AlumniQ Platform

Privacy Policy

Last Revised 22 March 2021

AlumniQ is dedicated to helping alumni and friends interact with our sponsoring institutions through the use of a secure and efficient engagement platform. This platform includes publicly-facing services for event registration, online giving, email subscription management, membership 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:

- Manage event registration data
- Generate a publicly posted who's coming list that you have opted in to
- Send you notifications through email and or text messages related to an event
- Process payments related to your registration selections
- Process payments related to any one time and recurring and/or sustaining gifts
- Update sponsoring institution databases from your profile information
- 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:

- 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
- Selectively disclose or hide your personal information available to the directory from your profile
- Opt out of the who's coming list during registration
- Opt out of text message communications during registration
- Opt out of one or more email subscription categories to reduce the volume of message you receive
- Opt out of being contactable through the directory module

Children and Privacy

AlumniIQ'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 AlumniIQ services you are affirming that you are over the age of thirteen.

GDPR

This section applies if only if you are located in the EU (for these purposes, reference to the EU also includes the European Economic Area countries of Iceland, Liechtenstein and Norway).

Data Controller. AlumniIQ is the data controller for Personal Data about our Customers and public Site Visitors. We act as a data processor (or service provider) for the processing of Service Data on behalf of our Customers. Please use the “Contact Us” form for any inquiries related to the EU General Data Protection Regulation.

Your Rights. Subject to EU law, you have the following rights in relation to your Personal Data:
Right of access: If you ask us, we will confirm whether we are processing your Personal Data and, if so, provide you with a copy of that Personal Data along with certain other details provided that it is data for which we are the Controller. Requests for data for which we are the Processor should be submitted to our Customer directly. If you require additional copies, we may need to charge a reasonable fee.

Right to rectification: If your Personal Data is inaccurate or incomplete, you are entitled to ask that we correct or complete it. In our role as Controller we will not share your data with any third parties; as Processor we will share with our Customer.

Right to erasure: You may ask us to erase your Personal Data in some circumstances, such as where we no longer need it or you withdraw your consent (where applicable).

Right to restrict processing: You may ask us to restrict or ‘block’ the processing of your Personal Data in certain circumstances, such as where you contest the accuracy of the data or object to us processing it (please read below for information on your right to object). We will tell you before we lift any restriction on processing.

Right to data portability: You have the right to obtain your Personal Data from us that you consented to give us or that was provided to us as necessary in connection with our contract with you, and that we processed with automated means. We will give you your Personal Data in a structured, commonly used and machine-readable format. You may reuse it elsewhere.

Right to object: You may ask us at any time to stop processing your Personal Data, and we will do so:

- If we are relying on a legitimate interest (described under the “How We Use Data” section above) to process your Personal Data — unless we demonstrate compelling legitimate grounds for the processing; or
- If we are processing your Personal Data for direct marketing.

Right to withdraw consent: If we rely on your consent to process your Personal Data, you have the right to withdraw that consent at any time, but this will not affect any processing of your data that has already taken place.

Right to make a complaint with the data protection authority: If you have a concern about our privacy practices, including the way we handled your Personal Data, you can report it to the data protection authority that is authorized to hear those concerns.

You may contact us at helpdesk@alumniq.com to exercise your rights.

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 engagement experience. Your use of our 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.

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.

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

Facebook guarantees compliance with GDPR through their Privacy Shield Agreement certification: https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active

Security

Credit card and/or bank account information collected is purely for transactional purposes 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 at any time 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.

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.
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.

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