

# **KANSAS STATE UNIVERSITY**

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# **FOUNDATION**

The Kansas State University Foundation (“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 Kansas State University (“University”) through contact with alumni, students, and supporters of 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**

The personal data we store and process includes:

- name and contact details including postal address, email address, phone number(s);
- title, gender, nationality and date of birth;
- information about your time at the University and other academic institutions, including qualifications held, courses studied and scholarships awarded;
- your recreational activities and interests (for example your membership in marching band);
- 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;
- volunteering by you on behalf of the University, alumni or Foundation;
- your engagement in University meetings, events, groups or networks;
- your use of the University, alumni website, and the Foundation website;
- your activity on Foundation social media channels (e.g. the Foundation Facebook page);
- records of donations given, including to the Foundation and Athletics; 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 such as K-State Proud, 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 Melissa address tool.

We may use third party services to obtain other information about you, such as date of birth 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 and K-State 2025. 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 Alumni Association 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 to 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 of 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 within the Foundation's network. This database is protected by a firewall and access is restricted to individuals who need to see the data to carry out their duties at the Foundation, the K-State Alumni Association, and the University. This is limited to: members of staff and student members of staff in the Foundation; assigned IT support; and colleagues from other areas within the University and the Alumni Association. 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 Alumni Association (which manages demographic data on the Foundation's behalf), other than vendors performing services necessary to our mission, such as the printer of our magazine and the 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.

California residents are entitled once a year, free of charge, to request and obtain certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. We do not disclose Personal Information to third parties for direct marketing purposes.

## **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:

- 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 purposes 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 [Privacy@ksufoundation.org](mailto:Privacy@ksufoundation.org) or contact:

Donor Engagement Department  
Kansas State University Foundation  
1800 Kimball Ave.,  
Suite 200  
Manhattan, KS 66502-3373  
800-432-1578  
785-532-6266

If you have any questions about this privacy statement, please contact:

Christopher Mills, AVP of IT and Infrastructure Services  
Kansas State University Foundation  
1800 Kimball Ave.,  
Suite 200  
Manhattan, KS 66502-3373  
800-432-1578  
785-532-6266

## **Changes to this statement**

If this statement changes, we will post the new statement on the <https://www.ksufoundation.org> website.

Last updated on: May 25, 2018