

PRIVACY NOTICE

ASTON ALUMNI

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 GDPR as retained in UK law by the Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019 (“the UK GDPR”). This notice relates to information about you which will be collected by the University and processed as described below. The most up to date version of this privacy notice is published on the University’s website.

What we collect

The personal data which we process includes your personal and contact details and information about your background and career which is relevant to your relationship with the University. It may also include information about your disability status, ethnicity, sexual orientation, gender reassignment or religion, which is classed as Special Category Data under the DPA.

Your rights

The DPA and the UK GDPR give you the right to know what information is processed about you and how it is processed. You also have the following rights (limited in certain circumstances):

- to access your personal information;
- to rectify inaccurate information;
- to restrict processing of your information; and
- to object to processing of your information.

Data transfers to other countries

Your personal data may be transferred to countries outside the European Union for the purposes described above. The University will only transfer personal data outside the European Union where adequate safeguards are in place.

Automated decision-making

With the exception of prospect research as described on page 2, 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.

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.

This 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 and for statistical and research purposes. Processing of Special Category Data is necessary for statistical and research purposes based on the duties in the Equality Act 2010.

HESA Graduate Outcomes Survey

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.

This 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 and for statistical and research purposes.

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.

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.

Prospect Research

We will process your data for the purposes of identifying fundraising prospects. 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.

We will process your personal data for this purpose on the grounds of our legitimate interest.

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.

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, 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.

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

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 Special Category Data, for the purposes of law enforcement and fraud detection.

This 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.

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.

We will process your personal data for rankings surveys on the grounds of our legitimate interest. 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.

Compliance with NHS Test and Trace

If you attend Aston's campus, we are required to process your personal data to comply with the requirements of NHS Test and Trace (or any superseding or replacing framework). Your data may be shared with Public Health England (or any successor body) and other public bodies in order to fulfil these obligations.

We will process your personal data for this purpose on the grounds of our legal obligation. Special Category Data will be processed on the grounds of substantial public interest.