



POLICY TITLE: Alumni Association External Database Privacy Policy and
Internal Database Privacy Policy

POLICY PURPOSE: The mission of the FHSU Alumni Association is to enhance and advance the relationships between FHSU, its alumni and constituents. As part of this mission, the FHSU Alumni Association acts as the official custodian of alumni records for Fort Hays State University in accordance with university policy. All requests for records from any person, business or entity not an entity of or directly associated with Fort Hays State University will be processed through or in accordance with the Alumni Association External Database Privacy Policy.

BACKGROUND: This privacy policy dictates FHSU Alumni Association handling of personal information of members of the Tiger community. Building trust is one of our highest priorities and that includes responsible use and maintenance of personal information. This policy shall be enforced in all areas including online communication, off-line communication, event registration, alumni-sponsored programs and marketing partnerships.

Information maintained by the FHSU Alumni Association will be provided in support of approved activities to the following entities, including but not limited to FHSU colleges or departments, administrative units, Athletics, FHSU officially affiliated campus organizations, FHSU Alumni Association Office, or FHSU Foundation upon request. Database requests must be approved by and come from a department, college or administration unit. Requests and uses must be consistent with FHSU policies, procedures and official needs.

APPLIES TO: Everyone

DEFINITIONS:

CONTENTS: External Database Information Collection

The FHSU Alumni Association database includes but is not limited to “general information” about alumni/constituents:

- Full name, maiden name (if applicable)
- Home address, telephone numbers and/or e-mail addresses
- Business address (if applicable), telephone numbers and/or e-mail address

- Degree(s) and date of degree(s) awarded by the University
- Colleges from which degree(s) was/were granted with major field of study
- Marital status, births, deaths
- Awards, appointments, honors, affiliations, relationships, etc. (if applicable)
- Miscellaneous comments

Appropriate External Use of Information

The Association does not honor requests by individuals or companies seeking to find or contact specific FHSU alumni. Such requests will be referred directly to the individual being sought letting them know who is trying to reach them. It is entirely up to the alumnus whether to make contact with the individual or company.

Third-Party Requests

The FHSU Alumni Association, under the auspices of its Directors, seeks out Affinity Partners that offer products and services to alumni/constituents not normally offered to the public. These services include financial services, insurance programs, travel, and various other programs.

Prior to entering into a partnership with an Affinity Partner that we deem reputable and reliable, the Association considers their practices regarding use of customer information and enters into an agreement as to how the information may be used in marketing their product or service.

The information shared with vendors is limited to what is necessary to contact FHSU alumni/constituents for purposes of the offer. The vendor must agree to use the information only for the purpose approved by the FHSU Alumni Association. The sale or transfer of FHSU alumni/constituent information by the vendor is strictly prohibited.

Opportunity to "Opt-Out"

In the event FHSU alumni/constituent information is used in the preparation of lists or directories that are to be published in a book, magazine, newsletter or other form for general distribution among alumni/constituent groups, each individual shall be given the opportunity to be excluded prior to publication.

Should FHSU alumni/constituents not want to share their biographical information with companies or organizations outside of Fort Hays State University, they will be given the opportunity to "opt out." All requests must be submitted to the Alumni Office in writing.

Condition and Understanding

The FHSU Alumni Association has put in place appropriate physical, electronic, and managerial procedures to prevent unauthorized

access or unauthorized dissemination of FHSU alumni/constituents biographical information. Failure to abide by the FHSU Alumni Association database privacy policy may result in denial of access to information contained in the Alumni database.

Change to Policy

The FHSU Alumni Board of Directors reserves the right to review this external policy on a regular basis and has the right to make changes as appropriate.

Contact Information

If you have additional questions or concerns about the FHSU Alumni Association database privacy policy, please contact the FHSU Alumni Office via e-mail at alumni@fhsu.edu, by phone (785) 628-4430, or you can send an inquiry by mail to FHSU, Attn: Database Manager, One tiger Place, Hays, KS 67601-3767

Appropriate Internal Use of Information

The FHSU Alumni Association will make available “general information” from its database for the support of approved, University-related activities. Approved activities include:

- Alumni relations
- College/department communications to alumni/constituents
- Development
- Governmental relations
- Public relations

Disclosure of Information

Use of information for any other purpose, including but not limited to reproducing and storing in a retrieval system by any means, electronic or mechanical; photocopying; or the sale or use of the information, including, but not limited to addresses, phone numbers or other information, for any private, commercial, or political mailing, is strictly prohibited.

**POLICY
STATEMENT:**

**EXCLUSIONS OR
SPECIAL**

CIRCUMSTANCES:

**RELATED
DOCUMENTS:**

Policies:

Forms:

Other:

KEYWORDS:

Alumni records, custodian, privacy policy, personal information

**RESPONSIBLE
OFFICE:**

Alumni

**RESPONSIBLE
UNIVERSITY
OFFICIAL:**

Alumni

ORIGINATION DATE: 10/08/2003

CHANGE HISTORY: Adopted by President's Cabinet 3/28/2018
Approved by President's Cabinet 10/08/2003
