



## **Robinson College Alumni and Supporters Privacy Notice.**

### **How we use your personal information.**

This statement explains how Robinson College (“we” and “our”) handles and uses data we collect (via admissions, event attendance, research and provided first-hand) about alumni and our past, present and future supporters (“you” and “your”). In broad terms, we use your data to manage the ongoing relationship between the College and you as part of our lifelong community of scholars and supporters, including keeping in touch with you, keeping up to date on your achievements, and engaging with you on how you can continue to contribute to College life and otherwise support the College.

The College considers its relationship with its alumni to be a lifelong one and therefore we will retain your data indefinitely or until you request us to do otherwise. When changes are made to this statement, we will publish the updated version to our website and notify you by other communications channels as we deem appropriate or necessary.

The controller for your personal information is Robinson College, Grange Road, Cambridge CB3 9AN. The person responsible for data protection at the time of issue, and the person who is responsible for monitoring compliance with relevant legislation in relation to the protection of personal information, is the College Data Protection Lead (CDPL), (Bursars’ EA, Marie Jones) [data.protection@robinson.cam.ac.uk](mailto:data.protection@robinson.cam.ac.uk).

The legal basis for processing your personal data is that it is necessary for the purposes of our legitimate interests, where we have concluded that our interests do not impact inappropriately on your fundamental rights and freedoms, except where elsewhere in this statement we have indicated otherwise. You may ask us to explain our rationale at any time.

### **How your data is used by the College**

We collect and process your personal data, as specified below, for a number of purposes, including:

- A. maintaining a formal record of your academic progress and achievements of the College and the University of Cambridge and elsewhere;
- B. retaining a formal record of your academic, career or other life achievements in order to promote and improve the reputation of the College and help you to network with other College members effectively;
- C. engaging you in College and University events that we believe will be of interest to you, including alumni and open events, volunteering opportunities, and other ways you can contribute to the life of the College;
- D. providing you with information about the development of the College, including major initiatives and programmes relating to either the academic endeavour or the provision of services and facilities to members and the wider public;
- E. encouraging you to make a financial contribution to the College and/or the University, and processing any such contributions;
- F. assessing the likelihood that you will, now or in the future, make a financial contribution (gift) to the College and if so, give an indication of the potential size of the gift
- G. Conducting surveys, including research on when and whether particular donations of funding appeals may be of interest to you



- H. Sending you tailored proposals, appeals and requests for donations
- I. Internal record keeping, including the management of any feedback or complaints
- J. Administrative purposes (eg in order to process a donation you have made or to administer an event you have registered for or attended)

Further details are provided in the Annex. If you have concerns or queries about any of these purposes, or how we communicate with you, please contact us at the address given below.

## Communications

If you are a new contact for our Development Office, we will ask you at the outset how you would like to receive news and other communications from us. If you are already receiving such communications, you are able to change your preferences (or ask us to send you news and other communications completely) by emailing [development-office@robinson.cam.ac.uk](mailto:development-office@robinson.cam.ac.uk). You may request changes at any time.

## How we share your personal data

We believe that most alumni understand in detail the complex and many interactions of the College with the University of Cambridge. Personal data of our members is shared with the University routinely throughout any course of study, and it is our strong preference to continue such collaborative working thereafter.

The University and its partners (including the College) have a data sharing agreement to govern the sharing of personal data of alumni and other supporters. This is necessary because they are distinct legal entities. The agreement outlines that, depending on constraints set by you, and which you may change at any time, the University and College may share any of the above categories of personal data with each other, and can be viewed in full at <https://www.ois.cam.ac.uk/policies-andprotocols/data-sharing-protocols/view>. Any transmission of data to or from the University is managed through agreed processes which comply with UK data protection legislation.

For clarity, the College has a separate database from the University, but has access to the University's database: additionally, we maintain other electronic and paper records.

The University has its own data protection statement and procedures – see: <https://www.alumni.cam.ac.uk/data-protection>

Additionally, we share data on a considered and confidential basis, where appropriate, with:

- Cambridge in America (the University's affiliate alumni office in the US),
- Other Cambridge Colleges, where alumni or their partners have relationships with more than one College,
- third party agencies who provide us with data in the public domain about alumni and supporters, as outlined above,
- selected companies who provide College-branded or College-endorsed products and services, as outlined above,
- volunteer partners closely related to us (e.g. College trustees, alumni group representatives), and
- contractors providing services to you on our behalf or services to us as outlined above.



We also facilitate communication between individual alumni (of the College or the University), but in doing so we do not release personal contact details without prior permission.

Any transfers of your data overseas or to international organisations, as set out above, are protected either by 'adequacy regulations' issued by the UK Government (declaring the recipient country as a 'safe' territory for personal data) or by relevant standard contractual clauses (which give obligations for the recipient to safeguard the data). Further information is available from our Data Protection Officer.

## Your rights

You have the right: to ask us for access to, rectification or erasure of your data; to restrict processing (pending correction or deletion); to object to communications or direct marketing; and to ask for the transfer of your data electronically to a third party (data portability). Some of these rights are not automatic, and we reserve the right to discuss with you why we might not comply with a request from you to exercise them.

Where you opt out of all future communications or exercise your right to erasure, we will continue to maintain a core set of personal data (name, subject(s), matriculation and graduation details, unique University identification number and date of birth) to ensure we do not contact you inadvertently in future, while still maintaining our record of your academic achievements. We may also need to retain some financial records about you for statutory purposes (e.g. Gift Aid, anti-fraud and accounting matters).

To exercise any of your rights with us, please contact the College Data Protection Lead (CDPL), (Bursars' EA, Marie Jones [data.protection@robinson.cam.ac.uk](mailto:data.protection@robinson.cam.ac.uk)).

You retain the right at all times to lodge a complaint about our management of your personal data with the Information Commissioner's Office at <https://ico.org.uk/concerns/>

Last updated: January 2025

Katharine Cantell, Director of Development  
Marie Jones, Bursars' EA and College Data Protection Lead



## **ANNEX**

We collect and process your personal data, as specified below, for a number of purposes, including:

- A. maintaining a formal record of your academic progress and achievements of the College and the University of Cambridge and elsewhere:

We process personal data (provided by you or by the University of Cambridge, or created by us), including:

- (i) your current name and any previous names you have had;
- (ii) details of and contact details for family members, including parents and partners
- (iii) unique personal identifiers (e.g. student number, CRSID, date of birth, photograph);
- (iv) your current and previous contact details;
- (v) your application details, our assessment of your application and the details of any offer(s) of study we have made; (see Admissions/Tutorial)
- (vi) records of your academic provision from the College (including supervisions, College examinations and other academic support); (see Tutorial)
- (vii) matriculation and graduation details and records of your academic qualifications (including those prior to becoming a member of the College);
- (viii) other details of your academic progress or achievement (e.g. College or University awards or prizes);

- B. retaining a formal record of your academic, career or other life achievements in order to promote and improve the reputation of the College and help you to network with other College members effectively:

We process personal data including:

- (i) details of your achievements since you completed your course(s) of study;
- (ii) membership of College and external clubs and societies (including alumni groups);
- (iii) your previous and current employment status (including retirement), including job title, sector, income and work contact details, dates of employment.

When you provide this information, we will assume (unless you notify us otherwise) that we can promote these achievements in our public literature, and can use this information for other purposes outlined in this statement. We may supplement information from public sources that we consider to be reliable (e.g. your public social media profile(s), Queen's Honours List, Companies House, high profile news reports or articles) and may check their accuracy with you from time to time.

- C. engaging you in College and University events that we believe will be of interest to you, including alumni and open events, volunteering opportunities, and other ways you can contribute to the life of the College:

We process personal data (provided by you or by the University of Cambridge, or created by us), including:

- (i) known relationships with other members (past or present) of the University of Cambridge or any of the Colleges;
- (ii) your previous attendance at College or University events;
- (iii) information about your areas of personal interest;
- (iv) personal data relating to your attendance at events and your personal preferences (e.g. dietary, access or accommodation requirements or requests);
- (v) records of any communications (verbal or written) we have had with you, including the purpose and outcome of those communications;
- (vi) details about your family (eg your marital status, the name of your partner/spouse);
- (vii) your communication preferences, to help us provide tailored and relevant communications.



When you provide this information, we will assume (unless you notify us otherwise) that we can use this information for other purposes outlined in this statement. We may supplement information from other public sources that we consider to be reliable (e.g. your public social media profile(s), University publications, high profile news reports or articles) and may check their accuracy with you from time to time.

The College also arranges for filming and photography at some of its events for recording and general promotional purposes. We will always provide the opportunity for guests to opt out of being featured. Such images are widely used within the College, on the College website and in promotional material and may therefore be on public display.

- D. providing you with information about the development of the College, including major initiatives and programmes relating to either the academic endeavour or the provision of services and facilities to members and the wider public:

We process personal data (provided by you or by the University of Cambridge, or created by us), including:

- (i) any communication preferences confirmed by you;
- (ii) ways in which you have supported the College.

By providing us with email addresses and telephone numbers, we have taken this to be consent to use those channels to contact you for this and other purposes outlined in this statement, unless you have outlined to us your preferred communication channels. When you provide this information, we will assume (unless you notify us otherwise) that we can use this information for other purposes outlined in this statement.

- E. encouraging you to make a financial contribution to the College and/or the University, and processing any such contributions:

The College's income consists of gifts and benefactions, income derived from prudent investment of any endowment and student fees. We value any financial contribution from our members and, accordingly, process personal data (provided by you or by the University of Cambridge, or created by us), including:

- (i) the purposes and amounts of any donations or other support previously provided to the University or the College by you;
- (ii) the method(s) of payments used and related payment references;
- (iii) your bank details (for processing direct debit or other financial transactions);
- (iv) your tax status and Gift Aid declaration (the College has a legal obligation to pass the data to HMRC).

Some of this financial information needs to be retained for statutory purposes for a number of years (e.g. Gift Aid, anti-fraud and accounting matters).

- F. assessing your capacity to and the likelihood that you will, now or in the future, make a financial contribution (gift) to the College:

The College undertakes research to determine your capacity to and the likelihood that you will provide financial support. Financial information and that on previous giving and likelihood of further giving is used to enable the College to plan its fundraising approaches in the most appropriate way and to ensure that its fundraising is as effective, respectful and efficient as it can be. This results in us creating personal data including:



- (i) financial information relating to you and your family, including;
- (ii) your estimated income or asset worth (where this is not provided by you);
- (iii) your potential capacity to make a gift, including our internal classification of you as a potential major donor, which is determined by a combination of your giving history, your attendance at College and University events, and your other interactions with the College since you graduated, including any positive or negative indications from you about your capacity or willingness to give to the College;
- (iv) gifts you have made to other charitable organisations;
- (v) your career highlights and other life achievements;
- (vi) our research includes incorporating information from public sources that we consider to be reliable (e.g. your public social media profile(s), Queen's Honours List, Companies House, reputable news reports or articles).

We use targeted internet searches and may search the following websites (either directly or using search engines), where relevant in order to obtain and maintain the accuracy of the data listed above:

- (i) Public sources for companies (in order to find personal data of those companies' employees, etc.):
  - Companies House and other business-related resources (free and subscription) for UK companies
  - US Securities and Exchange Commission for US companies
  - Capital IQ (subscription) for international companies
  - Company
- (ii) Public sources for charities (in order to find personal data of those charities' employees, trustees, etc., and to find information about donations and support):
  - Charity Commission and other internet sources for UK non-profits
  - GuideStar US for US non-;
- (iii) Public sources for individuals:
  - Who's Who and Debrett's People of Today (subscription)
  - Sunday Times Rich List
  - Other rich lists, including Forbes Magazine's international rich lists
  - Property websites
  - The King's and New Year Honours Lists
  - National change of address services
  - LinkedIn, to check business details
  - Press sources:
    - Factiva (subscription) for international press
    - Lexis Diligence (subscription) for negative press for due diligence purposes

We may use external contractors or consultants to assist us in this research. Where we do so, any sharing of your personal data is on the strict understanding that they may not repurpose it, or pass it on to other third parties. We do not sell your personal data under any circumstances.

- G. conducting surveys, including research on when and whether particular donations of funding appeals may be of interest to you.

The Development Office may from time-to-time send surveys to help refine communications with alumni and other supporters. Participation in the surveys is optional and data provided in the responses will be stored on the department database. The data will usually be collated via a web-based service provider and stored on the database for the lifetime of the record.

- H. sending you tailored proposals, appeals and requests for donations.

Whilst Robinson has a programme of fundraising which involves mass mailing for general appeals, research will sometimes highlight distinct areas of support that will appeal to



particular individuals. Data held on individual records will help to identify such individuals and ensure that they are sent appropriate requests for support.

- I. internal record keeping, including the management of any feedback or complaints.

In order to provide a professional service to alumni and other supporters, Robinson will store information regarding feedback and complaints, including any actions taken in response to these communications, and this information will be held for the lifetime of the record.

- J. administrative purposes (eg in order to process a donation you have made or to administer an event you have registered for or attended)

We may need to retain some financial records about you for statutory purposes (e.g. Gift Aid, anti-fraud, banking and accounting matters)

If you have concerns or queries about any of these purposes, or how we communicate with you, please contact us.