

ALUMNI PRIVACY NOTICE

Data Collection and Privacy Notice

Aston University (“the University”) processes personal data as a “Data Controller” as defined in the Data Protection Act 2018 (“the DPA”) and the General Data Protection Regulation (Regulation (EU) 2016/679) (“the GDPR”). This notice relates to information about you which will be collected by the University and processed as described below. This notice may be updated at any time. The most up to date version can be found at www.aston.ac.uk/dataconsent.

Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR).

What we collect

The personal data which we process includes details about the course you are studying and any qualifications awarded to you during the academic year. It also includes personal details about you such as your name, address and date of birth, and your educational history.

It also includes Information about your disability status, ethnicity, sexual orientation, gender reassignment or religion, which is classed as “Sensitive Personal Data” under the DPA, and “Special Categories of Data” under the GDPR.

Your rights

Under the DPA and the GDPR you have certain rights over how your data is processed, including the right to know what information is processed about you and how it is processed.

You have the right of access to your personal information. You also have additional rights i.e. the right to rectify inaccurate information; restrict processing; and object to processing. These rights are limited in certain circumstances, and may be limited further by future UK legislation where data is only processed for research or statistical purposes.

Automated decision-making

With the exception of purpose 5 below, the University will not use your personal data to make automated decisions about you. “Automated decisions” are defined as decisions made without human intervention. You have the right to opt out of automated processing at any time and to require that decisions are assessed by a person.

Data transfers to other countries

Your personal data may be transferred to countries outside the European Union for the purposes described above. Your personal data will only be transferred to countries whose data protection laws have been assessed as adequate by the European Commission, or where adequate safeguards are in place to protect your personal data.

How we process your data

The University will process your personal data for the following purposes.

Purpose 1 – HESA Information

We will provide your personal data to the Higher Education Statistics Agency (“HESA”), who will use your data for the purposes set out in the HESA Data Collection Notice, which can be found at https://www.hesa.ac.uk/files/HESA_Student_Collection_Notice_2017-18.pdf.

Legal basis for processing your information for Purpose 1

Processing of your HESA information for Purpose 1 is necessary for the performance of a task carried out in the **public interest** or in the **exercise of official authority** vested in the Data Controller (See GDPR Article 6(1)(e)) and for statistical and research purposes (See GDPR Article 89). Processing of Special Categories of data is necessary for statistical and research purposes in accordance with Article 89(1) based on the duties in the Equality Act 2010 (See GDPR Article 9(2)(j)).

Purpose 2 – HESA Graduate Outcomes Survey

In addition to Purpose 1, we will retain your contact details after you graduate so that we can contact you to ask you to complete the Graduate Outcomes survey. The purpose of the survey is to create statistics to meet the public interest in the outcomes of higher education. Information from third parties (such as your parent, or your provider if you're in further study) might be used to complete sections of the surveys if you can't be contacted. A HESA appointed independent organisation will be contracted for this purpose.

We thank you for your ongoing support in helping us to collect this data.

Legal basis for processing your information for Purpose 2

Processing of your information to conduct the student and graduate surveys is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Data Controller (See GDPR Article 6(1)(e)) and for statistical and research purposes (See GDPR Article 89).

Purpose 3 – Alumni Activities, Marketing, Survey Participation, Fundraising and Volunteering

Your relationship with Aston is life-long, and when you graduate we welcome you to our alumni community. We would like to use your personal details so we can stay in touch, share news of the University and fellow alumni, and to offer alumni benefits such as discounts and library membership as well as opportunities for Continued Professional Development and occasional alumni surveys. We would like to do this by sending you marketing materials by post and email, including event invitations, a quarterly email newsletter and an annual magazine which will be sent by post.

We would also like to contact you from time to time to ask you for your help. This may be to ask you to contribute to fundraising campaigns, or by volunteering to be featured in marketing materials, talk to prospective students or act as a mentor. These communications may be by post, telephone or email. We may also wish to contact you to invite you to participate in ranking surveys.

Legal basis for processing your information for Purpose 3

We will process your personal data in the case of communication by email for alumni and marketing purposes on the basis of your consent. We will process your personal data for fundraising purposes on the grounds of our legitimate interest (GDPR Article 6(1)(f)), in the case of communications by post and telephone, and on the basis of your consent in the case of communications by email and social media. You have the right to opt out of this type of processing at any time. We will not contact you for this purpose if you are registered with the Telephone Preference Service (“TPS”) unless you tell us that we can.

Consent

I consent to my personal data, including my personal email address, being processed so the University can contact me to share news, invite me to events and offer alumni benefits. I understand that I may opt out of receiving these communications at any time.

- Yes please, keep me up to date by email
- No thanks, please **do not** contact me by post
- No thanks, please **do not** contact me by telephone
- No thanks, please **do not** contact me by social media

I consent to my personal data, including my personal email address, being processed so the University can contact me by email to ask for my support, including fundraising communications, requests for volunteering and invitations to participate in ranking surveys. I understand that I may opt out of receiving these communications at any time.

- Yes please, you can email me about opportunities to get involved
- No thanks, please **do not** contact me by post
- No thanks, please **do not** contact me by telephone
- No thanks, please **do not** contact me by social media



Aston University

Birmingham

Purpose 4 – Career Support

We would like to stay in touch with you following your graduation to offer advice and communications that may be of assistance in building your career. We would like to invite graduates who are not yet in employment to participate in our Aston & Beyond programme, which is aimed at providing more specific advice, and opportunities through Graduate Advantage.

Legal basis for processing your information for Purpose 4

We will process your personal data for general careers assistance communications, which includes but is not limited to the Aston & Beyond programme on the grounds of our legitimate interest (GDPR Article 6(1)(f)).

Purpose 5 – Prospect research

We will process your data for the purposes of identifying fundraising prospects. Under the GDPR you have the right to object to this type of processing if it is automated. If you do this, your personal data could still be analysed by a member of our team for this purpose.

Legal basis for processing your information for Purpose 5

We will process your personal data for this purpose on the grounds of our legitimate interest (GDPR Article 6(1)(f)).

Purpose 6 – Public and Administrative functions

We will process your personal data for reasons related to our statutory and/or public functions, including funding, regulation and policy-making purposes. This may also include data processing for statistical and research purposes. We may also need to process your data, including sensitive/special category data, for the purposes of law enforcement and fraud detection.

Legal basis for processing your information for Purpose 6

We will process your personal data for Purpose 6 on the grounds that the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Data Controller (GDPR Article 6(1)(e)).



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Purpose 7 – Rankings Surveys

This purpose applies to Aston Business School alumni only.

Aston Business School is ranked globally and nationally by organisations such as the Financial Times, QS and the Economist. These organisations conduct rankings surveys and would like to hear about your experience and the impact of your time at Aston. The surveys usually take place two to three years after graduation. These rankings surveys play a significant role in maintaining the University's reputation and league table position and we would like as many alumni as possible to participate. Following graduation, we would like to provide your personal details to carefully selected, reputable rankings organisations so that they can contact you to ask you about your experience at Aston.

Legal basis for processing your information for Purpose 7

We will process your personal data for rankings surveys on the grounds of our legitimate interest (GDPR Article 6(1)(f)). We will provide your personal data for rankings surveys on the basis of your consent as this processing requires transfer of your personal data to carefully selected third parties who will communicate with you by telephone and by email, to your personal email address,. You have the right to opt out of this type of processing at any time. We will not contact you for this purpose if you are registered with the Telephone Preference Service ("TPS").

Consent

Yes, I am happy for you to provide my contact details to carefully selected rankings organisations so they can ask me to participate in rankings surveys. I understand that I may opt out of receiving these communications at any time.

No thanks, please do not provide my contact details to rankings organisations. I do not wish to contribute to rankings surveys.