

Alumni and Supporters Privacy Notice

How we use your personal data (for alumni and supporters)

The University regards the alumni service as an important and integral part of the University's long term commitment to its students.

What is Personal Data?

“Personal data” means any information which relates to or identifies you as an individual.

Purpose of this Notice

This statement explains how the University (“we” and “our”) handles and uses the personal data we collect about our alumni and our past, current and future supporters, whether donors, volunteers or participants in membership groups that we run (“you” and “your”). Developing a better understanding of our alumni and supporters allows us to keep in touch with you, in order to keep you apprised of our activities and developments, to provide services to you, and to identify ways in which you can support us, through donations or other forms of financial and non-financial support. This Notice explains how we will collect and use your personal data.

Liverpool Hope University is the Data Controller for personal data that we process about you. The University is registered as a Data Controller with the Information Commissioner’s Office and manages personal data in accordance with the University’s Data Protection Policy.

Anything you are not clear about please contact our Data Protection Officer who can answer any queries you may have concerning this Notice or in any way that we process your personal data. Our Data Protection Officer’s contact details can be found at the end of this Notice.

Where does the University get your personal data from?

We may hold information relating to you from a number of sources. A significant proportion of the information we hold on alumni is that which you provide to us (for example, you may give us information by filling in forms on the University's website, or by corresponding with us by telephone, email or otherwise). If you are a student or studied at Liverpool Hope University, some of your personal data is transferred from your student record to the University’s alumni database.

Most records contain:

- details of your education
- unique personal identifiers and biographical information (e.g. student number, date of birth)
- your contact details (and we update these whenever you let us know that they have changed)

- details of your interactions with the University, including your attendance at University events and your relationships with other alumni or supporters of the University.
- details about your family (e.g. your marital status, the name of your partner or spouse)
- personal data provided by you for a specific purposes (e.g. disability and dietary preferences for event management purposes)
- your communication preferences, to help us provide tailored and relevant communications
- information about your employment or further study
- donations you have made to the University and your Gift Aid status

What personal data will be processed?

Your data is used by us for a number of interdependent purposes in support of alumni relations, supporter communications and fundraising. These include:

- sending you publications (e.g. alumni magazines and updates about the University)
- providing services, including access to University facilities
- sending you details of volunteering opportunities
- inviting you to alumni and other University events
- internal record keeping, including the management of any feedback or complaints
- contacting you to inform you of University-related fundraising campaigns and initiatives
- administrative purposes (e.g. in order to process a donation you have made or to administer an event you have registered for or attended)

Before seeking or accepting major donations we are required to conduct due diligence, including reviewing publicly available personal data relating to the donor's criminal convictions and offences.

We may use automated or manual analyses to link data together to help us identify your potential for supporting the University, to provide you with an improved experience, to send you communications which are relevant and timely, to identify volunteering opportunities or opportunities for providing support which may be of interest to you, and to avoid approaching you with opportunities which are not of interest. All of this enables us to work more cost-effectively, in support of the University's strategic research and teaching objectives. We always seek to ensure that any opportunities we present are aligned with your interests, based on the research we conduct.

We will always respect a request by you to stop processing your personal data, and in addition your statutory rights are set out below.

What is the purpose and legal basis of the processing?

The University believes that by supporting University alumni and other development activities it is conducting something in the public interest. In particular it is supporting the University's charitable object of education and the benefits to society that flow from that.

Sometimes the University will be processing your data because you have clearly made it publicly available.

Finally, the University believes that its activities are necessary for the purposes of the legitimate interest of the University and other third parties. These interests are not overridden by the interests and fundamental rights or the freedoms of the data subjects concerned. Legitimate interests of the University and third parties focus around supporting educational activities and ongoing developmental activities for University alumni and others.

It is recognised that some of the above grounds will overlap and that the University could rely on multiple grounds justifying its lawful processing.

Who will my personal data be shared with?

We share data on a considered and confidential basis, where appropriate, with:

- academic departments across the University;
- third parties engaged by the University to provide alumni related services, such as:
 - third party agencies who provide us with a management tool for accepting your direct debit donations
 - third party publishers of our newsletter
 - Government agencies, who process the annual Gift Aid claim (HMRC) and conduct research on our graduates concerning employment (HESA, Office for Students etc.)
 - other contractors providing services to us

Retention of your personal data

We see being a member of the University and part of the alumni community as a lifelong relationship. Generally the University will look to retain University alumni personal data until the individual asks us to remove it from our records. We will routinely remind you of your right to have us remove your personal data.

If you are not a member of the University alumni community, any personal data held will be deleted should you not respond to our attempts to contact you, or should you state that you have no interest in forming a relationship with the University.

Unwanted communication

We will from time to time communicate with you by email, post, telephone and text. If at any stage you are concerned about the content of these communications, e.g. unwanted marketing information, then:

- please follow any available unsubscribe links or instructions in the communications; or
- contact our Data Protection Officer.

Cookies and other technologies

Some sections of our website and our email bulletins sent via our CRM system use cookies and 'cookie similar' technology. These are used for email tracking and web link tracking to analyse how visitors and recipients engage with our content. We do not link those statistics and other reports to individual people. Our CRM system uses web cookies for logins, these contain no tracking.

If you object to the use of these cookies, then:

- please follow any available unsubscribe links or instructions in the communications; or
- contact our Data Protection Officer.

Transfers to third party countries

Sometimes to achieve the purposes for which we are processing your personal data we may need to share your personal data with other organisation based within the European Union or if outside the European Union based in countries that have comparable levels of protection.

When it is necessary to share your data outside of the European Union, we will ensure that there are appropriate safeguards in place.

Your rights as a Data Subject

We thought it would be helpful to set out your rights under GDPR.

You have the right to:

- withdraw consent where that is the legal basis of our processing;
- access your personal data that we process;
- rectify inaccuracies in personal data that we hold about you;
- be forgotten, that is your details to be removed from systems that we use to process your personal data;
- restrict the processing in certain ways;
- obtain a copy of your data in a commonly used electronic form; and
- object to certain processing of your personal data by us.

Please see <https://ico.org.uk/> for further information on the above rights. You may also contact the Data Protection Officer for further information.

You have a right to complain to the Information Commissioner's Office about the way in which we process your personal data. Please see <https://ico.org.uk/>.

Concerns and contact details

If you have any concerns with regard to the way your personal data is being processed or have a query with regard to this Notice, please contact our Data Protection Officer, Sally Merriman at merrims@hope.ac.uk.

Our general postal address is Liverpool Hope University, Hope Park, Liverpool, L16 9JD.

Our telephone number is +44 (0)151 291 3478.

Are changes made to this document?

This Notice was last updated on 29th April 2025. It is reviewed when necessary and at least annually. Any changes will be published here and you will be notified via this webpage and/or by email.