



# Advancement Privacy Notice

## INTRODUCTION

This notice explains how the University of New England (UNE) collects, uses, and manages your personal information as a member of UNE's alumni and donor community, and in relation to philanthropic giving to the University. It outlines what information we collect, why we collect it, who can access it, and your rights regarding your information.

This privacy notice covers general information handling practices at UNE. Some departments or processes may have supplementary privacy notices with additional details specific to particular information collections.

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## 1. WHAT PERSONAL INFORMATION IS COLLECTED

### DEFINITIONS

**Personal information** means information or an opinion about an individual whose identity is apparent or can reasonably be ascertained from the information or opinion (as defined in the Privacy and Personal Information Protection Act 1998 (PIIP Act)).

**Sensitive information** may include information about your philanthropic interests, capacity to give, and relationships with UNE, which helps us understand how best to engage with you regarding potential gifts.

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## 2. HOW WE COLLECT YOUR INFORMATION

UNE collects your information in the following ways:

#### *Direct collection from you*

- Alumni registration and profile updates
- Donation forms (online, mail, or in-person)
- Pledge agreements and gift documentation
- Bequest notifications and estate planning documents
- Event registrations and RSVPs
- Survey and feedback responses
- Membership applications (e.g., mentoring programs, alumni groups)
- Meetings and communications with Advancement and Alumni staff
- Telephone, email, or written correspondence
- In-person, electronic, or telephone communications
- Social media interactions with official UNE alumni channels

#### *Collection from third parties*

- Professional bodies and associations
- Publicly available sources (e.g., LinkedIn, professional directories, media reports, company registers)
- Prospect research services (for major gift prospects)
- Your professional advisors
- Estate executors and legal representatives
- Third-party event management platforms
- Family members or representatives acting on your behalf
- Other alumni who provide your updated contact details

#### *Digital collection*

- Alumni portal and online platforms
  - Online donation platforms and payment gateways
  - UNE-hosted digital tools and resources for alumni
  - UNE Advancement and fundraising websites
  - Email engagement analytics
  - CCTV cameras on UNE premises during alumni and donor events
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### **3. WHY WE COLLECT YOUR INFORMATION**

UNE uses your information for the following purposes:

#### *Alumni Relations and Engagement*

- Maintaining your alumni record and profile
- Facilitating alumni community connections and networking
- Managing alumni membership programs and benefits
- Coordinating reunions and alumni events

- Operating mentoring programs (alumni-to-alumni and alumni-to-student)
- Recognizing outstanding alumni achievements and awards

#### *Donation Processing*

- Processing one-time and recurring donations
- Managing pledges and multi-year commitments
- Issuing tax-deductible receipts
- Processing refunds where applicable
- Managing payment methods and updating expired payment details

#### *Donor Recognition and Stewardship*

- Acknowledging and thanking donors
- Managing donor recognition programs (honour boards, naming rights, publications)
- Respecting requests for anonymous giving
- Providing impact reports on how donations are used
- Facilitating donor visits and engagement opportunities

#### *Gift Administration*

- Establishing and managing scholarships, prizes, and awards
- Administering named funds and endowments
- Ensuring gifts are used in accordance with donor intent
- Reporting on fund performance and distribution
- Managing conditions and restrictions attached to gifts

#### *Bequest and Estate Planning*

- Recording bequest intentions and notifications
- Liaising with executors and legal representatives
- Processing estate gifts
- Managing legacy society membership

#### *Fundraising and Development*

- Understanding donor interests and philanthropic capacity
- Developing fundraising proposals and appeals
- Identifying potential major gift opportunities
- Planning fundraising campaigns and initiatives
- Inviting participation in fundraising events

#### *Communication*

- Sharing university news, achievements, and updates
- Promoting alumni events and opportunities
- Providing updates on projects and programs you've supported
- Informing you about fundraising priorities and opportunities

- Inviting you to donor events and recognition activities
- Sending university news and impact stories
- Inviting participation in surveys, research, or focus groups
- Informing you about further study opportunities and continuing education

#### *Services and Support*

- Providing access to alumni benefits (e.g., library services, career support)
- Verifying alumni status to third parties (with your consent)
- Providing career development services and job opportunities
- Facilitating access to UNE facilities and resources

#### *Facilities and Services*

- Managing event attendance and logistics
- Operating on-campus accommodation for alumni and donor visitors
- Providing security and parking services during events
- Providing services to UNE and its alumni and donors by third parties

#### *Compliance and Reporting*

- Meeting Australian Charities and Not-for-profits Commission (ACNC) requirements
- Complying with Australian Taxation Office (ATO) reporting obligations
- Meeting Deductible Gift Recipient (DGR) regulatory requirements
- Maintaining accurate financial and donor records
- Responding to audits and regulatory inquiries
- Meeting statistical reporting obligations to government agencies

#### *Financial Management*

- Recording donations in UNE's financial systems
- Managing investment of endowed funds
- Budgeting and forecasting philanthropic revenue
- Reconciling donor accounts and pledges

#### *Planning and Quality Improvement*

- Conducting statistical analysis and benchmarking
- Undertaking quality assurance activities for alumni and fundraising programs
- Supporting research for internal use and reporting
- Measuring engagement and program effectiveness
- Improving donor experience and stewardship practices
- Measuring campaign success and donor retention
- University functions
- Supporting the University's general operations and strategic priorities

- Enabling activities that advance, or are incidental to, UNE's object and interests
  - Facilitating supplementary functions that enhance or support the University's object and interests
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## 4. WHO CAN ACCESS YOUR INFORMATION

Your information may be accessed by:

- UNE Advancement, alumni relations, and staff managing relationships and gift administration
  - Staff in Finance, Legal Services, and other business units where legitimately needed for University activities
  - UNE Foundation trustees and officers, and staff (for gifts to the UNE Foundation)
  - Contracted service providers, including UNE controlled entities and third parties such as:
    - Payment processors and financial institutions
    - Fundraising software providers
    - Prospect research services
    - Event management platforms
    - Mailing and printing services
  - UNE's professional advisors
  - Australian Taxation Office and other regulatory bodies as required by law
  - Other third parties as required, permitted, or authorized by law
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## 5. LEGAL REQUIREMENTS AND CONSEQUENCES

*Is providing your information legally required?*

The supply of your information to UNE is not required by law. However, certain information is necessary to process donations and issue tax-deductible receipts in accordance with Australian Taxation Office requirements. UNE will notify you if providing certain information is legally required.

*What happens if you don't provide requested information?*

If you don't provide requested information, UNE may be unable to:

- Include you in alumni communications and events
- Process donations or pledges

- Issue tax-deductible receipts
  - Acknowledge gifts appropriately
  - Honor specific gift restrictions or naming preferences
  - Provide updates on how gifts are being used
  - Provide alumni services or benefits
  - Verify your alumni status to third parties
  - Engage with you about future philanthropic opportunities
  - Respond to your inquiries and requests
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## 6. YOUR RIGHTS TO ACCESS AND CORRECT INFORMATION

### How to update your information:

Alumni, to update your contact information or subscription preferences email Alumni Relations via [alumni@une.edu.au](mailto:alumni@une.edu.au) or go to <https://www.une.edu.au/alumni/update-details>

Donors and friends, to update your contact information or subscription preferences email the Advancement team via [advance@une.edu.au](mailto:advance@une.edu.au)

### To opt out of communications:

You can opt out of alumni and fundraising communications at any time by:

- Using the unsubscribe link in emails
- Contacting UNE Alumni and Advancement using the details above
- Indicating your communication preferences through the alumni portal

**Note:** Even if you opt out of communications, we may still contact you to:

- Acknowledge and thank you for gifts already made
- Provide reports on how your previous gifts are being used
- Respond to your specific inquiries

### Anonymous giving:

If you wish to remain anonymous, please advise UNE Advancement at the time of giving. We will respect your privacy while maintaining the records necessary for legal and financial compliance.

### For complaints, or privacy inquiries:

Contact the UNE Privacy Officer at [privacy@une.edu.au](mailto:privacy@une.edu.au)

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## **IMPORTANT NOTICES**

### **Updating Your Details:**

Keeping your contact information current helps us stay connected with you and ensures you receive relevant alumni communications and invitations.

### **Donor Privacy Commitment:**

UNE is committed to protecting donor privacy. We do not sell, trade, or share donor information with third parties for their marketing purposes.

### **Public Recognition:**

If you do not wish to be publicly recognized for your gift, please notify UNE Advancement. We will honor your request while maintaining internal records as required.

### **Bequests:**

If you have included UNE in your will, we encourage you to notify us so we can thank you during your lifetime and ensure we understand your intentions. However, notification is not required.

### **Complaints:**

If you have concerns about how your donation has been used or how your information has been handled, please contact the UNE Advancement team or UNE Privacy Officer.

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*This notice is designed to comply with the Privacy and Personal Information Protection Act 1998 (NSW).*