

## Privacy Policy

The North Dakota State University Foundation and Alumni Association (“Foundation”) respects the privacy of its constituents and this privacy statement explains how we collect, store, manage, and protect your data. It outlines the types of data that we hold and how we use this data to provide services to our donors, alumni, students, and supporters. Our intention is to be clear when we collect your personal information and tell you what we do with it.

### Who we are and what we do

The Foundation supports North Dakota State University (“University”) through contact with alumni, students and supporters of the University. We do this by offering a range of academic, social and networking events, and printed and online publications and communications. We also fundraise to support the University’s students, capital projects, teaching and research. In order to do this, we have a database that contains personal data collected by the Foundation during the course of our relationship with our students, alumni, donors and friends.

### The personal data we store and process

- name and contact details including postal address, email address, phone number(s);
- title, gender, nationality and date of birth;
- social security number and credit card token information
- information about your time at the University and other academic institutions, including qualifications held, courses studied and scholarships awarded;
- your recreational activities and interest (for example your membership in a fraternity or sorority);
- your occupation and professional activities;
- information about your wealth;
- media articles about you;
- family and spouse/partner details and your relationships to other alumni, supporters and friends, including links to social media accounts;
- volunteer service on behalf of the University or Foundation;
- your engagement in Foundation meetings, events, groups or networks;
- your use of Foundation related websites;
- your activity on NDSU and Foundation social media channels
- records of donations given, including to the Foundation; and
- records of communications sent to you by the Foundation or received from you.

### How your personal data is collected

The Foundation maintains a record of friends, prospective donors, donors, and current and former students of the University. The majority of the personal data we collect is provided by the University, or the University departments, divisions, schools, faculties or associations with whom you have interacted.

If you give us a gift in person or online, or participate in fundraising activities we will collect and store your contact and gift information in the Foundation database.

If you have received a scholarship at the University, your data will be shared with the Foundation for donor stewardship purposes included tracking of awards, tracking of thank-you letters, and other scholarship reporting.

We may obtain, confirm or update other information about you, such as current address or occupation, from publicly available sources such as social media or the Lexus Nexus AlumniFinder tool.

We may use third party services to obtain other information about you such as, date of birth, email address or cell phone number. We may also collect wealth screening/predictive modeling information through services such as Blackbaud.

We may obtain information about you from third parties to whom you have given your consent to share it (for example, a crowdfunding site to which you have contributed).

There are “do not track” or similar browser choices available to Internet users with respect to online web activity, but given the present lack of consensus of what constitutes an informed election, appropriate trigger or breadth of scope of such choice, our website will not operate any differently when a ‘do not track” signal is received.

## How we use your data

We use your personal data for our legitimate interest as described below, pursuant to a contractual agreement or by virtue of your consent, depending on the data involved.

We use your data to secure charitable contributions from individuals, corporations and foundations to support identified priorities for the University. Foundation staff members work in close partnership with University administrators, deans and faculty to fund undergraduate and graduate student scholarships, establish faculty chairs and professorships, provide college and departmental support, and enhance the campus infrastructure.

Our communications and marketing may be delivered to you by mail, email, telephone or social media. Together with the University and Foundation staff, we provide you with information about our fundraising programs and the University’s financial priorities. You may also receive University publications and news, academic course information, notification of alumni events, and promotion discounts, services and other benefits for alumni.

To help us understand more about you as an individual, your interests and your ability to support the University, we may carry out wealth screening/predictive modeling to determine the most appropriate donor experience for you. We may share your personal data with third party providers who provide research and analysis on matching donors and prospects with the right giving opportunities.

With respect to data collected when you visit our website, we use cookies and tools such as Google Analytics to improve our website and services. We use Google Analytics data in aggregate to monitor traffic and trends and improve our website and services, and not to look at the behaviors of individuals. We use other analytic tools to understand social media behaviors or our donors and prospects.

## Protecting your data

We are committed to holding your data securely and treating this data with sensitivity, although no organization can guarantee that data in its possession is completely immune to exfiltration or misuse. Your data is held on a database hosted on a secure server by a third party vendor, Blackbaud, and encrypted within the framework of that database software. This database is restricted to individuals who need to see the data to carry out their duties at the Foundation and the University. This is limited to: staff members of the Foundation, assigned IT support, and colleagues from other areas within the University. User access rights to the database are restricted according to individual job roles in order to ensure that users only see information relevant to them. This access is reviewed on a regular basis.

## With whom we share your data

We do not share or disclose your personal data to anyone outside the Foundation, University or fundraising or alumni based committees other than vendors performing services necessary to our missions, such as the printer of our magazine and all hosts of our email server and online giving services. All third party vendors with whom your data is shared must agree to confidentiality and non-disclosure of the data before any data transfer takes place. We do not sell to or trade your data with any other organizations.

## Your rights

The Foundation considers its relationship with alumni and supporters to be lifelong and we will use your details until you tell us you no longer wish to hear from us. We will try to ensure that the data we hold for you is up to date and accurate.

You have the right to:

- revoke consent;
- request a copy of the information we hold about you;
- update or amend the information we hold about you;
- change your communication preferences at any time;
- have us remove your personal information from Foundation records;
- object to the processing of your information for any of the purpose outlined above; or

- opt out of all communication from the Foundation

For inquiries about how the Foundation manages information, or to request changes, please email:  
Gail Dancer, Vice President of Information Services  
1241 University Drive North  
Fargo, ND 58102  
701-231-6817  
gail@ndsualumni.com

If this statement changes, we will post the new statement on Foundation websites.

Last updated on August 06, 2018

### Definitions

Term	Definition
No terms to define	

### Contact

Department Name or Person	Phone Number
Gail Dancer VP of Information Services	701-231-6817

Reviewed: August 2018 (SLT review)