

Munster Technological University (MTU)

Alumni Office Privacy Notice

## Our Work

MTU Alumni Office exists to communicate MTU's activities, university views, latest news, and points of excellence with staff, stakeholders, students, alumni, friends, and current and past supporters of MTU, and to raise philanthropic funds to support key capital projects, scholarships and widening access programmes, academic research, and a range of projects to enhance the teaching and learning environment for our students and the MTU community. We do this by providing information through a range of online and offline channels including publications, events, press releases, social media, and email. To do this, we maintain a database that contains personal data collected by MTU during our relationship with our stakeholders, staff, students, alumni, and friends. Much of the information we hold will have been obtained directly from you via our website's update your details form.

## Purpose

The purpose of this privacy notice is to inform you how MTU Alumni Office uses the personal data we collect, process, hold, and share about you.

MTU Alumni Office cannot reach out to you, without making use of your personal data (GDPR - 'personal data' means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person). The processing of this data is carried out in accordance with the General Data Protection Regulation (GDPR) the Data Protection Acts 1988-2018 and MTU Data Protection Policy and MTU is the Data Controller for personal data we process about you.

MTU takes its obligations to protect personal information and to uphold the rights and freedoms of individuals seriously.

## The contact details of MTU Data Protection Officer:

Carmel Hayes, [dataprotection@mtu.ie](mailto:dataprotection@mtu.ie)

## How do we use your information?

We use your information to:

- send you publications, e-newsletters, and invitations and provide you with information on volunteering opportunities.
- provide you with information on reunions and alumni gatherings and to give support if planning a reunion.
- develop and support our national and international network of alumni groups, providing opportunities to connect, network, and support the work of the University as ambassadors.
- share stories and memories (with permission) in support of the University community.
- get in touch when old friends want to contact you.
- conduct surveys, focus groups, and other research.
- promote the work, projects, activities, and objectives of the University and share our exciting news and research.
- promotion of discounts and services for alumni, including relevant courses and degree pathways.
- further our charitable objectives by helping us to raise funds or by asking you to donate.

- undertake administrative activities such as event and donation management and stewardship (including necessary due diligence).

To support all of this, we have a database that contains personal data collected by the University during our relationship with our students, alumni, and supporters.

### What data do we hold?

Data	Source
Your name and title (including former name or alias), your date of birth, and gender.	Student Record System
Your contact details (address, telephone, email, social media).	Student Record System and/or Alumni Update Your Details online facility
Your educational details (including awards)	Student Record System
Your professional details including positions, organisation, professional memberships, and qualifications.	Graduate Outcome Survey, Student Record System, LinkedIn
Information you share publicly on social media.	Social Media
Testimonial content	You share directly with the University

We keep records of

- all communications between you and the University, including data updates you have provided and University marketing materials.
- any volunteering activities you have expressed interest in and carried out on behalf of the University.
- the history of university-related event invitations and whether you have attended.
- whether you have received and/or opened/clicked on our marketing emails to help tailor further communication with you.
- your donation history and donor status.

### Sensitive (special categories of) personal data

The Alumni Office does not normally hold special categories of personal data. However, we may have such information if you provide it to us directly, for example, so we can make appropriate adjustments for a disability at a university event or volunteering activity.

### How your information is collected

The information we hold has been provided from the University's student records, by you at graduation, when you have attended a university event, when you have donated to the University, or from direct updates you have provided to us through the *Update your Details* facility.

We always aim to keep your details up to date so that you receive the most relevant information and can choose the communication channels that suit you best. We may undertake some limited profiling, using your data (such as your postcode, subject of study, age, gender, and level of engagement with the University) to help us plan our activities, and determine if we should contact you with certain communications, or information about activities and fundraising opportunities. You can unsubscribe to communications at any time through the unsubscribe button on communications or by emailing [alumni@mtu.ie](mailto:alumni@mtu.ie).

We appreciate it if you let us know if your contact details have changed. Please complete our update your details form and manage your communication preferences.

### Other ways we collect your information.

We may also use information from publicly available sources, such as public LinkedIn profiles to gain up-to-date information about you, to carry out research to assess your inclination and capacity to support the University financially or by volunteering your time. This information is in the public domain and includes details related to corporate business position, industry, and location.

### How do we keep your information safe?

The University is the data controller, which means that we determine the purposes and means of processing your data.

MTU uses reasonable and appropriate administrative and technical measures to safeguard your information against loss, theft, and unauthorised access, uses, or modifications. MTU does not sell data to third parties.

### Transfer of Data to other countries

In the course of personal data processing, some information may be transferred to countries outside the European Economic Area (EEA) on the basis that transfers are protected either by an adequacy decision or by standard contractual clauses adopted by the European Commission.

### Sharing Personal Data with Third Parties

Where we use third parties to process personal data, a written contract or appropriate data-sharing agreement will be put in place to set out the purposes for which the information can be used and the security measures that must be in place.

### How long do we hold your information for?

We will hold your core alumnus record and any subsequent updates to the information held in that record indefinitely unless you request to have your data deleted from the Alumni database. Please see below for how to request that your data be deleted.

### Legal Basis

MTU uses the following legal bases for processing your personal data:

#### Consent

Where appropriate, MTU will ask you for your consent before it makes use of your personal data. (Consent means any freely given, specific, informed, and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her). If consent is withdrawn, MTU will stop making use of your personal data, unless there is a requirement to do so under law.

#### Legitimate interest

MTU may make use of personal data when this is judged to be in the legitimate interests of MTU and where this is not overridden by the interests and rights or freedoms of the data subjects.

### Legal obligations

In a small number of instances, MTU may be required to make use of personal data in instances where there is a statutory obligation to undertake activities e.g., ensuring that donations are not subject of fraudulent acts.

### Your rights

Individuals whose personal data and sensitive personal data/special category data is held by the University have the following rights regarding their data:

- to find out if we use your personal data, access your personal data, and receive copies of your personal data.
- to have inaccurate/incomplete information corrected and updated.
- in certain circumstances, to have your details deleted from systems that we use to process your personal data or have the use of your personal data restricted in certain ways.
- to object to certain processing of your data.
- where we have relied upon consent as a lawful basis for processing, to withdraw your consent to the processing at any time.
- to not be subject to solely automated decision making.
- to request that we stop sending you direct communications.

Where the processing of personal data or sensitive personal data/special category data is based on consent, you have the right to withdraw your consent at any time by contacting the department or service who obtained that consent or the Data Protection Officer.

If you are unhappy with the University's handling of your personal data or believe that the requirements of the Data Protection Acts or GDPR may not be fully complied with, you should contact the Data Protection Officer in the first instance. The University's formal complaint procedure can be invoked if appropriate, and you also have the right to submit a complaint to the Data Protection Commissioner.

### Further information

If you have enquiries about this Privacy Notice or wish to exercise any of your privacy rights, please contact MTU Alumni Office or direct these to the [dataprotection@mtu.ie](mailto:dataprotection@mtu.ie)