

## **Birkbeck, University of London**

Birkbeck exists to provide life changing educational opportunities for its students and undertake cutting-edge research for the public good. In order to carry out this mission, it is necessary to process personal data.

We take our responsibilities to process your data transparently, fairly, lawfully, safely and securely very seriously. This document is part of our efforts to keep you informed about how we treat your data.

### **PRIVACY NOTICE**

#### **For the purpose of maintaining relationships with former students, friends and supporters**

##### **About Birkbeck**

Birkbeck College (also known as Birkbeck, University of London) is the data controller for all of the personal data that it holds and processes and is subject to the General Data Protection Regulations (GDPR). Birkbeck is registered with the Information Commissioners Office (ICO) registration number Z718111X

- Address: Birkbeck College, Malet St, Bloomsbury, London, WC1E 7HX
- Birkbeck's Data Protection Officer can be contacted by emailing [dpo@bbk.ac.uk](mailto:dpo@bbk.ac.uk)

If you have any queries about how we use your data, or wish to exercise your rights with regard to your data including, making a subject access request, please contact [dpo@bbk.ac.uk](mailto:dpo@bbk.ac.uk)

##### **About Birkbeck's approach to personal data processing**

In common with all universities, Birkbeck processes the personal data of many individuals in order to carry out its mission.

You will find a complete set of information describing our data processing activities, our data privacy policy, relevant privacy notices, information about the rights of individuals whose data we process and how to exercise these rights on our website at [www.bbk.ac.uk/privacy](http://www.bbk.ac.uk/privacy).

Birkbeck has many different types of relationship with many different groups of people, and some people have more than one relationship with Birkbeck (for example one person may be both a student and member of staff). It is not possible to provide one single privacy notice that accurately describes all these processing activities. Therefore separate notices are provided that describe each processing activity. It should be noted that more than one privacy notice may apply to the processing of your personal data for different purposes. This should be made clear to you at the point where your personal data is collected. It should also be clearly described within the privacy notice itself. All our privacy notices are available at [www.bbk.ac.uk/privacy](http://www.bbk.ac.uk/privacy) and if you are in any doubt please contact [dpo@bbk.ac.uk](mailto:dpo@bbk.ac.uk).

##### **About our privacy notices**

This privacy notice explains how Birkbeck collects, uses and shares personal data and your rights in relation to the that we hold about you. It includes information about how personal data is used, and the nature of any processing by other data processors or controllers.

## **The processing purpose covered by this notice**

It is Birkbeck's mission to provide flexible and part-time education to students of all ages, social and educational backgrounds, alongside maintaining excellence in teaching and world class research that benefits and promotes civic and public debate.

The aim of the Development and Alumni Department is to support this mission through its activities and objectives. We achieve this by ensuring our alumni, as well as any other stakeholders, are connected to Birkbeck and that all of our activities contribute towards the advancement of the College whilst also enhancing Birkbeck's reputation.

Apart from sending updates with the latest news from around the College, we:

1. Run a range of academic and networking events for former students and stakeholders;
2. Offer volunteering opportunities which support our students, such as career mentoring, speaking at prospective student events or mentoring international students.
3. Fundraise from alumni and friends in support of students, teaching, research and capital projects.

Collecting your information helps to inform our alumni relations and fundraising programmes, allows us to provide a better service to our alumni, and enables us to support the College.

## **What data we collect**

Personal data held and processed by the Development and Alumni Department includes:

- Biographical information including your name, title, gender and date of birth;
- Contact details including address, email address and phone numbers;
- Education history from your time at Birkbeck, and from other institutions you attended;
- Information about your time at the College (e.g. clubs and societies, prizes, scholarships);
- Employment details including income, employment history, professional activities and biographies;
- Partner/Spouse, family and other relationships;
- Relationships to other alumni, supporters and friends;
- Current interests, activities and affiliations;
- Donation history and wealth assessment information;
- Responses to fundraising appeals and proposals;
- Gift Aid status, where applicable (as required by HMRC);
- Appended information from publicly available sources and extracts from media stories;
- Information you have publicly shared on social media, including services such as LinkedIn, Facebook, and Twitter;
- Records of communications from and interactions with Birkbeck;
- Attendance of events and meetings with Birkbeck staff;
- Photographs from Birkbeck events you may attend;
- Volunteering activities;
- Communication preferences.

Please note that we do not collect or store:

- Credit/debit card details;
- ‘Sensitive’ information, such as Racial/Ethnic origin; Political beliefs; Religious/similar beliefs; Trade Union membership; Physical/mental health condition; Sexual Orientation/Activities; Commission or alleged commission of an offence and any proceedings such as a court sentence.

Any personal data stored in our database is held on the Blackbaud’s secure servers located within the EEA, namely the Netherlands and Dublin.

### **Where we collect it from**

All student names, degree related information and contact details are copied from Birkbeck’s student database and used to create a record on the Development and Alumni database. We also hold records on non-alumni, friends of Birkbeck, organisations linked to Birkbeck, donors and potential donors.

We update our records when you enquire about our services, register for events or volunteering opportunities, make a donation, complete an Update Your Details form or provide us with other information. As such, most information that we hold will have been obtained directly from you. If you provide us with your email and/or telephone number we will assume that this overrides any Telephone Preference Service (TPS) registration.

We may also receive information about you from external service providers or from a friend who wants us to tell you about our activities. We use service providers to gather information from publicly available sources, such as the Post Office’s National Change of Address database, to keep contact details up-to-date and accurate.

Internally we will also gather other information that is published publically, such as employment and links to organisations, and append it to your record. Depending on your privacy settings and interaction with us on social media sites like LinkedIn, Facebook and Twitter, we may also cross-check your data to ensure that it is robust and up to date.

### **How we use the data**

We use your data to keep you informed about the College, and to provide opportunities for you to continue to be involved in the life and activities of the College. This includes providing you with services you have requested, for administration purposes, and to further our charitable and educational aims including fundraising, volunteering, event invitations and newsletters.

We will communicate with you only in the ways that adhere to your chosen communication preferences, whether by email, post, telephone or face-to-face. To ensure that our communications are relevant to you and your interests, we may segment our communications based on demographic, geographical and education information.

Digital tools may be used to monitor and improve our communications, such as tracking when an email we send is opened and how many links are clicked within the message. We may use this information to personalise the way our websites and emails are presented to you and improve the content of our communications. We also track website visits and use analytical tools, such as Google Analytics, to use this information to improve our website.

For the purpose of fundraising and to help us better understand your interests, preferences and the type and level of donation you may be interested in giving, we may use wealth

analysis techniques to analyse the data that you provide, such as measures of affluence and interest in charitable causes, where available from external sources. This allows us to make appropriate requests to our supporters and prospective supporters, helping us raise more money, more cost effectively, and more respectfully than we otherwise could.

Where necessary, we will undertake due diligence for potential donors in line with the College's Donation Acceptance Policy.

### **Under what lawful basis we process your personal data**

Birkbeck uses your personal data under different lawful bases depending on the process being performed. The following are the legal bases identified:

- **Legitimate Interests** - We will keep you informed about the things going on at Birkbeck that we think you might like to know about, such as; courses you may be interested in, public lectures and events, bursaries and the research we're involved in. You can opt out of receiving this information if you wish. (Article 6 (1) (f))

It is in Birkbeck's legitimate interest to process the information in pursuit of:

- Furthering the College's educational charitable mission and to achieve its purpose (which includes fundraising and securing the support of volunteers);
- Enabling the College to achieve its strategic and operational goals;
- Communicating with students, staff, alumni, and current and potential supporters;
- Providing benefits and services to students, staff, alumni and supporters.

We may pursue these legitimate interests by contacting you by telephone, email, post or social media. Information about how you can manage the ways that we contact you, including how to opt out from some or all contact from the Development

### **How long we keep your data for this processing purpose**

We will hold your data indefinitely in support of your lifelong relationship with the College, or until you ask us to do otherwise.

If you exercise your right to erasure, we will retain a core set of personal data which, for alumni, will include: name, subject(s) studied, graduation details, date of birth and unique identification number so that we do not contact you inadvertently in future, and to maintain your education details for archive purposes.

We may also need to retain some financial records about you for statutory purposes (e.g. Gift Aid, anti-fraud and accounting matters).

We will always respect a request by you to stop contact by any or all methods of communication, or for any specific purpose.

### **Sharing your data with other Data Controllers**

Birkbeck does not disclose data to external organisations other than those acting as agents for the College and with whom the College has data sharing agreements. We always make sure the data is exchanged in a secure manner and that it is not used for the purposes other

than those agreed by the College. We never sell any of your personal information to a third party.

Examples of external providers whose services we use:

- Email services to send emails and newsletters;
- Mailing house to send out postal letters and magazines;
- Charities Aid Foundation (CAF) to process Direct Debits;
- Companies to screen names and addresses to help keep addresses up to date, provide demographic and publicly available updates of addresses and to check data against preference services, such as TPS and MPS;
- Companies to conduct wealth screening;
- Companies to run elections for our Alumnus Governor.

We may also need to disclose your information if required by law (for example to government bodies and law enforcement agencies).

We will not share your details with any individuals looking to contact you, in personal or professional capacity. All correspondence will be conducted through us, unless you give us explicit permission to share your contact details.

### **Third Party Service Providers (use of Data Processors)**

Birkbeck uses a number of carefully selected third parties to provide services on its behalf. In some cases this requires some elements of the data we hold about you to be passed to them for the express purpose of providing a service to you on our behalf. In each case a data sharing agreement is in place that prevents the third party from making any use of the data provided for any purpose other than that expressly agreed, and requiring the provider to securely destroy the data once the service has been provided. Details of these service providers are available at [www.bbk.ac.uk/privacy](http://www.bbk.ac.uk/privacy).

### **International**

In some instances the College may transfer personal data to parties located in other countries, including some outside of the European Economic Area (EEA). This may be because either Birkbeck staff, a Data Processor (or Sub-Processor) contracted by Birkbeck, or another Data Controller who data is shared with are located outside the EEA.

All instances of overseas transfers of personal data are subject to appropriate technical safeguards and contractual provisions incorporating appropriate assurances to ensure the security of the data and full compliance with legislative and regulatory requirements.

### **Your personal data rights**

You have the following rights with regard to your personal data held by the College:

- The right to request access to your personal data held by the College.
- The right to have inaccurate or incomplete personal data rectified.
- The right to erasure of personal data – this will only apply where there is no legitimate reason for the College to continue to process the personal data.

- The right to restrict the processing of personal data – you have the right to block the processing of their personal data by the College in specific situations.
- The right to object – you can object to the processing of your personal data by the College in certain circumstances, including the sending and receipt of direct marketing material.
- The right to object to automated decision making and profiling – you have the right to object to decisions taken by automatic means without human intervention in some circumstances.
- All requests to exercise any of these rights should be made to the College’s Data Protection Officer, by emailing: [dpo@bbk.ac.uk](mailto:dpo@bbk.ac.uk).

**Complaints** – If you are unhappy with the College’s handling of their personal data or believe that the requirements of GDPR may not be fully complied with, you should contact the College’s Data Protection Officer in the first instance. You may follow also follow the College’s formal complaint procedure, and you also have the right to submit a complaint to the Information Commissioner’s Office; further details can be found at [www.ico.org.uk](http://www.ico.org.uk).

### **Version History & Review**

This privacy notice will be subject to periodic review. Any material changes will be communicated to those affected in an appropriate manner as and when they are required.

<b>Version</b>	<b>Effective Date</b>	<b>Reason for change</b>
BBKPN004.0	24 May 2018	First version
BBKPN004.1	6 June 2019	Updated version
BBKPN004.2	4 Oct 2021	Updated version