

KANSAS STATE UNIVERSITY FOUNDATION

POLICY NAME: **Accessing Database Information Policy**

DATE APPROVED: **11-04-2010**

DATE DISTRIBUTED: **11-12-2010**

SUPERSEDES: **Policy dated 01-16-2002**

RESPONSIBLE AUTHORITY: **Governance Committee & the KSU Alumni Association Board**

(See final page for review and revision dates)

The Kansas State University Alumni Association (“Alumni Association”) and the Kansas State University Foundation (“Foundation”) jointly own, share, and maintain the database of graduates, friends and donors of the University, subject to the terms and restrictions set forth in this agreement. These records enable the Alumni Association, Foundation, and the University to communicate with their constituents for fund raising, special events, and to provide news and information. View-only access to the database may be provided on an as needed basis to certain University personnel, subject to appropriate confidentiality agreements and policies. Both the Alumni Association and Foundation expect that individuals with access to the database understand their responsibility with respect to use, interpretation and distribution of that data. Users of the data need to be aware that all information on the database is confidential. Name, Address, Prospect, and Gift/Pledge information on individuals (whether appearing singly or as part of labels or lists) may not be released in any format or for any reason, except for University related development or alumni relations. This information shall not be disclosed to third parties or the general public, except as otherwise permitted in this agreement. Use of this information for commercial or political purposes is expressly prohibited.

Failure to comply with this policy may result in denial of future access to donor and alumni information and other disciplinary action in accordance to the law.

GUIDELINES ON USE AND RELEASE OF KANSAS STATE UNIVERSITY DONOR AND ALUMNI INFORMATION

These policies are established by the Alumni Association and the Foundation and are applicable to all Departments and Colleges of Kansas State University.

The Alumni Association and Foundation are jointly responsible for maintaining the database. Users of the data need to be aware that the information is confidential and may not be used or released in any format or for any reason other than for the purposes of Kansas State University and more specifically for fundraising/development or alumni relations. Any individual having access to any of the database information including that which appears singly or as part of labels or lists may not release the information to the general public or be used or sold for personal gain.

The Alumni Association maintains the biographical module of the database of graduates, friends and donors of the University. To help ensure timeliness and accuracy of records as well as reduce

address correction costs, home address and business information received about or from alumni and friends should be forwarded to the Alumni Association.

The Foundation maintains the contribution history, donor prospect management and scholarship module of the database for graduates, friends, and donors of the University. The Foundation maintains these modules in effort to recognize donors for their contributions to the University, to research and track current and prospective donors, and to steward past donors.

DONOR RELATED INFORMATION

- A. GENERAL STATEMENT — Donor information shall not be released except as permitted under these guidelines or as required by law.
- B. DEFINITION OF DONOR INFORMATION — Donor information is defined as the name, address, telephone number, email address, prospect tracking, gift history, financial data, wealth rankings, or any other information pertaining to a donor or potential donor to Kansas State University, which is gathered by the Foundation, Alumni Association, or any other University employee.
- C. ACCESS AND USE OF DONOR INFORMATION — Donor information may be accessed only by Foundation, Alumni Association or University employees who are authorized by the Foundation and who have a need to know in order to perform an authorized University function or activity. Donor information shall be used solely for development purposes in accordance with applicable policies, including policies regarding return of information, restriction on distribution or dissemination, and restriction on printing and return of printed data.
- D. REQUESTS FOR DONOR INFORMATION — Any requests for donor information by any persons or entities not authorized to receive such information should be directed to the Foundation Accounting Office or the Director of Constituent Development.
- E. NONCOMPLIANCE — Failure to comply with this policy may result in denial of future access to donor information and other disciplinary action.

BIOGRAPHICAL RELATED INFORMATION

- A. GENERAL STATEMENT — Biographical information will not be released except as permitted under these guidelines or as required by law.
- B. DEFINITION OF BIOGRAPHICAL INFORMATION — Biographical information is defined as the name, address, email address, telephone number or any other miscellaneous information pertaining to any individual or corporation record on the database (exclusive of prospect tracking, gift history, wealth rankings, or other financial data).
- C. ACCESS AND USE OF BIOGRAPHICAL INFORMATION — Biographical information may be accessed only by Alumni Association, Foundation, or University employees who are authorized by Foundation or Alumni Association and have a need to know in order to perform an authorized University function or activity. This information shall be used for development and alumni constituent purpose only.

D. **RELEASE OF BIOGRAPHICAL INFORMATION** — The Alumni Association will perform the following functions with respect to requests for information without prior permission of the alumni and donors:

1. **Associated Organizations** — Biographical information may be released to organizations associated with the University only if the organization certifies in writing that:
 - a. It will use the information only in an activity that will directly benefit the University. Together the Alumni Association and the Foundation will have the final authority to determine if an activity will directly provide a benefit for the University.
 - b. It will not use the information for any other purpose.
 - c. It shall not release or disclose the information to any third party. It shall not release the information to a person affiliated with the organization unless that person has a need to know and that person agrees to maintain the confidentiality of the information pursuant to these guidelines.
2. **Alumni Directories** — The Alumni Association shall provide alumni information to departments, colleges and units wishing to publish an alumni directory. Units must obtain alumni information for these purposes from the Alumni Association. The following are included with alumni directories and fall under direct control of the Alumni Association.
 - a. All directories published for departments, colleges and other University affiliated organizations that contain biographical information.
 - b. All electronic directories, including those available on the World Wide Web, that contain biographical information.
3. **Other Affiliated Use** – Biographical information may be used or made available under the following additional circumstances by Foundation and Alumni Association:
 - a. If the mailing or use benefits or promotes Kansas State University, and
 - b. If the mailing is from the Alumni Association, it is only
 - (i) to alumni or other individuals with an existing affinity and relationship with the Alumni Association, (such as attendees of Wabash CannonBall, Bowl events, and Alumni trips, who may not be Alumni Association members), and not other donors, or
 - (ii) to donors to athletic funds for purposes of Catbacker and similar events; or
 - (iii) with the prior approval of the Foundation.
 - c. The biographical information and list are not sold to any third party, and

- d. If any use of the biographical information by third party vendors is proposed, it must have the prior approval of Foundation if proposed by Alumni Association and the Alumni Association if proposed by Foundation.
- e. The parties acknowledge the biographical information has previously been used in three instances that would not otherwise comply with the terms of this agreement. These three uses are listed on the following Attachment A, and these past exceptions are hereby approved by the parties.

E. **RELEASE OF BIOGRAPHICAL INFORMATION UNDER OTHER CIRCUMSTANCES** — Biographical information may be released under the following circumstances.

- 1. **Law Enforcement Agencies** — Requests from law enforcement agencies for information should be directed to the President of the Alumni Association.
- 2. **Subpoena or Court Order** — Information will be released pursuant to court order or lawfully issued subpoena. Questions regarding court orders and subpoenas should be directed to the President of the Alumni Association.
- 3. **All Other Requests** — All other requests for information from persons or entities should be directed to the Information Services Department of the Alumni Association.

F. **NONCOMPLIANCE** — Failure to comply with this policy may result in denial or future access to donor and alumni information and other disciplinary action.