

## **Data Use Policy**

*(Updated October 13, 2014)*

### **INTRODUCTION**

It is the desire of the University of Redlands to communicate with external audiences in a systematic and purposeful way, with a focus on continually enhancing the University's image and reputation. Every effort should be taken on an ongoing basis to ensure that each opportunity for interaction with alumni, donors, and other constituents upholds the integrity of the University's image.

To this end, the University Advancement division is charged with supporting the ongoing activities of the University of Redlands by providing assistance for programs, communications and events that bring together alumni, donors and friends of the University. As the primary custodian of alumni, donor and external constituent demographic and relationship information, the University Advancement division has primary oversight to ensure that external outreach to stakeholders is as accurate, timely and effective as possible. In order to provide the best possible service to those with legitimate needs for such information, and at the same time maintain the confidentiality of the information entrusted to us, the following policies have been developed.

**Alumni and Donor Data Confidentiality Policy**—The University of Redlands respects the privacy of our alumni and university community and is committed to guarding against the unauthorized use or distribution of personal alumni information. Alumni and other constituent records are proprietary information maintained by the University of Redlands for official university use and are not released to the general public or business community (policy statement approved by University Board of Trustees, December 2001).

Official university use includes, but is not limited to: dissemination of university news and publications; invitations to university, athletic, and alumni events; class reunion planning and activities; sanctioned university student clubs and organizations; alumni activities; solicitations for the Redlands Fund, endowment funds, and other authorized campaigns of the University of Redlands; and authorized third party solicitations endorsed by the university, such as affinity credit cards and alumni directory publications.

Alumni lists or labels may be released to University of Redlands alumni *only* if they are to be used for university activities or projects approved or endorsed by the Alumni Association and/or the appropriate University Advancement official. Constituent information released to volunteers may not be copied, reproduced or otherwise distributed without the specific consent of the university office that provided the information. Individuals or groups may not use University of Redlands alumni lists or labels for personal, commercial, or political uses. Additionally, individuals and groups are prohibited from using lists or labels obtained from the University of Redlands for creating and/or maintaining independent databases.

**Mass Communication Policy**—The offices of Alumni & Community Relations, Development and University Communications are the primary mass communicators to the alumni, donor and external stakeholder communities. Other offices that wish to communicate with these audiences should work through the University Advancement division procedures for data requests. Every effort will be made to ensure stakeholder requests for privacy, inclusion, etc. All externally focused communication to alumni, donors and stakeholders must be approved by the Vice President for University Advancement or his/her designee.

**Fundraising Clearance Policy**—The University of Redlands operates a centralized development/fundraising program, with the focus on the highest annual and long-term priorities as established by the Board of Trustees, the President and the University Cabinet. To this end, all fundraising initiatives directed toward external constituents (alumni, current parents, past parents, corporations, foundations, neighbors) must be cleared by the Associate Vice President for Development or his/her authorized designee.

If you have any questions, please contact Sue Gilleland, Director, Advancement Services at (909) 748-8150