



## **ST JOHN'S COLLEGE, DURHAM**

### **ALUMNI PRIVACY NOTICE**

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St John's College is registered under the Data Protection Act and is committed to protecting your personal information. St John's (incorporating Cranmer Hall) is a recognised College of Durham University and has a Data Sharing Agreement with the University. St John's College follows the data protection, records management and information security policies of the University.

The College shares access to the University's Development and Alumni Relations Office (DARO) alumni database. This contains personal data collected by both Durham University and St John's College during the course of our relationship with our students, alumni, donors and friends. Most of the information stored will have been obtained directly from you; some of the data may also have been obtained from publicly available sources. All data are held securely and in accordance with the Data Protection Act 1998, the General Data Protection Regulation, and the Data Protection Act 2018. You may also wish to consult the University's Alumni Privacy Notice.

#### **Data Controller**

St John's College, Durham Ltd is the Data Controller.

#### **Overview**

St John's College (incorporating Cranmer hall) supports a global community of stakeholders (students, alumni, parents, donors, mentors, employers, researchers, policy-makers, and advocates) related to the research, engagement and outreach activities pursued by both St John's Hall and Cranmer Hall. In order to deliver all of the related products, services and opportunities in a bespoke manner and to ensure each individual and constituency receives relevant information, the College's Alumni Office processes personal data of stakeholders. This helps to ensure that you are getting the best contact available from College for your purposes. This also helps us, where appropriate, to ask for your support with the things we believe you care about the most.

#### **Types of personal data collected and held by St John's College and method of collection**

If you are a student/graduate, some of the personal data that we hold about you is transferred from your student record to the alumni database, Raiser's Edge. This personal data will have been collected from you as part of your studies application process or

provided by you via updates to your department or college during your time as a student and will include:

- Your name, title, gender preference, nationality and date of birth;
- Your home or parental address, email address and telephone numbers;
- Your former school and/or university;
- Your familial relationships (parents, grandparents and siblings);
- UCAS Number.

Some of the personal data the College holds about you has been created by us as part of your education record, namely:

- Mode of study (e.g. full-time, part-time, distance learning);
- Academic department and programme of study;
- Start, end and graduation dates;
- Reason for leaving, type and classification of degree;
- Your College affiliations and membership of a common room/clubs/societies/sporting teams.

Some of the personal data we hold about you is provided by you during your transactions with us (contact details updates, [www.dunelm.org.uk](http://www.dunelm.org.uk) website activity, event registration, volunteer activity or making/soliciting a donation), namely:

- Your bank account number, name and sort code (used for processing Direct Debits);
- Gift amount, purpose, date and method of payment including cheque numbers or payment references. At no point do we store payment card details if you donate, or pay for an event, using a payment card;
- Tax status and Gift Aid Declaration information;
- Your spouse/partner's name and whether they are also a Durham alumna/nus;
- Updates to your contact details;
- Children's names, gender and year of birth;
- Record of verbal or email conversations/meetings including any personal interests;
- Dietary preferences;
- Web activity whilst visiting [www.dunelm.org.uk](http://www.dunelm.org.uk), [www.dur.ac.uk/st-johns.college/](http://www.dur.ac.uk/st-johns.college/) and <https://community.dur.ac.uk/cranmer.hall/>

St John's College may hold personal data relating to your professional history. This data may have been provided by you, or it may have been obtained from social media (e.g. LinkedIn, Facebook) or publicly available sources (Companies House and other business-related resources, the World-Wide-Web, publications and news articles such as Queen's Honours List, Times Rich List, and the National Change of Address File and other services that provide email addresses and telephone numbers), namely:

- Your employment status (e.g. part-time, full-time, retired);
- Your current job title and work email address;
- Your previous role(s) and job title;
- Your current and past employers, name, address and telephone number;
- The dates that you have been employed in any particular role;
- Your photograph;
- Your income band.

St John's College may hold personal data that has been created from other personal data that we already hold (i.e. name, address, postcode, employment data), either through internal or external research/profiling, namely:

- Your estimated asset worth, property value and shareholdings;
- An estimate of income and potential capacity to make a large gift;
- Philanthropic interests and gifts to other charitable organisations;
- Internal classifications and ratings as a major gift prospect;
- A rating of your level of engagement which is created from a mix of your event attendance, donation history and other interactions with the University.

## **Legal Basis**

When processing your personal data St John's College relies on a combination of Consent, Contract, Legal Obligation or Legitimate Interests as the legal basis under the GDPR, as detailed in the table below. Where the College relies on Legitimate Interest you have the right to object to your data being processed for the purposes stated (see section entitled How to object to St John's College processing your personal data below). However, if the College stops processing data for the stated purposes this may impact our ability to undertake certain activities that you have asked us to undertake, such as claiming Gift Aid on your donations if you object to your name and address being processed. If this is likely to happen, we may refer back to you to obtain clarification that this is what you intend.

The Legitimate Interests that are being pursued in the processing of personal data are:

- To establish, maintain and enhance our relationship with alumni in the pursuance of a life-long mutually beneficial partnership that benefits the alumni community and the College's student community;
- To attract and retain donors and supporters in the pursuance of the University's strategic objectives to generate philanthropic income and to diversify income streams.

<b>Processing Activity</b>	<b>Legal basis</b>
Creating your record in our relationship management system (Raiser's Edge)	Legitimate Interests or Consent
Verifying your identity (alumni)	Legitimate Interests or Contract
Processing your contact preference forms	Consent
Meeting our obligations in relation to the Telephone Preference Service	Legal Requirement
Sending you direct mail by post	Legitimate Interests
Processing your gifts	Contract and Consent
Processing our Gift Aid claims	Consent and Legal
Event registration and management	Contract and Consent
Volunteer registration and management	Contract and Consent
Career mentor/mentee registration and management	Contract and Consent
Donor stewardship	Legitimate Interests, Contract and Consent
Conducting our telephone campaigns (fundraising)	Legitimate Interests
Identifying potential major gift supporters and qualifying prospective levels of giving	Legitimate Interests
Conducting due diligence on prospective major donors	Legal Requirement or Legitimate Interests
Major donor cultivation and solicitation	Legitimate Interests

Analysis of visits to our website www.dunelm.org.uk	Legitimate Interests
Analysis of the effectiveness of our email communications	Legitimate Interests
Reporting and benchmarking St John's College performance	Legitimate Interests

### **How personal data is stored by St John's College**

Personal data of alumni, donors and other stakeholders is stored by DARO in a propriety cloud-based database supplied by Blackbaud, Inc. called Raiser's Edge (RE) under a contract for service. RE is hosted by Blackbaud on their servers located in the EEA. Access to personal data is restricted to the staff in St John's College Alumni & Development Office, DARO and any other member of staff who have a requirement to maintain a relationship with you, and is controlled through password protection and user security profiles. Blackbaud, Inc. do not permit their staff to have access to the personal data stored in RE.

The personal data of some alumni and supporters may be stored in a proprietary software application used to manage the telephone campaign. This software is hosted in the 'cloud' by the third party supplier company only for so long as is necessary for the period of the telephone campaign. Access to the software is restricted to students employed under a contract to make calls to alumni and supporters, the campaign manager and DARO staff and is controlled through username and password.

All University employees, contractors and volunteers that are given access to personal data receive mandatory Data Protection training and have a contractual responsibility to maintain confidentiality.

### **How personal data is processed by St John's College**

We process your data in order to:

- Promote events;
- Send news and updates;
- Recruit alumni volunteers and mentors;
- Make fundraising appeals by email, direct mail, telephone and face-to-face meetings and ensure that we only send you communications about events or fundraising appeals that would be of interest to you.

### **Who St John's College share personal data with**

Personal data is shared with third party organisations in a limited number of instances. As a member of the alumni community of, or a donor to, St John's College which is a charity in its own right and is separately registered with the Information Commissioner's Office, your personal data is shared between Durham University and St John's College under a Data

Sharing Agreement which requires the college to provide assurance of protection of the data. This is the same for students, prospective students/parents, alumni and donors who have interacted with the North American Foundation for the University of Durham (Dunelm USA) who have an independent 501c3 status in the United States.

If you have registered to attend an event organised by volunteer alumni, St John's College may share with the volunteer a list of attendee names, year of graduation, department and college so that introductions can be made or seating plans created. This list may be shared over the World Wide Web on the [www.dunelm.org.uk](http://www.dunelm.org.uk) website but will be only accessible via login to the website.

St John's College may share personal data with third party organisations which carry out contracts on behalf of the University or the College (such as a venue hosting an alumni event). St John's College will only share personal data that is relevant and proportionate. Our partners are subject to contractual agreements which help to ensure compliance with Data Protection legislation. This will happen in the following circumstances:

- To send you a copy of our printed alumni magazine or other newsletters;
- To send you direct mail relating to our fundraising appeals;
- To maintain your contact details so that we can keep in touch by letter, email or telephone;
- To assess your ability to support the University with a major gift (£10,000 or more).

When St John's College shares personal data as detailed above we ensure that security is maintained, using tools such as encryption and secure file transfer protocols. Personal data is NEVER sold on to third parties.

### **How long personal data is held by St John's College**

The College considers its relationship with alumni, donors and other stakeholders to be life-long. This means that we will maintain a stakeholder record for you until such time as you tell us that you no longer wish us to keep in touch. In this instance St John's College will delete your record.

### **How to object to St John's College processing your personal data**

St John's College processes your personal data for the legitimate business interests set out in this notice. Individuals have the right to object to the College processing their personal data for any or all of the purposes set out in this Privacy Notice; they may do so at any time. To exercise this right, please email [johns.alumni@durham.ac.uk](mailto:johns.alumni@durham.ac.uk) giving clear details of the processing activities and/or types of personal data to which your objection applies (see sections above for descriptions).

In line with the Privacy and Electronic Communications Regulations (PECR), you have the opportunity to select how you would like to receive communications from us by indicating

your preference of email, telephone or letter in writing to us, and if you do not wish for us to hold any information about you at all, you have the right to request that we remove your information from our records. We will seek your consent for electronic and telephone communications. You may withdraw this consent at any time.

### **Making a complaint**

If you are unsatisfied with the way in which we process your personal data, we ask that you let us know so that we can try and put things right. If we are not able to resolve issues to your satisfaction, you can refer the matter to the Information Commissioner's Office (ICO). The ICO can be contacted at <https://www.ico.org.uk/>

### **Access to personal information**

You have a right to request copies of the data held about you by St John's College. Should you object to the holding of your data by St John's College, the use of your data for any or all of the above purposes, or should you wish to amend the type of communications you receive or the way in which St John's College contacts you, please contact [johns.alumni@durham.ac.uk](mailto:johns.alumni@durham.ac.uk)

### **Visitors to our websites**

When someone visits [www.dunelm.org.uk](http://www.dunelm.org.uk) or the St John's College pages on [www.durham.ac.uk](http://www.durham.ac.uk) or the Cranmer Hall website <https://community.dur.ac.uk/cranmer.hall/>, the College may use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting these websites. If we do want to collect personally identifiable information through our websites, we will be transparent about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

### **Links to other websites**

This privacy notice does not cover the links within this site linking to other websites. We encourage you to read the privacy statements on the other websites you visit.

### **Changes to this privacy notice**

We keep our privacy notice under regular review. This privacy notice was last updated on 1 May 2019.

### **Further Information**

If you have any questions which you feel have not been covered by this Privacy Notice, please do not hesitate to email us or write to:  
Development and Alumni Relations Office,  
St John's College

Durham, DH1 3RJ  
[johns.alumni@durham.ac.uk](mailto:johns.alumni@durham.ac.uk)