

## Privacy Notice for Alumni

### Introduction

As a former student of Atlantic Technological University (ATU) (“the University”), your personal data is processed by the University for various reasons. As part of the transparency principle of the GDPR, you have the right to be fully informed about the uses of your personal data by ATU. This Privacy Notice outlines the types of personal data we will process, the purposes for which that personal data is required, third parties with whom we will share your data, how long your data will be retained by us, your rights and how to contact us.

### The information we process about you

The types of personal data we process about you include, inter alia:

- **Personal details:** Name, date of birth, country of birth, nationality, telephone numbers, addresses, Eircode, gender, ATU ID number, email addresses,
- **Professional details:** including job title positions, organisation, professional memberships, and qualifications.
- **Academic information:** Details of your education at ATU (e.g. your Faculty, the courses you have completed, your subjects, dates of study).
- **Alumni interaction details** with the university, including:
  - personal data provided by you for a specific purpose (e.g. disability and dietary preferences for event management purposes).
  - your communication preferences, to help us provide tailored and relevant communications.
  - engagement with the university or expressed engagement, such as participating in the ATU Alumni Mentorship Programme, any other volunteering activities, participation in panel discussions or as a speaker etc.
- **Online services:** IP address, and other personal information when you visit the ATU website – more information available on the ATU Website Privacy & Cookies Policy.
- **Other personal information:** Image, voice (in alumni marketing recordings where consent is provided).

### How we obtain your personal data

We process your personal data at various points in your relationship with ATU. This information is provided by you, either directly or indirectly and comes from various sources: the university’s student records, details you provided at graduation, your attendance at university events, or directly from the online ATU Alumni Network form on the ATU website.

## Legal basis for processing your personal information

**Consent:** ATU will request your consent before using your personal data. Consent is defined as any freely given, specific, informed, and unambiguous indication of your wishes, expressed either through a statement or a clear affirmative action, signifying your agreement to the processing of your personal data. If you withdraw your consent, ATU will cease using your personal data unless legally required to do otherwise.

Where sensitive personal data is concerned, we process it where personal data is provided by you for a specific purpose (e.g. disability and dietary preferences for event management purposes).

**Legitimate Interest:** ATU may use personal data when it is deemed to be in ATU's legitimate interests and when such use does not override the interests, rights, or freedoms of the data subjects.

## Purposes for which your personal information is used

The purposes for which ATU may process your personal information include:

- Promoting the relationship between ATU and its alumni for mutual benefit.
- Eliciting non-financial support, such as mentoring, career support for students, and other volunteering activities.
- Sending invitations to alumni events and other events of interest organised by ATU.
- Distributing university mailings, both digital and hardcopy, such as alumni magazines and e-newsletters.
- Promoting the benefits and services available to alumni provided by ATU.
- Administrative purposes (e.g. to administer an event you have registered to attend or have attended)

## Third parties with whom we share your data

Data sharing or any other disclosures in relation to alumni records to third parties is made only where there is legitimate reason to do so and in accordance with the law.

## Transfers outside the European Economic Area (EEA)

In so far as is practicable, ATU endeavours to hold all personal data within the EEA. Where we transfer data outside the EEA, we ensure that there is an appropriate mechanism for doing so that complies with all relevant legislation and also ensure that your data receives the same level of protection as it is afforded within the EEA.

## Data retention

ATU retains your personal data for the purposes described in this notice. The University will not hold your data for any longer than is necessary, but some data will be held indefinitely such as alumni records until such time as you notify us that you no longer wish us to contact you.

## Your Rights

You have the following rights under data protection law, although your ability to exercise these rights may be subject to certain conditions:

- The right to be informed about the data processing the University does
- The right to request access to your personal data held by the University – to have a copy of the personal data that we hold about you
- The right to rectification – to have inaccurate or incomplete personal data rectified
- The right to erasure of personal data where there is no legitimate reason for the University to continue to process your personal data. If you exercise this right, the University will continue to hold some personal data which, for graduates, will include name, subject(s) studied, graduation details, date of birth and unique identification number, so that we do not inadvertently contact you in the future and to maintain your education records for archive purposes. We may also continue to hold some financial records about you for statutory purposes
- The right to restrict the processing of personal data – you have the right to block the processing of your personal data in specific situations
- The right to data portability - you have the right to request that the University provides some elements of your information (e.g. academic progress records) in a commonly used machine-readable format in order to provide it to other organisations
- The right to object – you can object to the processing of your personal data by the University in certain circumstances, including the sending & receipt of direct marketing material
- The right to object to automated decision making & profiling. ATU does not currently make decisions affecting students by automatic means without human intervention.
- In order to exercise any of the above rights please contact us using the contact details set out below.

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## Your Responsibilities

You must inform the University if your contact details change so that your data is accurate at all times.

## How ATU will contact you

We may contact you through email, phone, mail, text, or social media, based on the contact information we have and your expressed preferences for communication.

To enhance the effectiveness of ATU's communications with you, we may use tools that track whether you open our emails and which links you click. Additionally, we monitor website visits and use tools like Google Analytics to improve our website and services.

## Questions and Complaints

If you are not satisfied with the University's handling of your personal data or believe that the requirements of data protection legislation may not be fully complied with, you should contact the University's Data Protection Office in the first instance. You also have the right to submit a complaint to the Data Protection Commission.

## How To Contact Us

Please contact us if you have any questions about the data, we hold about you or if you wish to exercise any of your rights. We work remotely and our contact details are:

Email: [dataprotection@atu.ie](mailto:dataprotection@atu.ie)

Tel: 091 742769

### ***Changes to this Privacy Statement***

*We will update this privacy statement from time to time. Please visit this page periodically for updates.  
Updated on 12 August 2024.*