



## Division of Advancement Records Release Protocols

**The Division of University Advancement is charged by the U of A as keepers of the official U of A Alumni Records and does not support maintenance of shadow databases. (FPP309.4)**

In order to maintain the privacy of those individuals, the AAA will not release any portion of these records except for use in programs planned by the Association or University.

- The alumni records will not be supplied to any individuals or agencies except those involved in the planning and development of Alumni Association or University of Arkansas programs.
- Under no circumstances will the records of the AAA be sold or re-distributed.
- All requests for use of alumni records must have the approval of the AAA.
- In every case, the confidentiality of the records must be maintained.
- No commercial or political use of AAA records is permitted without written consent of the Association.
- The AAA prohibits the use of alumni records for any fund raising activity unless authorized by the Alumni Association and the Office of Development.
- Final authority in determining legitimate uses of the alumni records is given to the Executive Director.

### **Email Requests**

No electronic records will be released outside of officially approved partners of the Arkansas Alumni Association. Records release policy for outside vendors should accompany request from official partners.

The Arkansas Alumni Association utilizes a broadcast email interface that is tied directly to the alumni records. All broadcast email should be scheduled through the Arkansas Alumni Association. Considerations will be made for the frequency, content and message format of the communication. All electronic communications are subject to the communication policies established by the Arkansas Alumni Association.

### **Requests for labels**

Label requests must be accompanied by the outgoing information piece in order for labels to be released.

If you have any questions on the policies listed above, please contact the Arkansas Alumni Association, Inc. at 479/575-2801, or write to us at P.O. Box 1070 Fayetteville, AR 72702