

SUPPORTERS PRIVACY NOTICE

About us

This privacy notice explains the processing of personal data carried out by the Fundraising Team, Engagement Services Team and Alumni Communications Teams at both University of Reading and Henley Business School. For the purposes of this privacy notice we refer to them collectively as the Alumni and Supporter Engagement Office. This notice explains how we collect and process the personal data of our donors, supporters and volunteers.

This notice also informs you of your rights under data protection laws, and explains how you can update your details, change your preferences, or exercise your rights.

The University of Reading and the Henley Business School (to include the Reading Real Estate Foundation) are Data Controller (hereafter referred to as **"We or Us"**) in respect of the information that we process about users of our services (hereafter referred to as **"You" or "Your"**).

The protection of your personal data and the clear communication of how it is used is important to us, so if there is anything in this privacy notice that is unclear, or that you do not understand, please contact us.

Our University Data Protection Officer can be contacted at: The University of Reading, Information Management and Policy Services, Whiteknights House, Shinfield Road, Whiteknights, READING, Berkshire, RG6 6UR, United Kingdom.

Telephone: 0118 378 8981

Email: imps@reading.ac.uk

About us

Our supporters, donors and volunteers are highly valued members of the University of Reading community. We hope to maintain a relationship in which you will be actively engaged in the life of the University to enable us to continue to provide an excellent level of education to students and to deliver world-leading research.

We offer the opportunity for supporters to stay up to date with the University through a range of communications and events as part of our global community. We promote a range of ways in which supporters can benefit from the University as well as ways they can give back their time, expertise and funding to support the University.

We look forward to continuing a great relationship with you.

Communicating with you

We use your information in order to keep you up to date on events and news that happen at the University as part of an engaged supporter and volunteer community. We operate a number of different publications, and examples of these are:

- The online alumni and supporter magazine CONNECTED – this aims to update our alumni and supporters of news around the University, inspirational stories from our alumni and make our alumni feel part of the University of Reading community.
- The donor and supporter magazine Giving Matters – this aims to update our donors and supporters in regard to projects they have supported and report back to people on what their philanthropy has been achieving.
- Telephone campaigns that we may run from time to time.

We may contact you by post, phone via call or instant message (such as SMS text message, WhatsApp, WeChat), email, or social media direct messaging to inform you of relevant events or fundraising activities, to offer you the opportunity to hear about news from the University or to start a conversation about how you could be involved in the continued success of the University.

We may also contact you to invite you to speak at events and to participate in public relations or press events.

We understand that how we communicate with you is a personal matter. If you do not want us to contact you for some or all of these purposes, please contact the Alumni and Supporter Engagement Office at alumni@reading.ac.uk or call us on 0118 378 8006.

Where we wish to contact you about fundraising activities, we will do so in line with all applicable laws and will ensure that we are contacting you in accordance with your wishes.

The purposes that we process your personal data for

In this notice we refer to the collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction of your personal data as “processing” (hereafter referred to as “process”, “processes”, “processed” or “processing”).

We process your personal information to support the above activities and the supporters and volunteers programme and its corresponding donation and volunteering schemes and events and marketing activities.

Administering The Supporters and Volunteers Programme

As a part of our supporter community, our primary purpose for using your personal information is to inform you of, and enable you to engage with, news and events. This includes:

- Administering invitations, registrations and payments for events, fundraisers, or community programmes.
- Processing any donations you may make to the University.
- If you agree, publishing updates on our webpages regarding donor and volunteer support or stories.
- Recording your engagement with the Alumni and Supporter Engagement Office.
- Assessing whether you may be able or willing to donate funds, time or support to the University.
- Dealing with feedback or complaints.

- Analysing and monitoring our activities to ensure that we remain current and engaged with our supporters.

Fundraising and Volunteering

We may also seek to solicit your support for fundraising and volunteering initiatives across the University to support the valuable educational work. We undertake to use the information we hold about you to help assess the fundraising opportunities that would be of most interest or relevance to you. We understand that not every project will appeal to you, or that you may not wish to be approached about fundraising, and we will always respect your preferences. We also process this personal data for the purposes listed below:

Prospect research and Wealth Profiling

We may process your personal data to carry out research to assess your likely ability and willingness to support or make gifts to or to volunteer for the University. This assists us in avoiding making inappropriate requests in our fundraising and volunteering communications and make best use of our resources and is sometimes known as prospect research and / or wealth profiling. In some of the work that we undertake, we may use software programmes or other tools to profile and model data to enable us to make more informed decisions. Profiling is not the only tool that we use, and we will always ensure that we have measures in place to ensure that this is performed in a way that does not cause detriment. You have right to object to this activity and if you wish to do this, please contact the Alumni and Supporter Engagement Office at alumni@reading.ac.uk or 0118 378 8006.

The personal data we process

We process the following categories of personal data for the above purposes:

- Your title, name (including alias, or former names) gender and date of birth, together with unique identifiers such as your student or database ID if you were previously a member of the university.
- Your contact details, address, mobile and landline telephone numbers, email, and social media accounts.
- Your education details if you provide them to us, such as; subject, degree, grade and dates of study. If relevant, we would also hold details on scholarships and bursaries awarded, and academic prizes and awards.
- Your career details, such as current or previous job titles.
- Your business contact details including business addresses, emails and phone numbers.
- Details of any outside interests, hobbies or memberships.
- Information obtained from public sources – such as media or social media articles or blogs.
- Details about your family, as well as details of relationships that we may become aware of, such as business relationships including positions held and relationships with other alumni, supporters or staff members.
- Details of membership to University committees, boards, groups or councils.
- Events you have been invited to, those you attended, and those you declined.
- Details of donations and volunteering activity.
- A record of your interactions or communications with us that took place after you have finished your studies at the University, including meetings, phone calls or emails to us.
- Information about letters posted and emails we have sent to you and whether you have opened the emails or clicked on links within them.
- Information provided by you for University events you may have attended, including dietary and access requirements, payment details for paid for events, or career details

- Your history of donations made to the University, whether you are a UK taxpayer and other information to enable us to claim Gift Aid on any eligible donations.
- Information you tell us in relation to potentially leaving us a gift in your Will
- Your history of any volunteering or expression of interest in volunteering.
- Information about your wealth and influence, including assessments of your ability or willingness to make donations and your willingness to engage and support specific campaigns including details of any public philanthropy and interests, including donations to other organisations and volunteering support.

We may also process more sensitive data, known as “Special Category” data. This term refers to information about your disability, ethnicity, sexual orientation, your religious or other beliefs, your physical or mental health, political opinions, trade union membership. Sensitive data may be processed for equal opportunities monitoring, or to assist with access needs.

We may also process information relating to criminal offences and criminal proceedings, where connected to any due diligence we are required to perform.

Information that we collect about you indirectly

We gather personal information from you when you engage with Us including providing updates through update details forms, engage with our social media channels, make a donation, register for an event and contact our office directly.

We may also hold personal data we have collected from sources other than you. This includes:

- Information from public sources – such as company sites, social media (for example LinkedIn), published media articles, news reports or blogs, and companies house.
- External services to trace up to date postal address.
- Organisations that assist us with research, including prospect research and wealth screening or profiling.

Automated data collection:

We use cookies on our websites. Cookies are text files placed on your computer to help us analyse how users use our website.

For further information on cookies visit www.allaboutcookies.org or www.aboutcookies.org.

If you prefer not to receive cookies while browsing our website, You can set Your browser to refuse cookies that are stored on your computer; the above websites tell You how to do this. You do not need to have cookies turned on to use or navigate through most parts of our website, although some functionality may be lost.

More information on the cookies we use can be found at: [Cookies](#)

Legal basis for processing your personal information

Where the University is processing your personal data to advance education, learning and research through the provision, support and maintenance of a University, in line with our [University Charter](#) we will be doing so under the lawful basis of the performance of our public tasks. We may rely on this basis for communications with alumni and supporters and where activities involving personal data are for purposes connected to general community outreach and engagement or in support of the University’s charitable objectives or those in the public interest.

We may also process your personal data under the lawful basis of public interest where it is necessary for archiving purposes, scientific or historical research purposes or statistical purposes.

Outside of the above, we may also process your personal data on the lawful basis of legitimate interests. We will rely on this basis where we have balanced your rights and interests against those of the University and rely on this only where we have deemed the processing necessary for the purposes and not unduly intrusive or beyond your reasonable expectations. This privacy notice also serves to ensure that there is full transparency regarding how we process your personal data and to provide information on your rights. We may rely on this basis for business-to-business communications and activities connected to prospect research.

There are also some circumstances where we require consent for the processing of your personal data, for example, to receive contact that is subject to laws regarding unsolicited electronic marketing communications. Where this is the case you will be required to confirm your agreement to this processing. Consent can be withdrawn at any time. Please note that where you withdraw consent to receive communications there may be a brief delay while we update our records with your preferences.

Where you are purchasing services, making bookings, or attending events we may need to process your personal data for the performance of any contract that applies (for example, where you are bound to terms and conditions for an event or sale). In these instances it may not be possible to deliver those services if we do not process your personal data.

Where we process your special category (sensitive) data for equal opportunity monitoring or to assist with any access requirements we will rely on the lawful basis of processing in the public interest where for the purposes of equality of opportunity or treatment and social protection law.

Where any purposes are required by law, we will process your data on the basis of a legal obligation. This will include where we are required for any financial, accounting or auditing purposes and where we process limited personal details in order to maintain marketing suppression lists.

Who we may share your data with

Most of the Alumni and Supporter activities are managed within the University. Information is shared internally between departments, for example academic schools and engagement teams to support the team with their work.

However, for some of the activities we may share information with external organisations and suppliers to conduct work on our behalf. This includes:

- Mailing houses used to distribute our alumni and supporter magazine.
- Software providers and organisations that host our databases or assist with in house telephone campaigns.
- Those that assist with the maintenance of our systems and information technology.
- Members of an official Board, Committee or Chapter Volunteers that support us with our work.
- External services to trace up to date postal address.
- Organisations that assist us with research, including prospect research and wealth screening or profiling.

The University uses third party providers to help deliver our services, such as organisations that partner with us, and externally hosted software or cloud data hosting providers. These parties act under contractual data sharing requirements or as data processors acting on our

instructions. We ensure that we have measures and terms in place with those providers to ensure that they also protect your data.

Sharing for regulatory, financial, or auditing purposes or as required by law

There may be circumstances where we are legally obliged to share information. For example under a court order. We might also share information with other regulatory bodies in order to further their, or our, objectives. In these limited circumstances we will always ensure that we have a lawful basis on which to share the information.

We may also be required to share information with auditors or where required under statutory or regulatory regimes. Any personal information shared will be only that deemed necessary and will be anonymised wherever possible.

If you make a donation and are eligible for Gift Aid, we will share your name, address and donation total with HM Revenue and Customs to enable the Gift Aid to be claimed.

The University is a public authority for the purposes of the Freedom of Information Act and the UK GDPR and subject to information access regimes. Requests for any information are considered on a case-by-case basis, and we will only disclose your information where we are legally required to do so.

International transfers

Sometimes it is necessary to share personal data outside the UK.

When it is necessary for us to transfer your personal information outside of the UK this will only be done in accordance with safeguards required within the UK GDPR.

Where data sharing is necessary, We will ensure that we put in place appropriate safeguards as required by the relevant data protection laws.

We do not sell your data

The University do not sell, license, or trade your personal information. We do not sell your personal data to third parties or permit any third parties to use or retain your data on once we have shared it with them. We do not engage in the swapping of data with any other institution.

Keeping your information up to date

The accuracy of your information is important to us. You can update your information, including your address and contact details at any time. If you would like to change your preferences (including asking us not to contact you) please visit:

https://universityofreadingusergroup.formstack.com/forms/communications_preferences

If you would like to update the details we hold about you, please visit:

https://universityofreadingusergroup.formstack.com/forms/update_your_details

More information on how to contact us can be found at:

<https://www.reading.ac.uk/alumni/contact-us>

Your Rights

Under data protection law You also have a number of rights, which are the rights to:

- Request a copy of the personal data that we process about you (Access).
- Request that inaccuracies in personal data that we hold about you are corrected (Rectification).

- Request that personal data that we process about you is erased (Erasure).
- Restrict the processing of personal data that we process about you (Restriction).
- Object to the ways in which we process your personal data where we have processed your data under the lawful basis of our public tasks or Legitimate Interests.
- Transfer your data to another organisation. This right applies in very limited circumstances and only where personal data is processed on the lawful basis of consent (Data Portability).

More information on your data rights can be found at the Information Commissioner's Office website:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

You have the ability to update your details through the Alumni and Supporter website and we would encourage you to do this in the first instance, however if you would like to formally exercise your rights, please contact our Data Protection Office at imps@reading.ac.uk.

Some rights are dependent on the lawful basis for processing your information. If we have legitimate grounds to not carry out your wishes, these will be explained to you in response to your request.

You also have the right to complain to the Information Commissioner's Office.

Retention of your data

We will continue to hold your personal details whilst you remain an active supporter or continue to engage in our volunteering activities. We will hold a record of all financial donations for at least 6 years after the donation is made, and we will continue to hold information about donors and supporters whilst you are actively engaged with us and in line with our retention schedules.

If you decide that you no longer wish to receive communications from us, we may still need to retain a minimal amount of personal data in accordance with our legal obligations, tax and accounting rules, and to record your preference not to be contacted.

If you ask us to stop contacting you, we will respect your wishes. We may also periodically review our contacts and may remove you from our databases if you have not responded to our communications for a significant period. You can always contact us if you have not heard from us for some time and request to be contacted again.

If you decide that you no longer wish to receive communications from us, we will still need to retain a minimal amount of personal data in accordance with our legal obligations, tax and accounting rules, public task functions, legitimate interests and to record your preference not to be contacted.

We will retain your data for as long as is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting or reporting requirements. Personal data will be subject to established retention schedules which vary dependant on the nature of the data and the purposes it is required for.

Information used for the purposes of research in the public interest may be retained for longer periods with appropriate safeguards for the protection of personal data in place.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Changes to this notice

We keep our privacy notice under regular review to ensure best practice and compliance with the law. This privacy notice was last updated on 30/04/2025.

We may change this privacy notice from time to time. If we make changes in the way we process your personal information we will make this clear on our websites and may also inform you directly if changes are significant.