INTRODUCTION
The processing of your data is necessary for the purposes of the legitimate interests of the Development and Alumni Relations team. This privacy statement outlines what this means in practice and explains how the University of Liverpool’s Development and Alumni Relations Team collects, stores, manages and protects your data.

WHO WE ARE AND WHAT WE DO
As a University of Liverpool student or supporter, you automatically become a member of the University of Liverpool’s global network of ‘alumni’. The Development & Alumni Relations team and fellow members of the alumni community are there to support you throughout your lifetime, no matter where life takes you next. We do this by providing a range of academic, social and networking events and publications and providing services such as library and journal access and employment advice and skills for recent graduates. You will have opportunities to attend events and reunions, learn about volunteering and fundraising, access exclusive benefits and discounts, stay connected and create new connections that can help you in your career.

In order to provide these services, we have a database that contains personal data collected by the University of Liverpool during the course of our relationship with our students, alumni, donors and supporters. In the first instance, this is through the transfer of data from our student record system upon graduation and in accordance with the University’s Programme Terms and Conditions. The vast majority of the information we hold will have been obtained directly from you; and if you interact with other departments, faculties, schools or University of Liverpool staff we may receive data from these areas in order to keep your details up to date.

Developing a better understanding of our graduates and supporters through their personal data allows us to make better decisions, allows us to engage in a bespoke and relevant manner and helps ensure that you are getting the best contact available from DART for your purposes. It also helps us, where appropriate, to ask for your support with the things we believe you care about most.

THE DATA WE HOLD
If you are a student/graduate, most of the data we hold would have been transferred from your student record. This includes:

- Your name, title, gender and data of birth
- Your home or parental address, email address and telephone numbers
- Mode of study (e.g. full time, part-time, online learning)
- Course details, academic department and programme of study
- Start, end and graduation dates
- Scholarship and other funding information.

Some of the personal data we hold about you has been provided by you during interactions with the University of Liverpool and/or the Development and Alumni Relations Team, for example website activity, face to face meetings, event registrations, volunteering activity or making a donation, namely:

- Your donation history, gift amount and Gift Aid status, where applicable, as required by HMRC
- Updates to your contact details (address, email and phone)
- Records of verbal or email conversations/meetings, including personal and philanthropic interests
- Your family and partner/spousal details
- Your relationships with other University of Liverpool alumni, staff, donors and friends
- Information about your engagement in University of Liverpool meetings, events, groups or networks.

The Development and Alumni Relations team may also hold personal data relating to your professional activity to help us send you relevant content regarding careers, professional interest networks and volunteering activity. This data may have been provided by you, or it may have been obtained from social media (Linkedin, Facebook) or publicly available sources (Companies House and other business-related resources), namely:

- Your current job title, employer and work email addresses
- Previous role(s) and job title
- Your income band.

WHAT WE USE YOUR INFORMATION FOR
Unless you have requested otherwise, the information you provide is used by the University, its Schools and Faculties and alumni associations to communicate with you for its alumni engagement and fundraising purposes. These may include:

- Providing you with the services and information you asked for
- The promotion of benefits and services available to alumni
- The promotion of University of Liverpool alumni events and reunions
- Distribution of University mailings (e.g. the Alumni magazine, newsletters, annual reports)
- University-related fundraising initiatives involving alumni
- Eliciting non-financial support (e.g. careers advice to students, help with student recruitment).
UNIVERSITY OF LIVERPOOL MANAGEMENT SCHOOL RANKED COURSES

In order for the University of Liverpool Management School to participate in the ranking of their MBA, MSc Management and MSc Finance programmes, alumni details (name and email address) are passed to organisations including, but not limited to, The Financial Times, The Economist and The Times Higher Education so they may contact you for your opinion. You will receive an email if your data is due to be sent on, with a direct link to the data protection policy of the individual organisation. We encourage completion of the surveys as the resulting rankings are a measure of quality and do further enhance the value of your degree.

WEALTH SCREENING, DATA ANALYSIS AND UPDATING YOUR CONTACT DETAILS

The University of Liverpool was founded on philanthropy and philanthropy continues to make an enormous impact at our University, enhancing the experience of students, providing state-of-the-art teaching facilities, and funding research projects that have a global and transformational impact. To assist with our fundraising, we may gather information about you from publicly available sources – for example Companies House, the Electoral Register and the media. This information is used to help us better understand you as an individual and your ability to support the University. We may carry out wealth screening, a process which uses trusted third-party partners to automate some of this work. When we use third-party partners your data is never sold and our partners to automate this process.

By ensuring our data is up to date we can avoid wasteful postage costs of mailing incorrect address and ensure you can continue to enjoy the lifelong benefits that come with being alumni of the University of Liverpool.

To ensure that our communications are relevant to you and your interests, we may use tools that help us track whether the emails we send are opened and which links are clicked within a message. We may also track website visits and use analytical tools, such as Google Analytics, to use this information to improve our website.

OTHER WEBSITES

Our website may contain links to other websites. This privacy policy only applies to the data stored and processed by the Development and Alumni Relations team; when you link to other websites you should read their particular privacy policies.

HOW LONG IS PERSONAL DATA HELD?

The University of Liverpool and the Development & Alumni Relations team considers its relationship with alumni, donors and other stakeholders to be life-long, giving you access to selected University services and a vast support network. This means that we will maintain a stakeholder record for you until such time as you notify us that you longer wish us to keep in touch. In this instance we will delete the majority of the personal data that we hold for you, but will maintain basic personal data to ensure we do not inadvertently create a new record in the future.

YOUR RIGHT TO MAKE CHANGES OR TO ASK US TO STOP USING YOUR DATA

You are in control of your data and have the right to opt-out of all or specific communication types at any point. To change your preferences, please contact us via: alumni@liverpool.ac.uk or complete our contact preferences update form at: www.liverpool.ac.uk/alumni/preferences.

You also have the right to request copies of the data held about you. To do so please submit a ‘Subject Access Request’; more information on this can be found here: www.liverpool.ac.uk/legal/data_protection/policy.

IF YOU HAVE A CONCERN ABOUT HOW YOUR DATA IS BEING HANDLED

You can contact the Development and Alumni Relations team at: alumni@liverpool.ac.uk. In addition, you can raise any concerns directly with the Information Commissioner’s Office (ICO) here: https://ico.org.uk/concerns.

CHANGES TO THE PRIVACY STATEMENT

In the interested of being transparent we may amend this Privacy Statement from time to time. Any significant changes to this Policy or to the way we treat your data will be communicated via the University’s website.

FURTHER INFORMATION

If you have any questions which you feel have not been answered by this Privacy Statement, please do not hesitate to contact:

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