



Policy on Dissemination of Alumni and Other Constituent Records

Effective Date: 1974

Approval: April 19, 2016

Maintenance of Policy:
Executive Director of Advancement Relations and Director of Alumni Relations and Engagement

PURPOSE: This policy sets forth the protection of Alumni and other constituent records and the process to be followed for obtaining such information. The University is committed to keeping Alumni and Constituent information safe and preventing its misuse.

SCOPE: All University Members

POLICY: Constituents of University Advancement include alumni, parents, donors, donor prospects and friends of the University of Dayton. The information on record for these constituents is captured from a variety of sources and maintained by University Advancement for use in developing and nurturing relationships between these constituents and the University for the purpose of achieving the goals and objectives set forth by the University. Constituent information is considered confidential and generally not disseminated except to attain these goals and objectives.

I. DATA REQUESTS

- Lists and Labels

Constituent lists and labels are produced for use in conducting University Advancement business. Requests for this information must be made in writing to the Director of Alumni Relations and Engagement stating the reason for and use of the lists or labels and format requirements. Use of University-generated lists or labels for other than the requested reason is prohibited. Such lists and labels are given with prior approval to alumni, faculty, staff or students who are coordinating or facilitating alumni programming or to merchandising program product vendors for use in marketing products and services to alumni. At no time should users of the data provided by University

REFERENCE DOCUMENTS:

POLICY HISTORY:

Approved in Original Form
1974

Approved as Amended
April 19, 2016

POLICY:

Advancement attempt to supplement the information by requesting confidential data from constituents, including, but not limited to, Social Security Number or birth date.

- Individual Requests

University Advancement does not customarily provide individual alumni record information requested for reasons unrelated to University or Alumni Association business. Information requests are to be made through the Alumni Relations office.

The Alumni Relations office will notify the individual that a requestor has solicited record information about them from the University. At the discretion of the alumnus/a, he or she may contact the requestor directly. The Alumni Relations office has the right to deny any requests for alumni record information if it is thought that the request is not consistent with the letter and the spirit of this policy.

- Direct Marketing

Requests for alumni information to direct market University-marked and affinity group products or services must be approved by the Director of Alumni Relations and Engagement, in consultation with the Vice President of University Advancement. Direct merchandising is regulated to protect the interests and objectives of the University of Dayton and its Alumni Association. This required approval applies to third party merchandising vendors, as well as University departments, organizations or individuals, who wish to market or otherwise petition alumni to purchase University-marked or affinity group products or services.

Third party merchandising vendors must submit proposals for alumni direct marketing programs to the Alumni Association for discussion and approval. Any royalties or payments provided by third party vendors in exchange for conducting direct marketing programs to alumni are allocated to the Alumni Association unless otherwise determined by the President of the University of Dayton.

Except as indicated above, the marketing of products and services to alumni of the University of Dayton using University-held lists, either published or internal, is prohibited.

II. RESPONSIBILITY FOR ENFORCEMENT, REMEDIES AND SANCTIONS

The Executive Director of Advancement Relations and the Director of Alumni Relations and Engagement determine policy compliance and consequences for noncompliance in consultation with the Vice President of University Advancement and other University department personnel as needed.

POLICY:

Violation of the policy by University employees will result in sanctions as prescribed in the appropriate employee handbook. University organizations, alumni or others found in violation of the policy are subject to denial of access to the information. Vendors who violate the policy will be denied future business with the Alumni Association and are subject to denial of business with the University in general.

III. APPEAL PROCESS

Appeal of the decisions made by the Director of Alumni Relations and Engagement should be directed in writing to the Vice President of University Advancement.