as described in the 'How we store and protect your information' section of this notice;
- your contact details and details of fundraising events you participate in on behalf of the University, as well as details of any JustGiving pages created by you in support of the University;
- whether you are a UK taxpayer and Gift Aid Declaration details, where applicable, for HMRC;
- donor agreements with the University or the University of Edinburgh Development Trust;
- information about planned giving, such as bequests, to the University or the University of Edinburgh Development Trust;
- if you donate in the USA, a record of any gifts you have made to the University of Edinburgh USA Development Trust.

D&A does not process bank card details for online donations on the University's network. These are processed by our accredited payment service provider in compliance with Payment Card Industry Data Security Standards (PCI DSS). If you provide your bank card details to us on a paper form or over the phone we will use them to process your payment securely and then immediately shred the card number in line with PCI DSS regulations and never store your bank card number.

Other individuals

We also collect information about other individuals connected to the work of Development and Alumni.

Information we collect about other individuals are detailed below and come from the following sources:

- For staff or students who apply for a Student Experience Grant, applicants are required to submit some personal data as part of the application process including your University UUN, email address, postal address, telephone number and matriculation number;
- For non-graduate members of the General Council, we receive a list from the University's HR database of staff who are members of the General Council and of Court Members from the University's Court Services;
- For student callers employed by us, you are notified as part of the recruitment process about what personal data we collect. We append this information to your alumni record on completion of your studies.
- For student beneficiaries of scholarships, you may provide photographs and testimonials for appeals and publications. Any of your personal data that is shared with the funder will be based on your consent.
- For individuals at organisations with whom we already have, or are building a relationship with, we will hold your contact details in relation to your position and the work we are doing with that organisation.
- For individuals with whom we are in touch about the University being an executry beneficiary, we hold your contact details in relation to administering the estate of the deceased person.

Information available publicly or from social media

We use other publicly available sources of information, and information from social media.

We recommend that you check your settings for social media and the privacy policies of independent third party organisations to whom you provide personal data, such as LinkedIn and JustGiving, so you fully understand how they will process your personal data and what personal data is made publicly available.

Depending on your settings or the privacy policies for these organisations, you might give permissions for us to access information from those accounts or services.

Information available publicly may include information published in articles, newspapers or websites, including but not limited to, Charity Commission, Companies House, LinkedIn, Scottish Charity Regulator and Who's Who.

Related links

[Producing briefings, profiles and wealth screening, using publicly available information and targeting communications](#)

Who we share information with

We will never sell your personal data to third parties and will only pass your data to those third parties providing a service for the University, as set out in this privacy notice, or where under a duty to do so in order to comply with any legal obligation.

Personal data will not be shared with service providers other than those acting on the instructions of the University. Where this is the case, a written contract will be put in place between the University and the provider to set out the purposes for which the information can be used and the security measures that must be in place. This contract will ensure that the service provider agrees never to use your data for any additional purpose not set out in the agreement with the University.

How we store and protect your information

Your personal data is held securely on the University's Development and Alumni database within the EEA and in accordance with Data Protection Law, and is subject to appropriate technical and organisational measures against unauthorised or unlawful processing, and against accidental loss or destruction of, or damage.

In certain limited circumstances, your data may be processed by staff operating outside the EEA who work for us or for one of our suppliers. This includes employees engaged in, among other things, the provision of support services. We will take steps reasonably necessary to ensure that your data is treated in accordance with this privacy notice.

We take appropriate steps to ensure that we only record and store personal data which is relevant, that we keep it securely, that it is accurate and up-to-date and kept for an appropriate length of time. All University employees with access to your personal data, volunteers and contractors have a responsibility to maintain confidentiality to ensure that it is only used for the benefit of the University and its members, and we ensure relevant training or agreements are in place where appropriate.

Our website may, from time to time, contain links to and from websites of third parties. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to us over the internet, and any such transmission is at your own risk. Once we have received your information, we will use strict procedures and security measures to try to prevent unauthorised access.

Further information about the University's Data Protection and Information Security policies can be found by clicking on the links below.

[Data Protection](#)

[Information Security](#)

How long we hold your information

The University and D&A considers its relationship with alumni, supporters and other stakeholders as lifelong.

If you inform us that you no longer wish to stay in touch or support us, we will maintain enough data to comply with your wishes and ensure that we do not inadvertently re-create a new record for you or communicate with you in the future.

We need to comply with other regulations that will determine aspects of our record retention policy, such as the Universities (Scotland) Act 1858 for maintaining a register of General Council members, charity law, and for historical reporting purposes.

Dietary or accessibility requirements that you consent to provide when you plan to attend an event are deleted following the event.

The legal basis for collecting and holding your information

The basis on which we process your personal data is a legal obligation, your consent or our legitimate interest.

In the case of our legitimate interests to process your personal data we are required to ensure that our interests are balanced against yours. We use legitimate interest for the following activities:

- Maintaining a record of your relationship with the University
- Communications (including marketing) by mail
- Communications (including marketing) by telephone
- Sending information communications electronically
- Using publicly available information (see 'Building briefings, profiles and wealth screening, using publicly available information and targeting communications' section)

- Profiling (see ‘Building briefings, profiles and wealth screening, using publicly available information and targeting communications’ section)
- Wealth screening (see ‘Building briefings, profiles and wealth screening, using publicly available information and targeting communications’ section)
- Data cleaning (ensuring your contact information is up-to-date)
- Consultations (feedback, census, surveys and questionnaires)

If you would like further information on the legal basis we use, please contact the University’s Data Protection Officer as detailed under Queries, concerns or complaints. You can object to us processing your data for the above purposes at any time.

Related links

[Producing briefings, profiles and wealth screening, using publicly available information and targeting communications](#)

[Queries, concerns or complaints](#)

Your choices and keeping us up to date

We will only contact you with information that we believe is relevant to you and you can choose to opt out of receiving information from us at any time.

This may mean you do not receive the services and opportunities that may be of interest to you, such as information about networking and other events, alumni services and benefits, volunteering and other student experience, graduate and research opportunities.

There are some donation communications that we are required to send regardless of your contact preferences. This would include direct debit confirmations and advanced notices, thank you letters, renewal reminders, Gift Aid confirmation letters and querying returned mail or bounced or declined payments with you.

In cases where you have given us consent to process your data for receiving fundraising requests by email or text, you can withdraw this at any time via the options detailed below. If you would like to opt out of research, profiling or wealth screening, please contact us at yourdata@ed.ac.uk

We would really appreciate it if you let us know if your contact details change.

- If you are a member of the University’s alumni community, you can change your contact details or preferences at any time via the the MyEd Alumni Portal or by contacting us at yourdata@ed.ac.uk

[Access the MyEd Alumni Portal](#)

- If you are a supporter or other individual, you can change your contact details or preferences at any time by contacting us at yourdata@ed.ac.uk

Alternatively, you can write to us at Development and Alumni, The University of Edinburgh, Charles Stewart House, 9-16 Chambers Street, Edinburgh, EH1 1HT, or call us on +44 (0) 131 650 2240.

Queries, concerns or complaints

If you have any queries, concerns or complaints about this privacy notice, or about how we hold and process your personal data, please contact us:

Data Protection Officer

The University of Edinburgh

Old College

South Bridge

Edinburgh, EH8 9YL

Or

Email: dpo@ed.ac.uk

You have the right to raise any concerns you may have with the Information Commissioner's Office at casework@ico.org.uk but we ask that in the first instance you raise these with our Data Protection Officer to allow us the opportunity to address your concerns.