

THE OPEN UNIVERSITY **PRIVACY POLICY**

We are proud of our alumni and friends and want to stay in touch

The Open University Development Office keeps in touch with University alumni, friends and supporters.

This privacy policy sets out how the Development Office obtains, manages, uses and protects your data and relates specifically to information held by the Development Office.

All data is held securely and in compliance with the Data Protection Act 1998.

How we collect information on you

If you studied at the Open University, we use some information from your student record to communicate with you, such as your name, date of birth, contact details and your educational history with the University. This information is copied across from your student record and used to create a record on the Development Office's separate database.

Much of the data we hold comes directly from you – this includes information you may have given to the OU when you were a student and subsequently, for example we add information about any contact we have with you, any donations you make to us, responses to alumni surveys and any Development Office events you attend.

We also hold records on individuals who are not alumni of The Open University but are sympathetic to the mission or have a known affinity. This includes donors who have become actively engaged with the University.

We may also obtain information about you that is published in reputable publically available sources, for example, Social Media, Companies House and articles in the media and append it to your record.

We occasionally use third parties to provide indicators of individual wealth. We also analyse geographical and demographic information. Such information is compiled using publicly available data. This work helps us to ascertain whether our alumni, friends and potential supporters may be interested in giving.

The data we gather and hold on you is analysed to indicate which of our services, activities and appeals you may be interested in to ensure our resources are used as effectively as possible.

We do not obtain lists of people from other organisations and we do not share or sell your information to other organisations.

Types of data we hold

The information stored and processed by the University may include:

- **Biographical information** (including name, titles, gender, date of birth)
- **Contact details** (including address, email address, phone numbers)
- **Information about your time at the Open University** (Qualifications gained and year)
- **Your relationships** (Your relationships such as spouse/partner, university staff, and organisations)
- **Communications** sent to you by the University or received from you
- **Donations to the University** (including gift aid status and if donating by Direct Debit or standing order your bank details). We do not store credit or debit card details and we are fully PCI-DSS compliant
- **Volunteering on behalf of the University** (for example mentoring)
- **Events you have attended** (including meetings with University staff)

How we use your data

We use your data to communicate with you via post, email and phone about The Open University. This includes invitations to events, news and updates from The Open University, fundraising materials and information about how you can continue to support your University.

Please see the 'Your rights' section of this policy for more information about how you can update your communications preferences. You can also update your preferences from any mailing you receive from Development Office, all mailings include an opt out which can be returned to use in the freepost envelope provided with the communication.

To try and make sure we are sending you communications that are relevant and of interest we may analyse and group data using a range of factors including demographic, geographic, education, employment details and details of past engagements with The Open University. When sending fundraising materials we analyse and group data to try to ensure that we do not ask you for an inappropriate amount or for projects that are not of interest.

We also use personal data to analyse how successful our activities have been. For example to see if groups of people with the same characteristics such as age group, gender, location etc. respond more positively than other groups to a certain type of communication. This helps us to be more efficient in planning and improving our activities and communications.

Fundraising and volunteering is important to the University. If we believe that you may have the ability to make a significant financial or non-financial contribution to the University we may undertake further research using publicly available information to inform our approach. We may also carry out due diligence on potential donations in line with the University's [ethics policy](#).

Other academic departments (for example department you studied in) and professional services (for example the research group) may also wish to contact you from time to time. A typical example would be identifying amongst our alumni how many studied a particular course for research survey purposes. Where this is the case we work with departments to provide them with up-to-date data and manage the sending of any associated communications.

You are in control of your data and if you don't want us to contact you about fundraising or with news about The Open University please let us know by phone, post or email using the details at the bottom of this page.

How we keep your information

All data is held securely and in accordance with the Data Protection Act 1998. This database is protected by multi-level authentication and access is restricted to individuals who need to see the data to carry out their duties at the University.

User access rights to the database are restricted according to individual job roles and access is reviewed on a regular basis.

The University sometimes uses third party suppliers to carry out activities on our behalf (for example mailing houses). When this is the case we ensure there are written legal contracts in place governing the usage of data between the OU and suppliers.

In certain cases this may involve transferring your data outside the European Economic Area. In these instances we will ensure that an adequate level of protection is in place for the processing of your personal data.

If you Gift Aid your donations we are also required to share details with HMRC.

The Open University has a Data Protection regime in place to oversee the effective and secure handling and use of your personal data.

We do not share or sell your information to other organisations for any purposes.

Our Use of Cookies

Cookies are a small text files passed by us to your computer's hard drive via your browser. These may be used by the university to make sure our websites work effectively and to improve your user experiences on them. Information supplied by cookies can help us work out how you use our sites; for example, which pages you look at, and whether you experience any errors. We also use cookies to remember your preferences and understand how you interact with our sites so that we can tailor offers and promotions to you.

For more information about cookies on our websites and how to control or refuse them, please refer to our [cookies](#) page.

How long we keep it

We believe that the relationship we have with our alumni, donors and friends is a life-long relationship and so we retain your data until such time as you request its removal. We will always maintain a record on our database containing at least your biographical and education details for statistical purposes and to ensure we do not inadvertently contact you in the future. More details on how long the University keeps information (the record retention schedule) can be found on our website in our [Alumni Retention Policy](#).

Your Rights

You may update your communication preferences and opt-out of receiving some or all communications from us at any time. To do so please either email giving@open.ac.uk or write to us at OU Development office, Walton Hall, Milton Keynes, MK7 6AA or call us on 01908 655044.

You may wish to request details of personal information which we hold under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information we hold please contact the University by email at freedom-of-information@open.ac.uk or telephone +44(0)1908 653994.

If you wish to raise a complaint on how we have handled your personal data, there are a number of ways to contact the Officer for Fundraising Complaints at the University:

- Call our supporter number: 01908 655044. This line is open Monday to Friday from 8:30am to 5:00pm. Outside of these hours you can always leave us a message and a contact name and number and we will return your call the next working day.
- Email us at: fundraising-complaints@open.ac.uk
- Write to us: The Open University Development Office, Open University, Walton Hall, Milton Keynes, MK7 6AA

Changes to this Policy

We regularly review this policy and update it if there are any changes in how we manage your data and legislative requirements. This page will always contain the latest version of this policy.

This Policy was last updated in May 2017