GDPR and Alumni Relations

Development Office

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Raiser’s Edge NXT

- The University’s alumni database
- Almost 190k individual and organisation records
- 173k of these are alumni
  - Humanities: 48k
  - Sciences: 46k
  - Social Sciences: 72k
- Other records include Honorary Graduates, Prospects, Companies & Charitable Trusts
- Access can be requested from the IT Services website: https://www.kent.ac.uk/itservices/forms/bs-applications/
Consent

• Consent isn’t required for most of the data we hold. We can continue using Legitimate Interests as the basis for processing it.

• What do we need consent for?
  • Sensitive personal data
  • Adding data to a record after someone has left the University (e.g. new contact details or employment information)
  • Contacting someone electronically for the purposes of marketing (this includes email, phone and directly on social media)
Marketing

• Whilst many of the communications we send may not seem like marketing the [ICO’s Direct Marketing Guidance](#) includes this passage:

> Direct marketing covers the **promotion of aims and ideals** as well as the sale of products and services. This means that the rules will cover not only commercial organisations but also not-for-profit organisations (eg charities, political parties etc).

• Therefore the vast majority of communications sent to alumni are defined as marketing
Checking Consent

- Consent is recorded on Raiser’s Edge NXT
- At the top of a record there will be a bar indicating which forms of communication that individual has opted in or out of:

Communication preferences: REQUESTS EMAIL COMMS, REQUESTS PHONE COMMS, REQUESTS POSTAL COMMS, REQUESTS SMS COMMS

James Hudson
Preferred name: James  Spouse: Jessica Hudson
Collecting Consent

- Consent should be collected from alumni whenever you have the opportunity to do so.
- The alumna/us should be given information on what they are consenting to.
- We will provide sample text and collection forms for events in a follow-up email after this event.
- Consent entry on Raiser’s Edge NXT is currently limited to the Development Office. Please forward any consents received to resupport@kent.ac.uk and we will enter them for you.
Contact & Employment Details

- Three stage process:
  - Ensure you have consent for adding the details
  - Add the new details
  - Document the changes made and your consent for doing so

- Practical demonstration
Sending Emails

- Emailing an individual
  - Find the individual on Raiser’s Edge NXT
  - Ensure that they have REQUESTS EMAIL COMMS at the top of their record
  - Use the Email Preferred address in their contact details to email them
  - Record the email as an action on their record
  - Amend this action or create an additional action to record any responses received

- Emailing a group
  - Complete the “Email shot request” form on our website
  - We will then generate the list of individuals who meet your criteria and who we have consent to email
  - We will then send them an email them using the text you provide in our standard University email template
Action to date

- Contact preferences gathered during:
  - Telephone affinity campaign
  - Congregations in July and November 2017
  - Kent magazine
  - Email and social media activity
  - Events

- We have introduced a new process to capture consent at Congregations which means that every graduating student now has to indicated how/if they want to hear from the University in future.