



# Privacy Policy

AlumniQ Platform  
last updated 27 February 2019

AlumniQ is dedicated to helping alumni and friends interact with our sponsoring institutions through use of a secure and efficient engagement platform. This platform includes publicly-facing services for event registration, online giving, email subscription management, profile management, and directory services. In order to provide these services, we collect personally identifiable information about you (and your guests, at times). Our Privacy Policy noted below works in conjunction with our Terms and Conditions.

## Personal and Non-Personal Information Collected

Personal information means any information that may be used to identify an individual. We collect personal information when you register yourself and your guests to participate in an event that may include details such as (not all sponsoring institutions collect all of these): name (including maiden and nickname), e-mail address, mailing/billing address, relationship to the sponsoring institution, age, preferred class year, relationship to primary registrant, phone number(s), dietary and mobility needs, opt-in permission for text messaging, and opt-in permission for inclusion on a public who's coming list. Some sponsoring institutions may request the inclusion of additional event-specific questions that may touch on personal information. We encourage your due diligence when registering for these events. For users of our online giving services, we collect name, email address, mailing/billing address, and payment information. Recipients of email from AlumniQ are having their open and click data tracked by AlumniQ to refine future segmentation practices.

The most detailed personal information is collected in our profile module which works in conjunction with the directory. Each sponsoring institution has its own unique set of profile fields, directory inclusion rules, and directory access control rules that may deviate from our baseline inclusion and display policy. Constituents are encouraged to square this disclosure with institution-specific variations that apply selectively as needed. Information we typically collect and manage on your AlumniQ profile includes: name, home address, work address, email address, degree history, interests, activity participation, employer name and job title, mentorship background, and email subscription category preferences (opt outs).

The AlumniQ profile also enables the direct selection of privacy and contactability preferences that affect whether you're displayed in the directory, contactable through the directory, and how much of your profile information is shared in it. All AlumniQ users have the ability to fully exclude themselves from the directory, or selectively share more than nothing. If you do not create an AlumniQ profile and are an alum who has not previously opted out of directory inclusion, it is likely that your name and class year (and nothing more) are visible in the directory.

Non-personal information means information including, but not limited to, your browser type, your screen size, your operating system, and Internet protocol (IP) address. The non-personal information is not used by us to personally identify you and is not readily usable for that purpose. We use analytic and reporting technologies to record non-personal information to gain knowledge and best develop our product to meet our customers needs.

## Uses of Personal Information

AlumniQ uses information you provide to:

1. Manage event registration data
2. Generate a publicly posted who's coming list that you have opted in to
3. Send you notifications through email and or text messages related to an event
4. Process payments related to your registration selections
5. Process payments related to any one time and recurring and/or sustaining gifts
6. Update sponsoring institution databases from your profile information
7. Drive the functionality of the directory and contact tools embedded within

All information processed and managed by AlumniQ, whether shared publicly or not, is available to the sponsoring institution for their own business purposes. We do not sell, rent, or otherwise provide personally identifiable information to third parties beyond the sponsoring institution, with the exception of third parties who work on behalf of AlumniQ to provide a service that powers registration system functionality. In this instance we will only provide those companies the information they need to deliver the service, and they are prohibited from using that information for any other purpose. In extremely limited circumstances, we may share personally identifiable information in order to enforce our legal rights or enforce the legal rights of a third party, or as we in good faith believe we are required to do so by law (such as to comply with a subpoena or court order, for example).

## Your Information Choices

You can:

1. Review, enhance or edit your personal information through the profile module (if activated by a sponsoring institution) or by contacting an identified individual working on their behalf
2. Selectively disclose or hide your personal information available to the directory from your profile
3. Opt out of the who's coming list during registration
4. Opt out of text message communications during registration
5. Opt out of one or more email subscription categories to reduce the volume of message you receive
6. Opt out of being contactable through the directory module

## Children and Privacy

AlumniQ's services are intended for adult use only. However, guests of adults registering for events may include those who are under the age of thirteen (13). These individuals, who cannot register themselves unless they are deceptively passing themselves off as someone they are not, are identified to us by first name, last name, and age. Their information is never included in any publicly posted registration data (such as a who's coming list).

By using any AlumniQ services you are affirming that you are over the age of thirteen.

## GDPR

For more information on the EU General Data Protection Regulation or GDPR effective in the EU as of May 25, 2018, please visit our [GDPR Policy page](#).

## Cookies of Third-Party Providers

Cookies of third-party providers and tracking: We use cookies to improve your user experience and to help us

understand how you're using our products and services. We are not an advertising company and have no interest in tracking any personal information beyond that absolutely necessary to provide a superior registration experience. Your use of our registration services gives us the consent to do this.

AlumniQ uses services from other companies that employ the use of cookies to optimize our services as outlined below.

1. Google Analytics: We (or a sponsoring institution, at their request) often use Google Analytics, a web analytics service that utilizes cookies to help analyze how our users are using AlumniQ. This generated information (including your IP address) is transmitted to and stored by Google on servers in the United States. You can choose to stop the use of cookies by selecting the appropriate settings on your browser. Disabling Google Analytics will have no impact on your ability to use AlumniQ services. You can also prohibit Google from utilizing your cookie-generated data (including your IP address) by installing this browser plugin: <http://tools.google.com/dlpage/gaoptout?hl=en>.
2. Facebook sharing: Using AlumniQ may involve data collection via the implementation of Facebook sharing tools. Not all sponsoring institutions make use of this, but if they do it is likely that you'll be tracked by Facebook regardless of whether you interact with the sharing utility or not. If you'd like to opt out of having your data collected by Facebook pixel, you can do so here: <https://www.facebook.com/settings?tab=ads>
3. Facebook guarantees compliance with GDPR through their Privacy Shield Agreement certification: <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>
4. (through 3/1/2019) LinkedIn: AlumniQ employs the services of a LinkedIn drop-in utility that allows us to link your AlumniQ profile to your LinkedIn profile. This utility does drop a cookie on your machine. We are discontinuing the use of this in March 2019, at which time the cookie is useless.

## Security

1. Credit card and/or bank account information collected is purely for transactional purposes (both registration and contribution) and is stored securely within a fully PCI compliant third-party provider in a fully encrypted manner. No access to the unencrypted card number is available to the AlumniQ team. We can only see that we have charged (and/or refunded against) your card, whether that payment token remains active, and that you are a customer of ours.
2. Personal information you provide will be secured in accordance with industry standards and technology best practices. Since no method of transmission over the internet, or method of electronic storage, is a 100% secure environment, we cannot ensure or warrant the security of any information you transmit to AlumniQ. There is no guarantee that information may not be accessed, copied, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. We are not responsible for the unauthorized acts of others and we assume no liability for any disclosure of information due to errors in transmission, unauthorized third party access (such as through hacking) or other acts of third parties, or acts or omissions beyond our reasonable control.
3. You are responsible for controlling access to your email communications at all times; this is the primary vehicle for access to your profile and registration data.
4. You are responsible for controlling access to your login credentials, whether provided by AlumniQ or a sponsoring institution (in SSO environments) at all times.

## Changes in Privacy Policy

This Privacy Policy is subject to change from time to time. Such changes are effective immediately upon the

earliest of (a) our posting the updated Privacy Policy on our Website as indicated by the "Date of Last Revision" date at the top of this Privacy Policy, or (b) your continued use of our Website after we post the updated Privacy Policy on our Website.

## **How to Contact Us**

For questions or comments please send them to [helpdesk@alumniq.com](mailto:helpdesk@alumniq.com)