

## Directorate of External Relations – Alumni Privacy Notice

The Directorate of External Relations (DER) (“We”) are committed to protecting your privacy, keeping your data safe and not doing anything with it that you wouldn’t reasonably expect. This statement describes how we collect and use personal information. The terms of this statement may change, so please check it from time to time- you can see the date it was last changed above.

If you have any questions, please contact us at [development@rvc.ac.uk](mailto:development@rvc.ac.uk) or call us on +44 (0) 1707 666237

### What information do we collect and what do we use it for?

As outlined in the RVC Student Privacy Notice, we process data for Students and Alumni.

As you graduate, we create an outline record for you from the RVC Student database (SITS) with name, course details, date of birth, Student Number, home address and your RVC email address. This is so we can start to involve you in RVC4Life our RVC alumni community and record touchpoints. When you leave RVC, we add on the rest of your personal contact details. For Alumni who graduated before circa 1984, we will try to collect similar data from paper records in the RVC registry Office if we can to enable us to get in touch with you.

We on occasion, collect lists of members of RVC clubs and societies, and we append this information onto your Alumni record so we can run reunions and other events and let you know about related activities.

We get a list from the RVC HR database of staff who self-identify themselves as a RVC Alum, so we can flag you as a current staff member and communicate with you more effectively.

We encourage Alumni and Supporters to keep their record up to date- mainly with employment activity and contact details, to enable us to invite you to appropriate activities and to monitor employability patterns amongst our graduates.

If you support us, for example make a donation, volunteer or sign up for an event, we will store all the data you submit on the donation or event booking form, apart from your credit card details. Only the information that is necessary to process your request will be mandatory.

Every time you get in touch with us, we get in touch with you, or you take part in any RVC activity, we record this touchpoint on your record.

We will use your data to:

- Provide you with the services, products or information you asked for
- Send you information about activities we believe are most relevant to you, including fundraising.
- Administer your donation or support your fundraising. Donations are administered by the RVC’s registered charity the Royal Veterinary College Animal Care Trust (Reg charity no 281571)
- Keep a record of your relationship with us and with employers and other alumni
- Ensure we know how you prefer to be contacted – your consent data is stored to comply with DP rulings and Fundraising Regulator Codes of Practice.
- Understand how we can improve our services or information.

If you enter your details onto one of our online forms, and you do not ‘submit’ the form, we may contact you to see if we can help with any problems you may be experiencing, with the form or our websites.

## **Building profiles of supporters and targeting communications**

We may use profiling techniques to ensure communications are relevant and timely, and to provide an improved experience for our supporters and Alumni. Profiling also allows us to target our resources effectively, so we do not waste them, or your time. Understanding the background, capacity and willingness to support particular RVC projects of those who support us helps us to make appropriate requests. Importantly, it enables us to raise more funds, sooner, and more cost-effectively, than we otherwise would.

When building a profile we may analyse geographic, demographic and other information relating to you, in order to better understand your interests and preferences in order to contact you with the most relevant communications.

## **Alumni and Supporter Communications (Direct Marketing)**

We will contact you to let you know about the progress we are making and to ask for donations or other support, this includes relevant newsletters and event invites. We make it easy for you to tell us how you want us to communicate, in a way that suits you. We include information on how to opt out when we send you marketing. If you do not want to hear from us, that is fine. Just click unsubscribe, or let us know on [development@rvc.acuk](mailto:development@rvc.acuk) or +44 (0)1707 666237.

## **Where do we collect your information from?**

We collect information in the following ways:

### **When you give it to us directly**

You may give us your information in order to sign up to our online community RVC4Life, for one of our events, make a donation, request information from us or communicate with us. RVC student records are copied from the RVC Student database (SITS) to the RVC Alumni database (ThankQ). For Alumni who studied pre circa 1984 or those we have no computerised records for, we manually create records on ThankQ after verifying with the RVC records team.

### **When you give it to us indirectly**

Your information may be shared with us by independent event organisers, for example fundraising sites like Just Giving or Virgin Money Giving. These independent third parties will only do so when you have indicated your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

### **When you give permission to other organisations to share or it is available publicly**

We combine information you provide to us with information available from external sources. This is known as data-appending and enables us to contact you in the event that you change your address, job or phone number, or did not provide it to us. We also use this information to gain a better understanding of our supporters to improve our fundraising methods, products and services and make sure we contact you in the most relevant and appropriate way.

The information we get from other organisations depends on your privacy settings and the responses you give them. This information comes from the following sources:

**Companies** You may have provided permission for a company to share your data with third parties, the RCVS membership Directory or other professional organisation.

**Information available publicly** This may include information found in places such as Companies House or published in articles/ newspapers, such as Vet Times and professional veterinary press.

## **When we collect it as you use our websites or Apps.**

Like most websites, we may use “cookies” to help us make our site – and the way you use it – better. Cookies mean that a website will remember you. They are small text files that sites transfer to your computer (or phone or tablet). They make interacting with a website faster and easier – for example by automatically filling your name and address in text fields.

We also use Google Analytics to monitor web traffic, however this data is anonymised and we cannot identify individuals. You can find out more about Google Analytics [here](#). We use Campaign Monitor and Mailchimp to send emails and can monitor traffic to pages on our site and links.

## **When someone you know refers you to us.**

On occasion, someone you know, for example friends, family or a business associate, may give us your name and contact details as someone who is likely to be keen to be approached to support a RVC project. We will contact you as soon as is practicable to let you know we are processing your data in this way.

## **How do we keep your data safe and who has access to it?**

Your data is stored in a secure central database, managed by the RVC Infrastructure Department, following industry good practice. The RVC does not process credit card details for online donations; these are only handled by our PCI accredited Merchant Service providers. If you provide your 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 into the secure waste.

We take appropriate measures to ensure that the personal information disclosed to us is kept secure, accurate and up to date and kept only for so long as is necessary for the purposes for which it is used.

Your information is only accessible by appropriately trained staff and contractors.

If you have joined a specific Alumni network or group, such as the RVC New York Network then we may share limited data with the organisers of that network, so they can manage events and communications. The organisers will have first signed an agreement to handle your data securely and only for this agreed purpose. We do not give out your data to organisers of groups that you have not opted into, but we may contact you on their behalf.

We may pass your information to our service providers. We always make sure there are appropriate controls in place first; the service provider will never use your data for any additional non-RVC purpose. Some examples of service providers would be using an emailer service to send out personalised email newsletters, using a mailing house to send out Alumni magazines, or screening names and addresses via a data bureau to remove deceased people from our mailing list and keep addresses up-to-date.

If you make a donation to RVC, you are given the option of deciding whether your name can be used on donor lists and other stewardship materials if they are legible. If you consent to this, we may publish your current name and the fact that you are a RVC donor.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

We never sell or swap any of your personal information.

## Fundraising Regulator

RVC is a voluntary member of the Fundraising Regulator (under its registered charity the RVC ACT) and we continually review our practises to respect the privacy of our alumni and supporters.

### Why we can collect your information and how you can tell us to stop

The legal basis for processing your personal data is your consent, where you have provided this, and otherwise our legitimate interests. In the case of our legitimate interests to process your personal data we are required to ensure that our interests are balanced against any detriment you may face from our processing.

We may on occasion transfer your personal information to countries or jurisdictions outside the UK if necessary for the above purposes. These countries may not always provide the same level of data protection as the UK. If we do make such a transfer, we will use controls such as Privacy Shield or model contract clauses to ensure your information is protected.

You have a right to ask us to stop processing your personal data in cases where we are relying on our legitimate interests, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so. You also have the right to withdraw your consent in cases where you have provided this. Contact us on [development@rvc.ac.uk](mailto:development@rvc.ac.uk) or +44 (0)1707 666237 if you have any concerns.

### Right of access

If you are a RVC Alumnus/Alumna and have created an account for our Alumni Online Community (RVC4Life), you can sign into your account to access and update most of your information.

You have a right to ask for a copy of the information we hold about you and to have any inaccuracies in your information corrected. If you want to access your information, send a description of the information you want to see and proof of your identity to [development@rvc.ac.uk](mailto:development@rvc.ac.uk)

If you have any questions please send these to [development@rvc.ac.uk](mailto:development@rvc.ac.uk), and for further information see the [Information Commissioner's guidance here \(link is external\)](#).

### Keeping your data up-to-date

Where possible we use publicly available sources to keep your records up to date; for example, the Post Office's National Change of Address database and information provided to us by other organisations as described above.

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

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**Address:** Directorate of External Relations, Alumni Engagement Team, Royal Veterinary College, Hawkshead Lane, North Mymms, Herts, AL9 TA **Email:** [development@rvc.ac.uk](mailto:development@rvc.ac.uk)