

**Arkansas Alumni Association
Policy on the Privacy of Data**

- I) **General Privacy Statement.** The Arkansas Alumni Association (association) understands the importance of protecting the privacy of personal information, especially in today's increasingly electronic environment. Association seeks to enhance opportunities and services for Arkansas alumni and friends, consistent with strong privacy protections for data. Association has adopted the following policy and related procedures to protect alumni and friends data (data) and provide alumni and friends with appropriate control over the use, accuracy, and availability of their data.
- II) **Scope.** This statement applies to the association and how it interacts with data. Constituents should be aware that other University of Arkansas departments and staff members have access to the data and that their procedures and methodologies may differ from those followed by the Association.
- III) **Use and Sharing Restrictions.**
- a. *Purpose restriction.* The association will use data only for outreach, service, development, and engagement programs. Such communications include but are not limited to event invitations, fundraising activities, networking programs, membership information, and online community services.
 - b. *Limitation on Sharing.* Data will be shared only with association staff and student workers with a need to know; with authorized users in the case of directory information in the online community services; and with approved partners of the association for the purpose of advancing a program designed to serve our constituents. Association will not share personal information with third parties for their use independent of authorized association alumni activities.
 - c. *Assurances by Staff. Accessing Alumni Systems.* All association staff with access to data system must agree in writing to observe confidentiality and respect donor privacy.
 - d. *Alumni Groups, Student Groups, and Volunteers.* Alumni clubs, affinity groups, student groups regional representatives, class representatives and volunteers are important partners of the University of Association and play a vital role keeping alumni connected to Association. As a result, Association may provide such groups, based upon their presentation of the proposed use of data or the overall program, certain data, consistent with privacy preferences expressed by alumni, provided that these organizations agree to follow specific privacy and security requirements.
 - e. *Third Party Product and Service Offerings.* Association also partners with organizations that offer products and services that provide a significant and desired benefit to many alumni and friends. Association provides such data for approved programming purposes, consistent with privacy preferences expressed by alumni and provided that these organizations agree in writing to specific privacy and security requirements which limits the use of our contact records to approved mailings only.

- f. *Email.* The association utilizes a third party provider to manage and deliver broadcast email communications. All association related broadcast emails, including product and service promotions for marketing and affinity partners, must be run through the association's email system.
 - g. *Law-related Disclosures.* Association may disclose your personal information as required by law in connection with judicial or administrative proceedings or if, in the sole discretion of Association, disclosure is necessary to protect the institution.
 - h. *Emergency Circumstances.* Association may disclose your personal information if, in Association's sole judgment, such disclosure is necessary to protect the health, safety or property of any person.
- IV) User Control – Opting Out of Communications.
- a. *Opt-Out Selections.* To opt out of receiving communications from the Association or our partners, you may contact our records desk at 888-ARK-ALUM (888-275-2586) or email to records@arkansasalumni.org. Additionally, you may update your email subscription settings by following the link provided in association broadcast emails.
 - b. *Effective Date.* Opt-out preferences will be processed immediately and will be effective within 90 days of receipt.
 - c. *Limitations on Impact of Opt-Out:*
 - i. The opt-out selections are specific to product offerings associated only with Association's specific programs. Please be aware that third parties may have received your name from another source. For assistance with removing your name from all marketing lists from a particular organization, you should contact that organization directly.
 - ii. The opt-out selections for the BANK OF AMERICA program apply to each alumnus in his or her role as an alumnus. Alumni may also contact BANK OF AMERICA directly at 800-421-2110 to speak to a customer service representative.
 - d. *Duration of Opt Out.* Opt-out choices will be unlimited in duration, unless the alumnus requests that the duration be limited.
 - e. *Changing Preferences.* Opt-out decisions may be reversed by alumni at any time, except to the extent that Association has relied upon a previous user preference.
- V) User Control – Updating Records in Online Communities
- a. *Introduction to Association Online Communities.* Association's Online Communities enable Association's broad alumni population to develop and continue professional and social relationships long after they have left Association.

- b. *Limitation on Sharing.* Information about association alumni through such services is available only to authorized members of association community and to Association's alumni systems vendors, which are contractually required to maintain strict confidentiality requirements.
 - c. *User Controls.* Alumni have the ability to suppress all or part of their listings in all relevant alumni online networking services.
- VI) *Security.* Association recognizes the importance of safeguarding personal information. Association has put in place appropriate physical, technical and administrative procedures to minimize the risk of unauthorized access to data, to maintain data accuracy and to ensure the appropriate use of information.
- VII) *Privacy Inquiries.* If alumni or others have concerns or questions about Association's partnerships with outside organizations, they may contact advertising@arkansasalumni.org. If questions or concerns arise regarding specific opt-out options, alumni may contact records@arkansasalumni.org.
- VIII) *Changes.* Association retains the right to change this Privacy Policy. We will post changes to this page in a prompt manner. This statement is effective as of December 9, 2011.
- IX) *External Links.* External Links to independent third-parties are provided as a courtesy and do not constitute and endorsement or sponsorship of the third parties that operate those websites. While we try to link only to sites and services that share our high standards and respect for privacy, Association is not responsible for the policies and content of those sites. Users should contact the coordinator of the particular site with any questions about those sites.

December 9, 2011